



# THOUGHT LEADERSHIP SESSION

Thursday, November 19, 2020  
9:00 – 10:00 AM CST

**ISSA SHOW CONNECT**

## Hear From Lysol Experts at ISSA Show North America

*Cleaning and Consumer Confidence: Helping to Put the Right Disinfection Practices in Place to Get Back to Business* — Much of America is back to business, but it's hardly business as usual. COVID-19 has fundamentally changed the way we think about "clean," and disinfection is now a top priority in daily life. Consumers are making purchasing decisions with these factors in mind. This thought leadership session explores how businesses will need to adopt the right disinfection protocols while working with a trusted disinfectant partner and forge the right alliances to instill consumer confidence and turn consumers into advocates.

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## Lysol Proven to Kill COVID-19

Six Lysol products have been tested by an independent third party and approved by the EPA to kill SARS-CoV-2, the cause of the COVID-19 virus, on hard, non-porous surfaces.

[SEE COVID-19 FACTS](#)

## What is RB PRO?

RB Professional is a global leader in cleaning, disinfection, and air care from brands like Lysol, Air Wick, Finish, Resolve, Easy-Off, and more. Join us in building healthier, happier workplaces.



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## Everything you need to know about ISSA Show North America Virtual 2020

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