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## **Nice 'n CLEAN® Supports Food Allergy Research & Education (FARE) As Exclusive Wet Wipe Partner**

Corporate sponsor will work hand-in-hand with FARE to provide education and resources in support of 15 million Americans with food allergies

08:11 ET from Nice 'n CLEAN (<http://www.prnewswire.com/news/nice+%27n+clean>)

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NEW YORK, May 18, 2016 /PRNewswire/ -- Nice 'n CLEAN, the only brand offering a full-line of premium personal care wipes for the whole family, is proud to announce they are the exclusive wet wipe sponsor of Food Allergy Research & Education (FARE), a leading advocacy organization working on behalf of 15 million Americans living with food allergies.

This unique partnership is designed to support FARE's mission of safety and inclusion for individuals with food allergies by fostering awareness of how Nice 'n CLEAN wipes can benefit those with food allergies on a daily basis. Nice 'n CLEAN Antibacterial Hand Wipes are more effective than gels in the removal of food allergen residue from hands and surfaces and kills 99.99% of germs.

"We are proud to support FARE's mission of safety and inclusion for individuals with food allergies," said Robert Julius, Chairman & CEO of Nice-Pak®, makers of Nice 'n CLEAN. "We touch consumers of our products more than 150 billion times a year worldwide. The mission of FARE aligns seamlessly with our purpose to help keep families healthy and well, one wipe at a time."

Nice 'n CLEAN Antibacterial Hand Wipes are available at CVS, Harmon and other retailers nationwide and specially-marked packages featuring the FARE proud supporter logo will be available later this year. Nice 'n CLEAN will donate a portion of the proceeds to help fund food allergy research and awareness initiatives. Nice 'n CLEAN will also sponsor Healthy Hand Washing Stations at 52 FARE fundraising walks across the country.

"FARE is excited to launch this relationship with Nice 'n CLEAN," said Lois Witkop, FARE's Chief Advancement Officer. "As a proud supporter of our mission, their organization-wide commitment and the broad reach of the Nice 'n CLEAN product line will enable FARE to advance our critical education and advocacy work in communities across the country and to continue to raise awareness of food allergies as a growing public health issue."

The partnership with Nice 'n CLEAN marks the first time FARE is licensing their logo for on-pack use and solidifies Nice 'n CLEAN's long-term commitment to the food allergy community.

### **About Nice 'n CLEAN®:**

Nice 'n CLEAN®, the only full-line of premium wipes including baby, facial, moist toilet tissue, feminine hygiene, lens and antibacterial hand wipes, is guided by a vision to provide gentle yet effective wet wipe products that meet the specific needs of caring parents, their families and the environment. Created and manufactured using only 99 to 100% plant-based fibers and gentle formulas, Nice 'n CLEAN wipes help maintain your family's wellness and a greener planet. Nice 'n CLEAN is manufactured by Nice-Pak, the global leader in the design, manufacturing, marketing and distribution of premium quality branded and private label pre-moistened wipes.

For more information visit:

Nice-Pak: <http://www.nicepak.com/>

Nice 'n CLEAN®: <http://nicencleanwipes.com/>

FARE: <http://www.foodallergy.org/>

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