



NEWS RELEASE

For Immediate Release

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Gerson Company Announces “Breathe for Breast Cancer” Campaign!

Middleboro, MA - The Gerson Company is excited to announce its Breathe for Breast Cancer campaign. With many Gerson products in use by both the industrial safety and medical communities, the Gerson Company is making a concerted effort to work with these communities in supporting the fight against breast cancer. Gerson is introducing a “Breathe for Breast Cancer” next-generation particulate respirator, featuring the exclusive characteristics and advantages of the Gerson Smart-Mask 3-D design specifically produced with pink headbands. This unique pink head band Smart Mask will provide the personal protection of an N95 particulate respirator while allowing the user to highlight their support for the fight against breast cancer.

As part of the Breathe for Breast Cancer Campaign, the Gerson Company will donate a portion of the proceeds from the sale of the pink headband respirators to the fight against breast cancer. Mr. Robert Coleman, Senior Vice President of the Gerson Company, commented that “with almost half our associates here at Gerson being women, we wanted to adopt a cause that would be important to both our customers and all our associates. We are proud of the Gerson Company’s role in personal protection respirators and want to contribute in a significant way to an important cause. We look forward to a very successful Breathe for Breast Cancer campaign”.

The new Gerson Smart mask N95 respirator is uniquely designed with Pink Headbands to allow the wearer to highlight their support for the fight against breast cancer while providing significantly lower breathing resistance, extreme comfort and and the potential to fit a wide range of facial sizes. The Gerson Smart Mask is FDA approved and has been purchased by Dept. of Health and Human Services.



The Louis M. Gerson Co., Inc. has been in business since 1956 and currently operates two divisions offering respiratory and spray paint equipment to global markets. The Gerson Company currently has manufacturing capabilities in both the USA and China using state of the art production processes. The Company is a supplier of respiratory personal protection equipment to both U. S. and United Kingdom governments in addition to a number of major corporations in the safety product distribution channel.



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