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Safeguard advertisement.

[s.l.]: [s.n.], 1965

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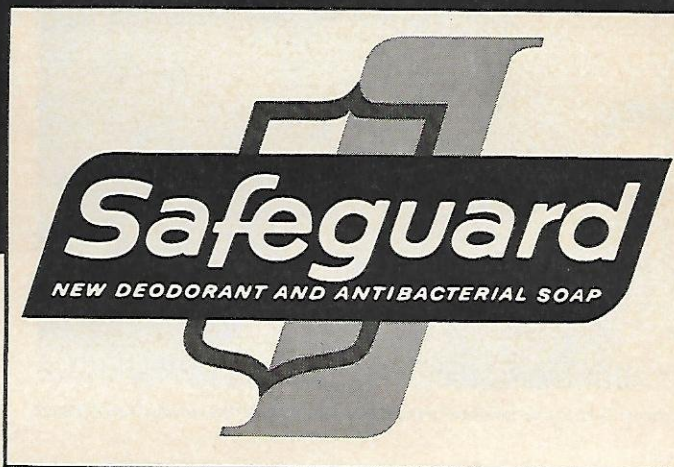
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new *Safeguard*[®]
antibacterial bar soap

keeps bacterial skin count lower
than the leading
hexachlorophene bar soap



Effectively reduces Staph carrier rate. Safeguard, unlike regular high-quality toilet soaps, offers more than gentle, thorough skin cleansing. Because it excels in reducing bacterial skin flora, Safeguard helps protect against pathogen transmission and bacterial skin infection. Used daily, Safeguard keeps skin *consistently* freer of bacteria than unmedicated soap or the leading hexachlorophene bar soap... and is particularly effective against such gram-positive organisms as *S. aureus*. In a 14-day use test among housewives, Safeguard achieved a 57% reduction in the *S. aureus* skin carrier rate.

Unsurpassed in mildness and safety. With its superior antibacterial action plus bar-soap mildness and economy, Safeguard is ideally suited for daily skin cleansing by patients and personnel.

Supplied: 1 and 1½ oz. bars, unwrapped, for patients ... 3.50 and 5.13 oz. bars, wrapped, for staff use. Available through your Procter & Gamble representative. For technical brochure write to Director of Medical Programs, P. O. Box 599,

PROCTER & GAMBLE, Cincinnati, Ohio 45201

Safeguard contains a unique combination of antibacterial agents—3,5-di- and 3,4',5-tribromosalicylanilides, 4,4'-dichloro-3-(trifluoromethyl) carbanilide, and 3,4,4'-trichlorocarbanilide—in a high-quality toilet-soap base.

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