



**News and FDA Updates for PURE (NASDAQ:PURE), PPD (Nasdaq:PPDI), Shire (NASDAQ:SHPGY)**

By M.E. Garza

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On 03/01/10, PURE Bioscience (NASDAQ:PURE) announced the nationwide launch of IV-7 Ultimate Germ Defense™ (IV-7), an advanced, broad-spectrum disinfectant with PURE's patented silver dihydrogen citrate (SDC) technology as the active ingredient.