

# Choosing a safe and effective plastic cleaner.

- Used by Apple, Gucci and Chanel retail stores
- Used by Mitsubishi Digital Electronics
- Used by the Smithsonian Institution
- Used by the Guggenheim Hermitage Museum
- Used by Beechcraft, Bombardier and Gulfstream
- Used by General Motors, Ford and Honda
- Used by Kyocera, Lee Filters and Stewart Filmscreen
- 100% non-toxic and biodegradable, safe for the planet

## **The Right Product For The Job**

Since the development of modern day plastics manufacturers, fabricators and end users have struggled with safe and effective cleaning of plastic surfaces. Because plastics are relatively soft they present challenges for safe and effective cleaning when compared to harder materials such as glass or metals.

## **Low Price, At What Cost?**

Recently new chemical agents from low cost suppliers have appeared on the market. Sodium Lauryl Sulfate (SLS), commonly used in shampoo in concentrations under 1%, has turned up in low cost screen cleaners from major brands. Academic literature showed that SLS in concentrations of 3% is commonly used as a skin irritant in cosmetic testing. Some products sampled contain SLS in a 10% concentration. The potential for severe skin irritation and litigation exposure is high. Another chemical, ethylene glycol butyl ether (EGBE), commonly found in many household cleaning products is regulated when used outdoors, but a loophole in the regulations allows use indoors without regulation. The July 24, 2007 edition of the [San Francisco Chronicle](#) ran an expose on the use of this chemical and its known potential for developmental toxicity. EGBE is contained in many cleaning products erroneously labeled as environmentally safe. The dangers of using alcohol, ammonia, SLS and EGBE are well documented and include flammability, eye and skin irritation, toxic fumes when burned and fetal developmental toxicity.

## **Keeping Good Company**

Brilliance, Inc. has provided the best solution for cleaning optical grade plastics and glass to a variety of industries. The cleaning solution known as **Brilliance** is used in aerospace, medical imaging, consumer electronics and plastic fabrication. Leading manufacturers and fabricators such as Mitsubishi Electronics, Laird Plastics, Curbell Plastics, Apple, TruVue Aquariums and others have used **Brilliance** successfully for many years.

## **Brilliance Safe And Effective**

The **Brilliance** formula is 100% non-toxic and safe to use around people and pets. **Brilliance** contains NO alcohol and NO ammonia, agent's known to cause discoloration or crazing in soft plastic surfaces. **Brilliance** contains NO SLS and NO EGBE. Matthews Toxicology Consultants of Hertford, North Carolina has thoroughly tested the **Brilliance** formula and found the active ingredient is non-toxic, chemically and physically inert. It cannot be absorbed through the skin or gastro intestinal tract. **Brilliance** is not toxic through oral, dermal or inhalation exposure and is 100% biodegradable.

## **Benefits Of Brilliance Usage**

**Brilliance** safely removes surface dirt and finger prints it leaves an anti-static protective coating on the surface. The coating gradually dissipates and does not build up. Repetitive use also benefits the surface by providing UV protection, reducing friction and preserving the original surface. **Brilliance** is a suitable abrasion resistant coating for plastic substrates.

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**Brilliance®**

*"When Appearance Is Everything"*

Brilliance, Inc.

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