

Media Release - Immediate Distribution - 1 August 2022
Contact: Amanda Lacey, amanda@popcom.com.au, 0418448570

Title: Soodox releases the ultimate 2 in 1 with Vytal Antibacterial Hand Cream

SYDNEY: Health and wellness brand Soodox are playing a *Vytal* role in solving one of the biggest problems with most hand sanitisers, making dry and damaged hands a thing of the past.

Vytal Antibacterial Hand Cream is an aromatic hand cream that kills 99.99% of germs, just as a regular hand sanitiser would. As well as this, the cream is specifically formulated to moisturise and hydrate your hands, leaving them feeling smooth and fresh after application.

Soodox Founder Shida Kebriti said that this product was a “must-have” for those who want to kill germs on their hands while also taking care of them.

“One of the biggest complaints we were hearing, especially at the height of the pandemic, was that constant use of hand sanitiser was leaving people with cracked and damaged hands,” Kebriti said.

“We wanted to create an environmentally-conscious alternative that protected us effectively from viruses while providing the benefits of hand creams and moisturisers at the same time.

“It’s the 2 in 1 product that is great for widespread positive health.”

Made in Australia, the cream is fragranced with lemon myrtle, a naturally grown Australian plant. A key ingredient added is yogurtene, a potent antimicrobial probiotic that protects the skin.

Vytal Antibacterial Hand Cream is available for \$19.95 from the Soodox website, and is also available at a number of leading pharmacies.

For more information, visit

<https://soodox.com/product/soodox-vytal-antibacterial-hand-cream-60ml/> or contact:

- info@soodox.com or 0484 703 362
- Amanda Lacey at amanda@popcom.com.au or 0418 448 570