



PRESS RELEASE
For Immediate Release

Is Your Hand Sanitizer Safe?

WITH over 135 recent FDA recalls for hand sanitizers contaminated with toxic methanol, Minneapolis-based rareESSENCE Aromatherapy has done their homework to provide consumers assurance that their hand sanitizers are safe and effective.

Launched in June 2020, rareESSENCE Spray and Gel Hand Sanitizers are FDA-registered and made with 70% ethyl alcohol, the standard in health care sanitizing applications, along with glycerin and vitamin E to nourish and replenish the skin. They also provide a soothing experience with subtle aromas of 100% pure essential oils, and are free of overpowering synthetic fragrances and harmful chemicals found in other products.

“We search the world over for the highest-quality essential oils and ingredients for our aromatherapy products and we took the same care in developing our hand sanitizers”, said Sherri Jobelius, CEO and Co-Founder of rareESSENCE.

“It is very concerning to hear about the dangerous methanol-laced alcohol showing up in so many products. People use hand sanitizer to stay safe and healthy, and so many companies have betrayed consumer trust by launching cheap, toxic products as a quick way to enter the market”, added Brian Paulsen, President and Co-Founder.

Methanol won’t be found as an ingredient on the label of any contaminated product, so additional testing is often the only way to confirm that a sanitizer is safe and free of harmful chemicals.

rareESSENCE stands out from other brands by offering third-party lab certificates of analysis to demonstrate that no methanol is present in their sanitizers.

“These are scary times, and we are all vulnerable right now”, Sherri notes. “We created this product with the hopes that we can meet an important need and bring peace of mind to the marketplace – by helping to reduce the spread of germs, while providing a safe and enjoyable experience for the consumer.”

For every bottle of Hand Sanitizer purchased, rareESSENCE donates a portion of the proceeds to Feeding America.

rareESSENCE was co-founded by husband and wife team, Brian Paulsen and Sherri Jobelius.

rareESSENCE offers over 300 unique aromatherapy products in over 7,000 retailers nationwide.

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Notes to Editors:

- For more information on rareESSENCE Aromatherapy, go to: www.rareESSENCEaromatherapy.com
- For FDA’s list of hand sanitizers consumers should not use, go to: <https://www.fda.gov/drugs/drug-safety-and-availability/fda-updates-hand-sanitizers-consumers-should-not-use>