

## **US Company Develops New Method of Water Purification**

*By Peter Clotley*

07 November 2008

A U.S. company has developed new revolutionary ways of purifying water in developing countries. California-based Pure Bioscience has developed a breakthrough platform technology called silver dihydrogen citrate (SDC), which is an electrolytically generated source of stabilized ionic silver. The chemical compound found to be safe, tasteless and odorless as water could eliminate the threat of dangerous viruses, like Cholera from drinking water in only 10 minutes. The company says Africa, where cholera and other water-borne diseases are prominent stands a greater chance to benefit.

Mike Krall, the Chief Executive Officer of Pure Bio, tells reporter Peter Clotley from California that his company is working with several African countries to improve the quality of water and agriculture with its new product.

"We develop market technology-based bio-science products that are intended to provide solutions for numerous global health challenges including viruses such as MRSA. Pure's proprietary high advocacy and low toxicity bioscience technologies including its silver dihydrogen citrate representing innovative and advances in diverse markets and lead today's global trend towards industry and consumer use of green products, while providing competitive advantages in the advocacy and safety side," Krall pointed out.

He said his company's new product is a cut above the rest on the market.

"Our patented new silver dehydrogen citrate is an electrolytically generated source that stabilized ionic cell, which formulates beautifully with other compounds. And as a platform technology distinguishes itself from the competitors in the market place because of its superior advocacy and reduced toxicity, and the inability, and this is important, the inability of a bacteria to form a resistance to it," he said.

Krall said the product would be most useful to most rural African communities who do not have easy access to improved quality water supply.

"You will see this in a variety of products because it is a platform technology so you would see it in water purification in particular rural water purification. Picture for a person to be able to add just several drops to a gallon of microbiologically challenged water and have a microbiologically safe water in less than 10 minutes with no chance of overdose because there is no toxicity associated with the product," Krall noted.

He said the product could also find great uses in farming.

"It could also be used, as its being used in other countries, to reduce the disease in crops like soybeans, sugarcane, corn, and wheat by controlling the disease in these crops and again with a non toxic product," he said.

Meanwhile, Pure Bio says there is yet another huge application for Pure Bio, found in agriculture. Pure Bio eliminates the threat of fungus, bacteria and blight in agriculture. This means more food production; better, healthier food free of disease and pesticides; more biofuels; and more opportunities for more players to use natural resources to compete in a global economy. And it means a great deal more for emerging economies.

Pure Bio and Silver Dihydrogen Citrate (SDC) have changed the agricultural prospects for the planet and for new emerging countries and economies.

Brazil offers an example of countries using SDC to improve their agricultural production and methods and leverage the country's scientific advantages. Brazil, a country with the largest and most successful bio-fuel programs in the world, produces ethanol fuel from sugar cane and is considered to have the world's first sustainable biofuels economy, enjoying 85 percent independence from gasoline. As such, the country strives to participate in the emerging global biofuel economy.

Brazil is responsible for about 20% of the world production of ethanol and more than 40% of the world's exports. Ethanol produced from sugarcane is cheaper to process because it doesn't need to make the transformation from carbohydrates to sugar as required for corn, which then must be fermented to make ethanol.

Brazil's sugar cane is subject to particular fungus and bacteria, which is fast, spreading and threatens entire crops. Blight in sugar cane is very costly to control, requiring burning much of the crop once fungus or bacteria appear. Today, PureBio is effectively controlling blight in many of the co-ops managing Brazil's sugar cane crop with 100 percent efficacy.