

FOR IMMEDIATE RELEASE
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B4 Brands and Hygeia Enviro-Clean Partner to Offer Environmentally-Sensitive Hand Soaps and Sanitizers

Lisbon, Iowa – B4 Brands and Hygeia Enviro-Clean announced today that the two companies have joined forces to offer environmentally-sensitive hand hygiene products to institutional customers in Houston and Beaumont, Texas, and surrounding areas.

To meet new environmental standards and certifications, institutions such as schools, corporations, and government agencies are now seeking sustainable alternatives to harsh, synthetic hand soaps and sanitizers. The relationship between B4 Brands and Hygeia provides institutional purchasers in Texas with new alternatives that can help meet environmental and safety goals.

Hygeia Enviro-Clean is a 65 year-old distributor of maintenance and industrial supplies to schools, corporations, and government agencies. Hygeia Enviro-Clean focuses on providing safe, effective and sustainable products. B4 Brands is a provider of a full line of environmentally-sensitive hand hygiene products, including the Avant hand sanitizer brands, Aterra hand soap brands, and dispensing systems.

“Our relationship with Hygeia combines two organizations that share the same passion for safe and environmentally-sensitive product as well as an honest and straight-forward approach to business,” said John Rhomberg, the Chief Executive Officer of B4 Brands.

B4 Brands' hand hygiene products are now available through Hygeia's locations in Houston and Beaumont, Texas.

About B4 Brands

B4 Brands is a skin care company focusing on the development of environmentally-sensitive, high-quality hand hygiene products. B4 Brands is one of the fastest growing companies in the skin care market due to its broad product line, strong distribution relationships, and product development pipeline. B4 Brands' products include the Avant hand sanitizers, Aterra hand soaps, and Amend hand lotion. Learn more about B4 Brands at www.b4brands.com or www.facebook.com/B4Brands

About Hygeia Enviro-Clean

Hygeia Enviro-Clean, Inc., a distributor of commercial/industrial cleaning supplies and equipment, is dedicated to exceeding our customers' expectations in delivering excellent customer service and quality products for a healthier, safer environment and a sustainable future. Hygeia provides not only top of the line maintenance supplies and equipment, but also support our customers with on-going knowledge of new and improved products, equipment and methods. Hygeia has locations in both Houston and Beaumont, Texas. Learn more about Hygeia at www.hygeiaec.com