

# Frais Expands American Hand Sanitizer Market with Natural Luxury Product at STUDIO at Fred Segal Launch

*Frais™*

*Frais Trusts Nature*  
*No sulfates*  
*No ethoxylates*  
*No parabens*  
*No propylene glycol*

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**Press Release Summary:** Frais™, the Australian-based pioneer in the emerging luxury segment of the U.S. hand sanitizer market, announced its exclusive American debut today at **STUDIO at Fred Segal** in Santa Monica, California.

Press Release Body: 18 April, 2008 - **Frais™**, the Australian-based pioneer in the emerging luxury segment of the U.S. hand sanitizer market, announced its exclusive American debut today at **STUDIO at Fred Segal** in Santa Monica, California. **Frais**

**Hand Sanitizer™** was created to add luxury to the smart practice of regular hand sanitizing. The environment-friendly formula of 66% pure sugarcane alcohol kills 99.9% of germs on contact and is blended with

eight essential oils which provide a natural aromatic moisturizing sensation as captivating as Frai's practical sanitizing benefits. In addition, **Frai's products** are free from parabens, sulfates, propylene glycol, petrochemical cleansers, ethoxylates, silicones, phthalates, mineral oils, DEA, artificial colors and fragrances.

**The World Health Organization, Centers for Disease Control** and the **Mayo Clinic** recommend using alcohol-based hand sanitizers above 60% to kill 99.9% of the germs encountered in everyday life, including most common bacteria and viruses. The current US market for alcohol-based hand sanitizers is \$93 million according to **Information Resources, Inc.**

**STUDIO at Fred Segal** has influenced the fashion and beauty industries by launching young designers and new products from around the world, continually setting the trends of tomorrow.

**Dann Murphy, Managing Director, STUDIO at Fred Segal**, reports "*I personally enjoy **Frai's Hand Sanitizer**...it smells great, moisturizes my hands with eight natural essential oils, and still manages to kill 99.9% of germs. We know our clients will love Frai's, a luxurious, environment-friendly hand sanitizer which we are pleased to welcome to **STUDIO at Fred Segal**".*

In addition to **STUDIO at Fred Segal**, Frai's offers a parallel commercial line of hand sanitizers, available for airlines, hotels and cruise lines. "*We are thrilled that American consumers can benefit from the aromatherapeutic lift our blend of Australian essential oils provides. We have created a natural, moisturizing, pleasant way for men and women to sanitize hands on the run, to carry conveniently in purses and briefcases, to have handy in the car, and to have available at home or at the office,*" said **Michael Davis-Smith, Managing Director, Frai's Luxury Products Pty Ltd, Sydney, Australia.**

For more information regarding **Frai's products** please contact **Laura Chisholm** at 310-802-1594 or visit [www.fraisluxuryproducts.com](http://www.fraisluxuryproducts.com).

**Web Site:** <http://www.frais.com.au>

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