

## Purell's Long Path to Success

CBS News

Now the top pick among careful parents and germaphobes alike, Purell's market success wasn't always so obvious. After a decade of rising sales and steady marketing, the anti-bacterial hand sanitizer has become wildly successful, surpassing analyst predictions on its way to the top.

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[http://www.chem.info/videos/2013/04/purells-long-path-success?qt-most\\_popular=1](http://www.chem.info/videos/2013/04/purells-long-path-success?qt-most_popular=1)