

These Hand Sanitizers Smell Good, Kill Germs

Now that hand sanitizers have become an accessory of the new normal, upscale brands are introducing their own portable cleansers.

By Rachel Felder

July 22, 2020



Of course, simply decanting basic hand sanitizer into a fancy container can make it feel more glamorous. Early this month, sleek sanitizer dispensers in polished steel were installed in the Tom Ford Madison Avenue boutique. They were created by [Pureté System](#), a new brand founded by Jonathan Reed, who also runs a company that produces physical and digital events.



One of the receptacles, a shiny silver box filled with disinfecting wipes, looks like a designer take on a package of tissues. Another, a narrow tower that dispenses squirts of sanitizer, could be a luxurious water cooler.

Their aesthetic is, of course, more in sync with the boutique's grand black staircase and marble detailing than, say, the packs of cleaning products at the Duane Reade a couple of blocks away.

Mr. Reed said that other high-end stores are interested in using the dispensers, which are designed to use with a variety of sanitizers. He added that Pureté System's own line of hand sanitizer, scented with white musk and rose, will be introduced in the next couple of months.

The new company's goal, he said, was to offer a sophisticated way to incorporate something that's now part of everyday life.

"I don't think it's going away," he said. "This is our new reality."