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# ADVISOR

**NEWSLETTER**

**AUGUST  
2015**



On select products.  
Details on page 2.

## YOU SPOKE. WE LISTENED.

We are pleased to announce a dispensing system enhancement to our **Crystal Clear 1065** and **Crystal Clear 1001** and both the **Regular # 1005** and **#1011 Citrus Surface Cleaner**. The actuator valve on our previous generation cans was inserted to the can using “peg into valve” technology. It was brought to our attention that if the can was dropped, it can be common to have the actuator valve shear off. This would render a can unusable. Some user feedback indicated that the valve can also be hard on the finger when depressing for an extended period of time.

In an effort to enhance the overall user experience, we have chosen to replace the previous actuator valve with a new “comfort style” valve. The new actuator valve provides a wide “landing area” for the finger to rest comfortably during use. It also greatly reduces, if not eliminates the potential of valve shear if the can is dropped. This is made possible through a different valve attachment technology.

The new valve has not affected the spray performance of any product. It is important to note, that the orifice insert in the new actuator valves for each product has not been changed. This will ensure that the spray pattern and atomization of each product performs as it did before.

fig. a

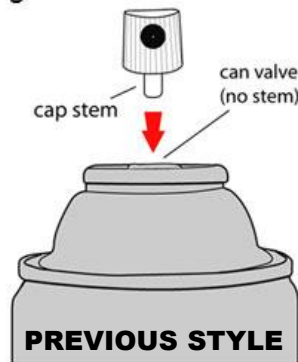
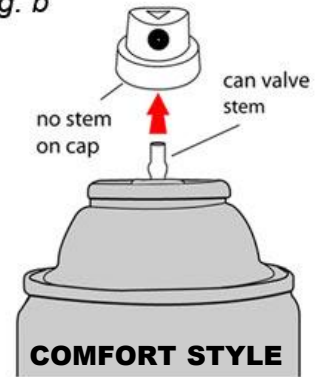


fig. b



- | SKU  | PRODUCT NAME                   |
|------|--------------------------------|
| 1001 | Crystal Clear                  |
| 1065 | Crystal Clear VOC              |
| 1005 | Foaming Surface Cleaner        |
| 1011 | Foaming Citrus Surface Cleaner |



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## CHANGING TIMES ENVIRONMENTAL UPDATE

### PLASTIC SCRUBBERS IN BIG BULLY SENSITIVE SKIN #1047



**Microbeads** — tiny plastic particles used as abrasives in many personal-care and beauty products — are a growing concern for Great Lakes fish, wildlife and potentially people.

There is growing concern by environmental activists about the use of plastic scrubbers in facial cleaning products and other cleaning products, including hand cleaners. Some areas, like Erie County in NY State will be banning micro scrubbers in 6 months. Scientists say the presence of microbeads in Great Lakes waters is a growing concern for fish and wildlife, and potentially for people living in the region. Microbeads are tiny, synthetic plastic particles used as an abrasive in many personal-care and beauty products — such as facial scrubs, soaps and toothpastes.

Once in the water, they can absorb toxic chemicals commonly found in waterways and be mistaken for food by fish and wildlife. Scientists are concerned about the health implications to aquatic organisms and people.

Our Big Bully Sensitive Skin hand cleaner contains these micro scrubbers and we are ready to make the switch to a pumice cleaner in the next few months. Our early tests show that this change should be readily accepted by our customers and will not affect the performance of the cleaner overall. If interested, we have samples available to hand out to some of your larger users.

## PRODUCT FEATURE PERFORMANCE CHEMICALS

### TOP SHOT AIR INTAKE & SYSTEM CLEANERS

Powerful yet safe formulation quickly cleans idle air control valves, throttle valves and throttle bodies. Can sprays at all angles. Will not harm converters, O2 sensors, aluminum or coated throttle bodies. Top Shot also comes packaged in our WW kits to provide additional cleaning and service options. Now available in 6oz size containing the ideal amount to complete just one cleaning.

#### Available in the following sizes:

Item 1059	6oz
Item 1037	12oz
Item 1006	20oz
Item WW24K	



## SUMMER SALES SPECIAL DETAILS

For the month of August, Well-Worth is excited to announce a **10% DISCOUNT** on select diesel and gasoline fuel additives. A minimum order of 50 cases is required for discount eligibility. You may mix and match products and sizes to make up your 50 cases. Customers must be current to participate. Eligible products include **Summit TDT™**, **Fuel Fix RX™** and **Octi-Plus™**. Also for a limited time **save 50%** on limited inventory of our One 4 All 8oz when you buy 1 case and get 1 case free! Sale valid while quantities last.

We strongly encourage you to get a jump on the additive sales season and take advantage of this promotion.