

## Fact Sheet on Gadget Guard TechClean Soapy Wipes

- Description: Gadget Guard TechClean is the best tech cleaner on the market – it's tough on germs, but gentle on tech.
- What is TechClean made of?
  - TechClean is a solution of 10% sodium laureth sulfate (soap!) and 90% water on 100% plant-based wipes. It has an 18-month shelf life.
- Types of TechClean:
  - Pouch: 20 count pouch with seal to keep the ~6 x 8 inch wipes moist (MSRP \$9.99)
  - Canister: 60 count canister with ~5"x7" wipes (MSRP \$19.99)
    - Comes with display box that holds 10 canisters
- What devices are TechClean wipes for?
  - All electronic devices
- Summary selling points:
  - Great margins and pick-up appeal
  - Best device cleaner on the market:
  - Won't strip oleophobic coating from device
  - Won't reduce efficacy of liquid screen protectors the way alcohol-based cleaners to
  - Not harmful to your skin
  - Most effective way to fight/destroy Coronavirus
  - Plant-based wipes, soap and water are safe for environment
  - Meets a growing demand
- What is Sodium Laureth Sulfate? Soap. It is the soap used in Dawn dishwashing liquid. Why soap?  
<https://www.acs.org/content/acs/en/molecule-of-the-week/archive/s/sodium-laureth-sulfate.html>
  - Soap molecules pry apart viruses.<sup>1</sup>
    - "annihilates the coronavirus"
    - "...almost like the Avengers, but better. Because it's real. And it can help stop the spread of this outbreak."
    - "...is almost like a demolition team breaking down a building and taking all the bricks away."
    - "...using cleaning products and abrasive materials diminish the coating and might scratch your phone."
    - <https://support.apple.com/en-us/HT207123> (See following graphics.)

<sup>1</sup> All quotes come from the articles listed at the end of this fact sheet.

## Cleaning your iPhone

Learn how to clean your iPhone.

**Is it OK to use a disinfectant on my iPhone?**

Using a 70 percent isopropyl alcohol wipe or Clorox Disinfecting Wipes, you may gently wipe the exterior surfaces of your iPhone. Don't use bleach. Avoid getting moisture in any openings, and don't submerge your iPhone in any cleaning agents.

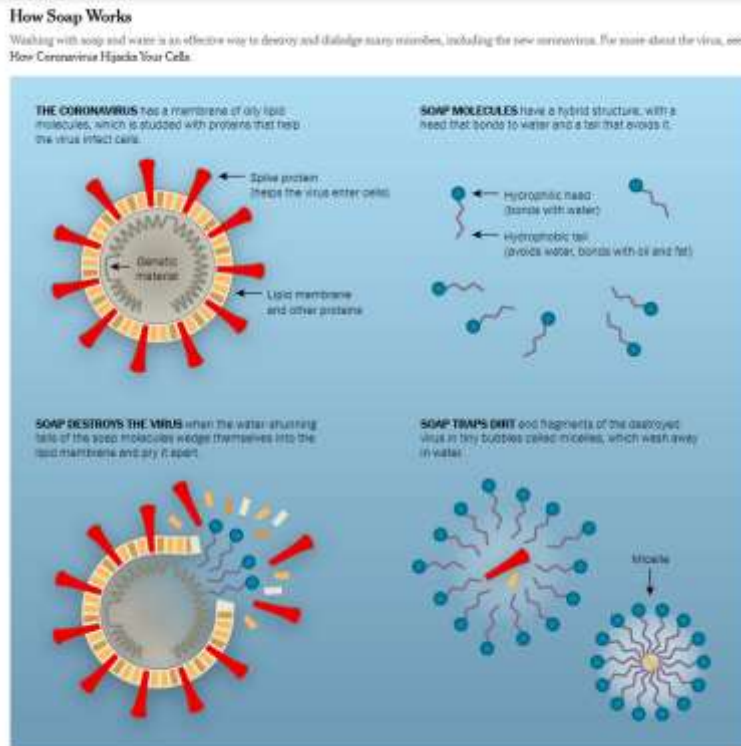
### iPhone 11, iPhone 11 Pro, iPhone 11 Pro Max

iPhone 11, iPhone 11 Pro, and iPhone 11 Pro Max feature glass with advanced textured matte finishes. On iPhone 11, the textured glass around the camera complements the polished glass. On iPhone 11 Pro and iPhone 11 Pro Max, the textured back glass provides an elegant look that is also tough, slip resistant, and feels good in your hand. With normal use, the textured glass may show signs of material transfer from objects that come in contact with your iPhone, such as denim or items in your pocket. Material transfer may resemble a scratch, but can be removed in most cases. Follow these guidelines for cleaning:

- Unplug all cables and turn off your iPhone.
- Use a soft, slightly damp, lint-free cloth—for example, a lens cloth.
- If material is still present, use a soft, lint-free cloth with warm soapy water.
- Avoid getting moisture in openings.
- Don't use cleaning products or compressed air.

Your iPhone has a fingerprint-resistant oleophobic—oil repellent—coating. Cleaning products and abrasive materials will diminish the coating and might scratch your iPhone.

- How does soap molecules pry apart viruses New York Times: [Why Soap Works](https://www.nytimes.com/2020/04/08/science/coronavirus-soap.html)



- Is TechClean the same solution as TechTonic?
  - No. They both have great properties for cleaning devices but they are made for different purposes. TechClean is great for cleaning the entire device; TechTonic is best for screens.
  - TechTonic is an ecofriendly, nontoxic, alcohol and ammonia-free aqueous solution formulated for helping clean screens. It leaves a proprietary polymer film that repels smudges and fingerprints to keep your screen clean longer.
- How is TechClean different?
  - TechClean is specifically formulated to remove dirt and germs. Scientists agree - soap and water is the most effective way to remove bacteria and viruses.
  - “Why Soap Works? At the molecular level, soap breaks things apart. At the level of society, it helps hold everything together... Other people’s lives [and devices] are in your hands.” <https://www.nytimes.com/2020/03/13/health/soap-coronavirus-handwashing-germs.html>
  - TechClean uses just enough sodium laureth sulfate (soap) with water to clean your entire device without risk of water damage.
- What competition is already in the marketplace?
  - While there are a lot of cleaners in the marketplace, most haven’t been developed with electronic devices in mind.
  - Many are harsh and overtime breakdown the oleophobic coating on your phone’s screen.
  - **Beware** if a surface cleaning product claims to be a “disinfectant” or kills a certain percentage, e.g. 99.99%, of bacteria or viruses it must be registered with the EPA – the label must clearly display the EPA registration number.
    - New York Times: [E.P.A. Threatens Legal Action Against Sellers of Fake Coronavirus Cleaners](#)  
[TechClean is not an EPA-registered “disinfectant” but it is a highly effective cleaner. It contains soap molecules which scientists agree are the most effective way to remove dirt, bacteria and viruses.](#)
- Other available information and sources:
  - BBC: [Coronavirus: How to clean your smartphone safely](#)
  - The Guardian: [Keep it coronavirus-free: how to clean your mobile phone](#)
  - CDC: [Soap and water are more effective than hand sanitizers](#)
  - American Chemical Society: [Can Soap REALLY Kill the Coronavirus?](#)
  - Vox: [How soap absolutely annihilates the coronavirus](#)
  - New York Times: [Why Soap Works](#)