



Building Your Immunity & Staying Healthy

- During this time of heightened precautions and home quarantine, Grounded is here to make sure you are cleaning to build your immunity and stay safe.
- Natural cleaning is not only effective, it is also safe for humans and the planet.
- During this time of heightened awareness of microbes like Covid19, the below cleaning protocols are more intense than Grounded may otherwise recommend.
- Generally speaking, killing 100% of microbes can actually hurt your long term immunity through what's called the "[hygiene paradox](#)".
- That being said, while we are taking increased precautions, natural products do kill harmful bacteria and viruses.

This general [2 step process](#) should be used for cleaning:

1. Use **SOAP** to remove dirt, grime, and lower the amount of bacteria and viruses.
2. Follow with **DISINFECTANT** to kill bacteria and viruses.

- Don't forget the importance of introducing other immunity boosting behaviors and products like kombucha, Vitamin C, sunlight, and regular physical activity into your routine.

Grounded Products for Deep Cleaning

Grounded products are made from Kenyan plant-based ingredients, fortified with essential oils for added antibacterial power. Grounded does not use petrochemicals, like isopropyl alcohol, or chemical antibacterial agents, like triclosan.

While we are all taking enhanced measures to protect our families, this does not necessitate bringing harmful chemicals into your home. Indoor air pollution from harmful chemicals can have lasting effects on humans and the planet. Natural products are both safe, and effective.

Grounded's Spray-Deep is made from our all natural liquid soap, and enhanced by lemongrass, eucalyptus, and tea tree essential oils.

- An all natural soapy spray, this is a great first stop for wiping up messes, before moving onto disinfecting. Wipe with a damp cloth.
- Apply the same logic to your surfaces as you do your hands -- washing with soap is the best protection to wash those germs down the drain. And this soapy spray is quick to use; doesn't require waiting time or gloves.

Grounded's Disinfectant is made from 6% hydrogen peroxide, which is a CDC approved product for killing Covid19.

- We recommend wearing [gloves](#) to protect your hands, but it is safe to use around children and the environment. Leave to air dry for 10 minutes for maximal effectiveness. Or wipe after letting sit for 5 minutes.

Grounded's Spray-Daily is made from infused vinegar which provides general sanitization and odor killing. It's also formulated to repel insects.

- When **Disinfectant** is used after **Spray-Daily**, it kills up to 99% of germs. Spray the Daily, then spray the Disinfectant on top and leave for 5 minutes, then wipe.

Grounded's Foaming Hands is made from our all natural liquid soap with clove and tea tree essential oils.

- [Handwashing with soap](#) is still the number one recommendation for protecting yourself.
- Our hand soap should be used with a foaming dispenser.
- Wash your hands after going to the toilet, touching your face, shaking hands, and before/after eating.
- Ensure to wash your hands for 20 seconds minimum for maximum effectiveness.



Grounded's Hand Sanitizer is made from 65% ethanol alcohol (the CDC recommended amount), and is boosted by natural antivirals like coconut oil and tea tree oil. Nourish your hands with aloe vera gel.

- Hand washing with soap and water is more effective than hand sanitizer. Hand sanitizer should only be used when soap and water are not readily available.

What & How to Clean

Some viruses and bacteria can live for up to 15 hours on surfaces. During this time of heightened protection, we recommend an initial deep clean on your house, and regular maintenance to prevent bad microbes from thriving on your countertops and surfaces that come into contact with your hands and face. If someone in your home becomes sick, ensure you protect them and others by doing additional frequent cleaning.

Cleaning should focus on items that come into contact with hands most frequently. Items like taps, light switches, and door knobs should be cleaned frequently after coming into contact with people. And we recommend leaving shoes outside the home.

Part I: Deep Clean Protocol

1. Use **Spray Deep** on countertops and surfaces, and wipe with a damp towel.
2. Follow with **Spray-Daily**, then **Disinfectant** and allow to sit together for 5 minutes. Wipe dry with a clean cloth.
3. Use **Floors Deep** to keep floors free from dirt and lift up germs, followed by **Floors-Daily** for disinfection.
4. Before bed, spray tap handles, knobs, light switches, and toilets with **Disinfectant** and allow to dry overnight.

Part II: Regular Cleaning

- **Surfaces:** Ensure regular cleaning of countertops, door knobs, light switches, taps and handles, especially after these come into contact with someone new, or someone infected.
- **Electronics:** Phones and electronics come into contact regularly with germs. Apple recently recommended using soft cloths and a disinfectant. Ensure it's not too wet or it will damage your phone.
- **Toilets:** Toilets can be dirty, but focus especially on cleaning the bowl (with Grounded Toilets), and rim of the toilet. Finish up with **Spray-Daily**, followed by **Disinfectant** and allow to air dry. Be sure to get the toilet handle!
- **Cars:** Use **Spray-Deep** with a damp cloth on surfaces in your car like steering wheel, seat belt buckles, etc. Use **Disinfectant** on metal surfaces like the outside door handle.

Thank you for your business.

If you have any questions about our products, please get in touch with us.

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