



## ***Cutting Board Cleaner Selling Points***

- Can be sold alongside Howard's Cutting Board Oil and Butcher Block Conditioner, allowing for the entire cleaning, oiling, and conditioning process to be from the same company, giving the consumer confidence that the three products work together perfectly.
- Specially designed for cleaning wooden cutting boards, butcher blocks, wood utensils and countertops.
- Ideal for cleaning and preparing wood surfaces before using Butcher Block Conditioner or Cutting Board Oil.
- Easy to use: Apply with sponge, rub until lather is formed, rinse off and wipe dry
- Effectively cleans and neutralizes odors and leaves your wooden kitchen items smelling great, even on well-used cutting surfaces.
- Safe to use on surfaces that may come into contact with food.

## ***Cutting Board Cleaner vs. Dish Soap***

- Some dish soaps aren't able to penetrate into the wood as deeply as the Cutting Board Cleaner does, thus leaving unreached areas that can harbor harmful bacteria and contaminate your food.
- Dish soaps aren't specifically designed to clean wooden cutting boards; they are designed to cover a broader array of kitchen items. Cutting Board Cleaner is specifically designed for wooden cutting boards and wooden kitchen items.
- Some dish soaps contain bleach and other harsh ingredients, making boards soft and gummy, reducing the life of the board. Cutting Board Cleaner is made with ingredients that won't harm the boards.