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H2O3's Stabilized Aqueous Ozone Bringing New Meaning to 'Clean & Green'

Midtown Athletic Club among North American businesses that dramatically reduced environmental footprint during pandemic

(Chicago, IL — June 4, 2021) During the 2020–21 COVID-19 pandemic, cleaning and sanitizing protocols adopted by major businesses became a matter of public safety. Priority One was ensuring virus-free topical surfaces, particularly for environments with high-volume touchpoints. The resulting “**chemical overkill**” put customers and employees at significant risk—and didn’t do the environment any favors either, as countless millions of gallons of toxic chemicals found their way into our air and water.

Environmental stewardship has long been a concern for **Midtown Athletic Club**, which operates eight locations in five cities. Thanks to its partnership with Chicago-based **H2O3 Solutions**, the company was able to honor this commitment—and keep its 36,000 members and 1,600 trainers and staff safe—by replacing chemical-based janitorial products with **Stabilized Aqueous Ozone (SAO)**. Aqueous ozone, which is produced by introducing an electrical charge to normal tap water, has long been recognized for its unsurpassed pathogen-destroying capabilities. The H2O3 units *stabilize* the aqueous ozone for up to 24 hours, generating a constant supply of on-demand cleaning power that is 100% safe, with no odor or chemical residue.

“It saddens me how many chemicals we’re pouring into the world,” says Midtown CEO **Steven Schwartz**. “We installed the H2O3 units in 2019 and during the pandemic we had an unlimited supply of low-impact solutions for disinfection needs. We are fortunate that we started when we did.”

Schwartz was already aware of the sanitizing properties of Stabilized Aqueous Ozone from another business. He says converting all eight Midtown locations was an easy choice, especially after watching a YouTube video featuring a **Stanford University** study on SAO as a substitute for other cleaning products. The company armed its trainers and staff with refillable hand-held spray bottles, rebranded SAO as “AO₃S” and created a video for its web site entitled *Safe, Sustainable and Proven By Science*.

“Everywhere you go today people are pumping, wiping and spraying toxic chemicals like chlorine and isopropyl alcohol to ‘clean’ everything we touch,” Schwartz points out. “AOS is one of those unusually successful solutions to a problem. It does a great job of disinfection and cleaning, is good for people and the environment, and we save money. It’s a true win-win-win.”

The H₂O₃ units installed easily and required no employee training. Workers simply refill their AO₃S spray bottles at the beginning of every shift and use it to wipe down equipment between uses, and also clean and sanitize other surfaces around the club, including tables, door handles and locker room fixtures.

According to **John Wagner**, President of H₂O₃ Solutions, despite reams of hard science behind the pathogen-neutralizing effectiveness and environmental safety of Stabilized Aqueous Ozone, many businesses still have a difficult time breaking their chemical overkill habit—even with the prospect of a quick return on investment.

“We like to under-promise and over-deliver,” says Wagner, “but the reality is that once companies decide to make the changeover to SAO, their expectations can be incredibly high—and we welcome that. We know converting will be a simple transition and prove to be a powerful solution.”

As for Midtown Athletic Club’s expectations, Schwartz doesn’t mince words.

“I expected it to work,” he says. “And it *has* worked.”

For More Information

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