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IV-7 Enlists in War on Germs

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Today marks the official launch of IV-7 Ultimate Germ Defense, which bills itself as a non-toxic disinfectant with the lowest EPA-toxicity rating possible: a 4 ("practically nontoxic") on a scale of 1-4. Its tagline: "Living safely. Saving lives."

Its formula is the first new disinfectant active ingredient to be registered with the EPA in 30 years. The product kills germs on any hard surface - homes, offices, schools, hospitals, medical and dental clinics, restaurants, hotels, animal shelters, public facilities and more.

With controversy swirling about the effectiveness of sanitizers and disinfectants, how does it support its claims?

IV-7's maker Pure Bioscience points to its research showing bacterial 'kill times' as quick as 30 seconds and disinfecting for up to 24 hours after the first application.

Rochon and Krall are betting their product, which will be sold via direct sales, against P&G's Green Works and Method's cleaning products (which have been fighting their own version of germ warfare) and all the other giants in the category.

Stay tuned for a more in-depth look at IV-7's launch on Brandchannel.

