



News Release

For Immediate Release

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NEW WEBSITE LAUNCHED TO EDUCATE FAMILIES ABOUT GOOD CHEMISTRY

Global biocide industry launches platform to provide important information about antimicrobials

WASHINGTON (January 22, 2019) – From stopping the spread of disease, to treating drinking water, to preserving home goods, antimicrobials help keep families safe. To explain the critical benefits of antimicrobials, the [Center for Biocide Chemistries \(CBC\)](#) launched today the consumer-oriented website [GoodChemistryLivesHere.com](#), providing important, factual information about antimicrobials to the greater public.

“Throughout history, antimicrobials have played a critical role in helping stop the spread of disease,” said Komal K. Jain, Executive Director of the CBC. “But there are many other uses for antimicrobials that people may not know about or may be misunderstood.

[GoodChemistryLivesHere.com](#) provides factual information and dispels myths about these chemistries.”

GoodChemistryLivesHere.com is an easy-to-understand resource that provides important information on the benefits of antimicrobials as they effect many aspects of a family’s everyday life. The website explains how antimicrobials are used in homes, public spaces, such as healthcare facilities and schools, and industrial settings. The new website helps advance CBC’s mission of promoting the benefits of antimicrobials and protecting public health.

[Antimicrobials](#), also known as biocides, help prevent the growth and spread of microbes. A class of antimicrobials, known as disinfectants and sterilants, kill many disease-causing viruses, bacteria, and fungi. Antimicrobials also support material preservation, essential to product sustainability; while others ensure countless manufacturing and industrial processes are not compromised by microorganism growth.

“These chemistries touch many facets of our everyday life. The public should have access to information about what antimicrobials are, how they are used, and how they are evaluated for safety” continued Jain. “We, as an industry, take the responsibility of providing access to this information seriously. [GoodChemistryLivesHere.com](#) is just one of the many ways we’re committed to ensuring people understand the safe and effective use of antimicrobials.”

Key features of the new website [GoodChemistryLivesHere.com](#) include:

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- **Global, scientific perspective:** Learn how and why antimicrobials are used in [homes, medical facilities and public spaces](#), from the CBC, a leading international science and industry group. Established in 1986, the CBC represents more than 50 companies that manufacture and/or formulate antimicrobial products.
- **Key benefits of antimicrobials:** From ensuring safe drinking water to destroying harmful bacteria and viruses in healthcare facilities and homes, antimicrobials are vital tools that [protect public health](#). Beyond their uses as disinfectants, antimicrobials play an important role in [promoting sustainability](#) by preserving products to extend their useful lives.
- **Important safety information on antimicrobials:** Because [antimicrobial product safety](#) is a number one priority, antimicrobials are continuously evaluated by their producers and are highly regulated by the government. Learn more about [current regulations](#).
- **Mobile experience:** Optimized, streamlined web pages on [GoodChemistryLivesHere.com](#) provide an easy way for users to scroll for antimicrobial information, whether viewing on mobile devices or desktop.

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The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®; common sense advocacy designed to address major public policy issues; and health and environmental research and product testing. The business of chemistry is a \$526 billion enterprise and a key element of the nation's economy. It is among the largest exporters in the nation, accounting for ten percent of all U.S. goods exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.

