



CLEAN
SLATE.

DON'T WALK AROUND WITH
THE TOUCH OF DEATH.





LIQUID
LATEX.

FORGET WHERE YOUR
HANDS HAVE BEEN.



PURELL: Emphasize its role in everyday life as a quick, reliable way to protect yourself and others from germs—without disrupting your day.

1. Move cleanly through the day.
2. Get your hands dirty.
3. For those who roll up their sleeves.
4. Roll your sleeves up and get after it.
5. No sick days, just PTO.
6. You don't actually want to be sick on your day off.
7. Make a "sick day" just a day off.
8. Make a "sick day" just a day.
9. Don't actually use sick days on your day off.
10. It's like throwing bleach on your hands.
11. Don't be afraid to get your hands dirty.
12. Make your hands as clean as possible.
13. No one wants to shake a dirty hand.
14. We don't know where that hand has been.
15. The cleanest hands belong to the dirtiest people.
16. Shake hands, not germs.
17. A handshake is just giving you some germs.
18. I'd love to give you some germs.
19. The hands just keep getting dirtier and dirtier.
20. A force field for the flu.
21. Giving you a force field from the flu.
22. Don't be on a sick kinda timing.
23. Germs are smaller than that wallet you got.
24. The scariest ones are the smallest.
25. Sneeze on that.
26. Because the germs you're carrying around aren't that gross.
27. Think of everything you touched today.
28. Think of all the nasty shit you touched today.
29. He better wash his hands, too.
30. I got some germs of my own.
31. Don't be patient zero.
32. You never know who's gonna be patient zero.
33. You remember five years ago?
34. What happens when someone coughs on you?

35. Because your germs aren't gross.
36. Protect yourself and everybody around you.
37. Have peace of mind that you aren't the one getting everyone sick.
38. Just remember, you aren't getting everyone sick.
39. Just know you're not the one getting everyone sick.
40. Don't be that guy getting everyone sick.
41. Just because you don't see it doesn't mean it's not gonna kill you.
42. Just imagine how deadly your hands are.
43. Don't walk around with deadly hands.
44. Don't walk around with the touch of death.
45. Get rid of that toxin with one pump.
46. One pump that sickness.
47. Get that sickness off of me!
48. Get that off of me, son!
49. Feel like a cleaner man.
50. Feel like a germ-free man.
51. Those germs aren't so brave now, huh?
52. Don't be a red-eyed tree frog.
53. Your hands aren't supposed to be that nasty.
54. It can burn the hell out of ya.
55. Only alcohol that's good for you.
56. Not alcohol, it's sanitizer.
57. Still considered NA.
58. What's this alcohol free trend?
59. Alcohol is killer.
60. We're here to rough up some germs.
61. We're jumping germs.
62. Takes three seconds to protect yourself.
63. Now you're not a health nut.
64. Don't be a germ keeper.
65. If you want to feel good all four seasons, then put it on.
66. For feeling good all four seasons.
67. Cheat code to feeling good all year long.
68. Year-round defense.
69. We don't melt, we don't freeze.
70. An all-year-round kind of thing.
71. Getting sick sucks, don't get sick.

72. Don't let the day drain you.
73. Get clean, not sick.
74. Better defense than Revis.
75. Better defense than the glove.
76. Health is wealth.
77. Feel 99.9% more secure.
78. Getting rid of 99.99% of your biggest haters.
79. Liquid latex.
80. Wanna look good, then feel good.
81. You gotta feel good to look good.
82. Not enough gas in the tank.
83. Not the area you wanna cheap out in.
84. People see you putting this on, and they'll be all over you.
85. Seeing you put this on, and they'll be all over you.
86. This shit makes everyone want to touch you.
87. The key to feeling everything.
88. Never worry about what you touched again.
89. Never worry about where your hands have been again.
90. Forget where your hands have been.
91. Instant relief from bad hands.
92. Do you know what Insta-Kill is?
93. The closest thing to ripping a layer of skin off.
94. Removing fear from the day.
95. The only thing to remove all doubt from the day.
96. Be as dirty as you want.
97. Get as dirty as you want to be.
98. Be renewed in seconds.
99. Takes one pump to be renewed.
100. Renew yourself in one second.
101. Fresh start is a dab away.
102. Get a fresh start.
103. Clean slate.
104. Nothing as important as cleaning the day off.
105. Clean off that nasty thing.
106. Eww they're nasty.
107. No one is gonna touch a dirty palm.
108. Don't keep your hands to yourself.