



PROTECTS®

The Crosstex Secure Fit® Technology Face-to-Face Challenge Makes the Invisible Visible

Breakthrough marketing campaign designed to make dental professionals more aware of and less vulnerable to airborne pathogens

Hauppauge, NY—February 1st, 2015—Crosstex International, Inc., a leading global manufacturer of infection control and prevention products for the healthcare market, today unveiled the “Secure Fit® Face-to-Face Challenge.”

Crosstex President and CEO Gary Steinberg said, “Independent research confirms that dental professionals are at much greater risk of exposure to airborne pathogens from aerosols and splatter than they may realize. We feel a deep responsibility not only to make dentists, hygienists and dental assistants aware of these risks, but to provide state-of-the-art surgical masks that can provide the protection and comfort these dedicated professionals need and deserve.”

As evidence of the health dangers faced by dental clinicians, Mr. Steinberg cited a study indicating that contaminants linger in the dental operatory long after the treatment is completed and can be directly inhaled into terminal lung alveoli. Another study determined that hygienists have a 60 percent higher incidence of cold symptoms than similar professional groups, and yet another indicated that gaps around the edges of surgical masks could expose pathogens to the wearer’s mouth and nostrils.*

As Karen Norris, Director of Marketing Communications stated, “Talking about Secure Fit® Technology’s superior performance is one thing, but showing it is another. That’s the reason behind our ‘Face-to-Face Challenge,’ where we use vibrantly-colored powder to vividly help demonstrate how gaps in other masks can let in dangerous aerosols and fluids.”

Crosstex’s “Face-to-Face Challenge” comprises several elements, all accessible at www.crosstex.com/SecureFit:

- The creation of a dedicated landing page where clinicians can view and socially share the “Face-to-Face Challenge” videos and other resources that provide insights on the dangers posed by pathogens in the operatory and how to select “the right mask for the task.”
- A sampling program that allows dental professionals to experience firsthand how Secure Fit® masks eliminate gaps while still delivering exceptional anti-fogging, breathability and comfort benefits.
- A new 1 CEU Mask Course: “Masks: Face the Facts” narrated by Leann Keefer, RDH, MSM, Crosstex Director of Education.

According to Ken Plunkett, Crosstex Senior Vice President, Global Sales, “Surgical masks are critical to the safety, comfort and productivity of dental clinicians. It’s a product category that historically hasn’t received the study and attention it demands, which is why we have devoted so much effort in recent years to bringing scientifically-based innovation to our mask designs.” He noted that the company’s Secure Fit® line has been named the best mask by THE DENTAL ADVISOR for an unprecedented four years in a row, and that a recent national survey indicated that the line was rated superior to all other masks in every area, including protecting against pathogens, preventing fogging, and providing breathability. “While we are gratified to see our masks being rated so highly,” said Mr. Plunkett, “we still have much work to do to help more dental clinicians appreciate both the risks they face and how our masks can help mitigate those risks.”

Crosstex is inviting clinicians to take their own “Face-to-Face Challenge” by offering Secure Fit® samples to compare against their current traditional standard earloop masks. To watch the “Face-to-Face Challenge” in action and order your sample(s), visit: www.crosstex.com/SecureFit.

* Studies on file.

About Crosstex

A division of Cantel Medical, Crosstex manufactures a wide array of infection prevention and control products for the healthcare industry. Founded in 1953 and headquartered in Hauppauge, New York, Crosstex sells products including face masks, which are 100% manufactured in its FDA-registered New York facility. Sold in more than 100 countries, Crosstex products include sterilization pouches and accessories, patient towels and bibs, surface disinfectants and deodorizers, germicidal wipes, hand sanitizers, gloves, sponges, cotton products, saliva ejectors and evacuator tips.

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