

Meet the Barnhardt Purified Cotton™ Symbol

In Spring 2015, we launched a public education campaign to call out questionable claims being made by synthetic fibers. We realized that the marketplace had gotten confusing for consumers of personal care, feminine hygiene, and adult incontinence products. Consumers want all natural products, and they also want those products to be safe and pure.

Although many products claim to be natural, how does your customer know that she is buying a responsible product, and how do they easily identify purified cotton products from the rest?

How to find Purified Cotton Products?

Now there's a way for consumers to confidently select the purest natural products while browsing the aisle. Just look for the Purified Cotton symbol:



When they see this symbol, your customers can be sure that the item they are purchasing is free of residual chemicals, toxins, or contaminants. They're getting nothing but **absorbent, soft, hypoallergenic, pharmaceutical grade cotton in its purest form.**

What Exactly is Purified Cotton?

Purified Cotton is cotton that has **undergone a highly intensive Proprietary Ultra-Purification Process.** This means that each single, individual cotton fiber is washed, cleansed,

and washed again, stripped of all potentially unsafe matter. But that's not the end.

The cotton is then purified with gentle hydrogen peroxide, rinsed with water that meets or exceeds safe drinking standards, and then four-stage-dried and finished. The end result is 100% pharmaceutical grade Purified Cotton(TM)—the highest purity rating available for cotton in the world. If you want only the best product to touch your skin, your baby's skin, your family's skin, Purified Cotton is the only grade that can truthfully be called pure.

Join the Chorus

We're working hard to shout out the pure truth about cotton. To help create recognition for our new purified cotton label, we have launched a website at PurifiedCotton.com. Join our growing ranks on [Facebook](#), [Twitter](#), and [Pinterest](#) and the next time you're in the store, look for the Purified Cotton(TM) symbol!

More info.? Check out "[Barnhardt Wins Cotton Inc. Award](#)"