760,000 CHILDREN UNDER 5 DIE DUE TO DIARRHEAL DISEASES

1.1 million CHILDREN UNDER 5 DIE FROM PNEUMONIA

In Pakistan, handwashing with soap has been shown to reduce the rate of diarrheal disease.

50% in West and Central Africa, handwashing with soap has been shown to reduce the rate of diarrheal disease.

Why is lack of global handwashing an issue?

Soap and water are key to healthy handwashing

Steps to proper handwashing

Wet your hands with clean, running water (warm or cold), turn off tap and apply soap.

Lather your hands by rubbing them together with the soap.

Scrub your hands for 20 seconds or longer (equivalent to singing the Happy Birthday song twice).

Rinse your hands well under clean, running water.

Rinsing with non-potable water is still more beneficial than not washing your hands.

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WHAT CLEAN HANDS PROVIDE:

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$3.35 (USD) investment in good handwashing practices =
- $11 investment in latrine construction,
- $100 investment in household water supply,
- Thousands of dollars in immunization.

Although people around the world clean their hands with water, very few use soap which removes germs much more effectively.

Soap breaks down grease, dirt, germs and bacteria from the skin so it can be easily removed when you wash your hands.

The simple act of handwashing with an affordable, effective soap can reduce the spread of preventable disease by as much as 45–50%.

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Dow POLYOX™ Water Soluble Polymer

Leading soap manufacturers use technologies like Dow POLYOX™ Water Soluble Polymers to help make soaps feel softer on the skin so they will last longer. This can create affordable hygiene solutions for economically challenged regions because healthy living should not be a luxury – it is a necessity.