

SILENT MURDERER

From an unnoticed object in our homes to an indispensable thing in our lives.

From 2020 alcohol took an important role to fight against the COVID-19 pandemic. People start buying it thinking it will be the solution against the virus putting aside the real impact on ourselves and even worse on nature has not been taken into account.

People acquire any type of alcohol and the higher the percentage of alcohol the better regardless of its origin, its way of production (industrial or artisanal), packaging and most importantly, the long-term effects.

Antiseptic Alcohol: They cure one disease while creating another

The misinformation meant that when trying to protect ourselves in the short term against a virus, we acquired other diseases and did irreversible damage to our ecosystem by polluting it by producing a greater amount of plastic packaging and supporting companies to dump their waste into the environment.

Antiseptic alcohol is composed of ethyl alcohol, stabilizers and sterile water and it produces precipitation and denaturation of proteins, it depends on the presence of water and organic matter. Helping to control the spread of infectious agents.



DAMAGES



SKIN

Causes premature aging of the skin, causing thinning of the skin and an increase in the network of blood vessels.

NATURE

For the manufacture of the same it is common that stillage is used: Stillage is from industrial discharges that usually contaminate bodies of water, because they are not treated properly. This generates damage to the environment since chemical products are used that, when they become waste, reach the sea and contaminate the aquatic environment, leading to the death of several species such as coral reefs.



A plastic bottle, which is the most used for the sale of antiseptic alcohol, takes an average of

450 years

to decompose

CONSUMERS

We use alcohol to disinfect all surfaces, protect myself and my family from Covid, and prevent the spread of the virus.

I use **1 gallon** bottle for 2 month

When we finish using the alcohol bottles, we throw them away and buy new ones.

We have started buying alcohol since the quarantine began.

I use **6 liters** of alcohol a month

Our parameters for buying alcohol are how strong the alcohol is and its effectiveness.

I use **2** bottles a month



PRODUCER

Alcohol goes through a hydration process and then is measured which determines that the alcohol grade is indicated for the skin.

Alcohol, water, glycerin

Alcohol made in an industry guarantees quality.

Artisanal alcohol goes through processes that are not sanitary for humans.

555 dozen alcohol already packed.

Having an intelligent mechanism of machinery the production of alcohol means that not so much personnel are needed to perform it.

Packs the alcohol in **plastic containers.**



2090

FUTURE

Alcohol caused a dependency that we can hardly overcome.

In the future our goal will remain relevant.

PROBLEM

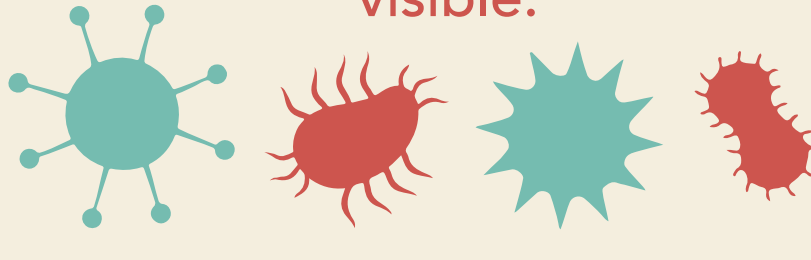
Alcohol has become a priority for people today due to the pandemic. However, there is a serious problem that when using it can cause several anomalies. In addition to polluting the ecosystem.

Antiseptic alcohol is to protect and disinfect people. The function of the object containing alcohol the "plastic" is to protect the antibacterial liquid in the bottle, in the atomizer, etc.

FUNCTION

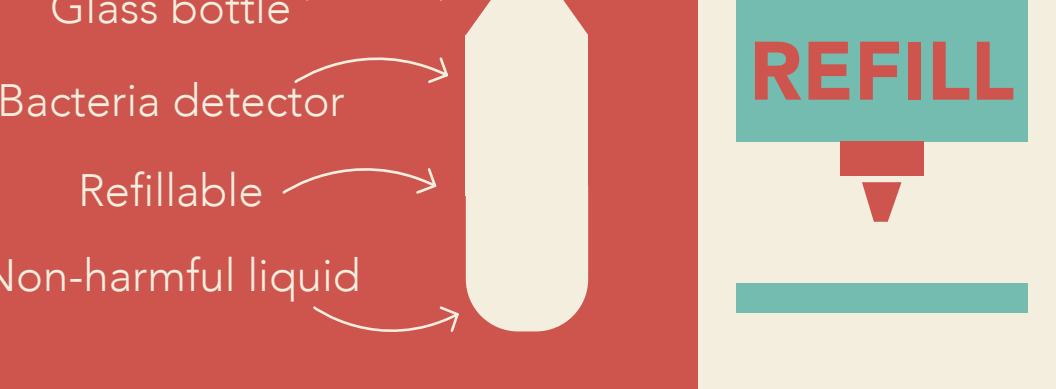
SOLUTION

Make microorganisms such as bacteria visible.



It is a new product that will improve the health situation in the world in the best way: raising awareness.

We consider that a product that must be developed is an alcohol that, in addition to eliminating these microorganisms, helps us to make them visible by painting them in order to make people aware of the importance of disinfecting our environment. We will avoid a future "pandemic" or we will simply become more hygienic by preventing diseases. The way to commercialize this new type of antiseptic alcohol will be in glass containers, in addition to helping the environment, it has been proven that alcohol has a longer shelf life in glass containers.



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