

Crosstex International's Annual *Pink with a Purpose* Program Benefits Women's Cancer Research

On October 1st, 2014, Crosstex International launches its annual *Pink with a Purpose* program, which donates proceeds from select Crosstex products to support women's cancer research at the Memorial Sloan-Kettering Cancer Center, the world's oldest and largest private cancer research and treatment center.

Each year, the company places certain pink versions of its products on special. When customers purchase these pink items, a portion of the proceeds are donated to Sloan-Kettering research. The *Pink with a Purpose* catalogue includes mainstay products from the Crosstex Patient's Choice® line, personal protection equipment, sterilization pouches and more.

"We are proud to support the fight against women's cancers. To maximize the reach of this initiative, we feature some of our most popular products that clinicians use daily," states Andrew Whitehead, Senior VP of Marketing/Business Development for Crosstex. "That means everyday products like prophylactic paste and anesthetic gels, sterilization products and personal protective equipment. This makes it easy for customers who already shop with Crosstex to choose the pink versions of their favorites and benefit a great cause."

This year, proceeds from *Pink with a Purpose* will be used to fund a forthcoming research project that seeks to characterize the molecular structure of certain rare and orphan sarcoma (malignant tumor) types occurring in girls, adolescents and young women. The proposed study attempts to validate the hypothesis that rare sarcomas of a particular phenotype have a single, recurrent genetic abnormality that can be isolated using state-of-the-art genomic sequencing methods. "This study could potentially be a huge step forward in anticipating and preventing the occurrence of rare cancers," says Whitehead.

"The tremendous response we've received in the years since we began the program shows us just what a difference a program like this can make in our community," adds Whitehead. "Many patients also notice and recognize the use of pink products in the dental office, making them aware that their dental office supports a worthy cause. A program like this can inspire professionals and patients alike."

The program will run from October 1st until the end of 2014. For more information on the *Pink with a Purpose* program and the full line of Crosstex infection control products, please call Crosstex at 1-888-276-7783 (toll free), 631-582-6777 or visit www.crosstex.com.

About Crosstex International, Inc.

A division of Cantel Medical Corp., 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.