



Press Release

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FOR IMMEDIATE RELEASE

Did You Know October 15 is Global Handwashing Day?

Dial® is asking Canadians to make handwashing the official 'Step 1' in every activity this season

Toronto, ON — [Dial®](#), a trusted leader in hand soap and other personal-care products, is bringing attention to the fact that October 15 is Global Handwashing Day with a new marketing initiative called "**Dial Step 1.**" This campaign encourages people to make handwashing their official Step 1.

"Washing your hands should always be 'Step 1' before engaging in any activity, whether you're cooking, starting your morning beauty regimen or your daily workout routine," says Maya Atallah, Senior Brand Manager, Dial, Henkel Canada Corporation. "But, while most people understand they should be washing their hands first before engaging in any activity, many Canadians still do not take this all-important first step."

In a national survey sponsored by **Dial** and conducted by bms – marketing research + strategy in May of this year*, it was revealed that a third of those who participated in the survey admitted to only "sometimes" washing their hands before eating a meal. To help call attention to the issue, **Dial** is asking media outlets, journalists and influencers who regularly post step-by-step recipes, regimens, or routines, to ensure that 'Wash Your Hands' is listed as 'Step 1' for every activity, on October 15 and ongoing.

According to globalhandwashing.org, [Global Handwashing Day](#) is a globally recognized day dedicated to increasing awareness and understanding about the importance of handwashing with soap.

Dial launched its **#DialStep1** campaign this month via a digital and social media campaign intended to encourage Canadians to always make handwashing the official Step 1 (see video [here](#)).

As a reminder, the [Public Health Agency of Canada recommends Canadians "wash hands for at least 20 seconds"](#) each time.

*The conducted sample with 1,000 respondents is representative for the Canadian population and has no limitations concerning gender, nationality and living in designated provinces. The sample size allows valid conclusions on a 99% significance-level within a deviation of 3.89%. The reported results are all far above these criteria and therefore highly significant.

About Dial® Products

Dial® products deliver clean, healthy skin for you and your family with products for Women, Men, and Kids. From bar soap, body wash, and liquid hand soap, our products provide benefits such as moisture, exfoliation, protection, replenishment and more.

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com, and on Twitter @Henkel_NA.

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