

Kathy Lenox

President & Owner



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Kathy Lenox, president and owner of Microbe Solutions, LLC, has been at the forefront of innovation since 2016, when she first encountered Common Sense Technology. With over 30 years of management experience under her belt, Kathy's passion for public health ignited her mission to bring advanced antimicrobial solutions to the world. By 2017, she had founded Microbe Solutions, a Bayville, NJ-based company dedicated to delivering products that revolutionize hygiene and disease control.

Kathy's journey has been nothing short of remarkable. Starting with a modest 10x10 home office, she grew her company to a 2,000-square-foot facility where she now oversees sales, manufacturing, and accounting operations. Her proudest achievement? Building a small, but stellar team and gaining the capability to bottle Microbe Solutions' innovative products in-house. Kathy shares, "I really enjoy seeing everybody on our team excited about what they do. They're all so talented, passionate, and creative, and go above and beyond because they love us and love what we do. We have so much fun together that it makes it fun to go to work." Moreover, under her leadership, the company has flourished, even making appearances on *World's Greatest!* and the *Kathy Ireland* television shows.

In the wake of the pandemic, Microbe Solutions' offerings have become essential for daily life. Available on Amazon.com, Walmart.com, and their own website, www.smartcommonsense.com, their products continue to set new standards for hygiene. With a focus on eco-friendly and sustainable ingredients, Kathy ensures that Microbe Solutions isn't just protecting people, but also caring for the planet.

We spoke with Kathy to learn more about Microbe Solutions, how it distinguishes itself in the market, and why they have become a go-to solution for public health.

Kathy, what led you to start Microbe Solutions and bring this unique product to market?

My VP formulated this product years ago and introduced it to me. After using it for about a year, I became a firm believer in its benefits that I knew had to get out to the public. In 2017, we launched Microbe Solutions with the goal of sharing this game-changing product with everyone. There's truly nothing else like it on the market. It gives you a sense of confidence to live your life freely, knowing you're protected.

When we first started, we sold around 10,000 bottles in our first year. Now, we're selling hundreds of thousands. We began using a third-party bottling facility to produce our products. But when COVID hit in March 2020, the plant shut down and we ran out of products. We weren't going to let someone else dictate our future, especially when people needed our products more than ever. We invested in a bottling machine, moved into a 2,000-square-foot space, and now produce hundreds of bottles daily to keep up with demand. The company continues to grow rapidly, and I'm excited for what's next.

What sets your products apart from others on the market?

Our product stands out because of its unique formulation and the special molecule that leaves your hands feeling silky smooth for hours. People always tell us, "It's so silky smooth—I love it!"

Unlike traditional hand sanitizers that are only effective when wet, our formula acts like an invisible glove, creating a protective shield so you can go about your day with confidence, knowing you're still protected without needing to reapply. Moreover, it also remains on surfaces for long periods of time. For example, if you disinfect a sink, let it dry, and then coat it with our product, you'll see that water just runs down the drain, preventing mold and mildew from forming.

One of the most remarkable aspects of our formula is the microscopic spikes that attract and kill germs, stopping them from spreading. It's an amazing product that offers protection in a way that other sanitizers simply can't.

Can you share a few impactful stories from customers whose lives were changed by your products?

Absolutely! Many people struggle with allergies or sensitive skin, especially when it comes to hand sanitizers. One memorable story comes from a woman in California whose daughter was required to use hand sanitizer at school. Unfortunately, her daughter was allergic to the typical products, which led to constant rashes and infections. When she discovered our hand sanitizer, it completely changed the situation—no more rashes, no more infections. Her daughter can now use it safely every day.



Another story involves a mother whose child also had severe skin reactions to regular hand sanitizers. She was thrilled to find our product, and it's made a huge difference for her family. It's moments like these that remind us why we do what we do—knowing our products can genuinely improve people's lives and provide solutions where others fall short.

In addition to your popular hand sanitizer, what other products have gained traction, and how do they work?

One of our standout products is our wound care solution, which is truly remarkable. It contains no alcohol and helps heal cuts much faster. I remember a fishing trip in Key West where one of the mates accidentally got a rusty double hook caught in his hand. He was panicking, worried about how he could keep working. He pulled out the hook was bleeding, I applied our hand sanitizer, and it immediately stopped the bleeding, disinfected the wound, and he was able to keep working without any issues.

Another product that's quickly gaining popularity is our surface protection solution. Honestly, every school, sports team, office, and retail space should be using it. Germs and viruses are everywhere, especially in high-traffic environments. Imagine an office meeting: if someone sneezes, instead of the germs spreading to people, our surface protection works by attracting the germs to the treated surfaces, like walls and tables. The germs are drawn to microscopic spikes in the formula, which kill them on contact. This product is incredibly effective for businesses looking to protect their employees or for teams and families who want to ensure a clean, safe environment.

We also offer a DIY disinfectant protection program, which includes a fogger that's safe for pets, plants, and people. It's a great option for anyone wanting to protect their space from harmful germs.