



PURE Bioscience's SDC-Based Product Gets US EPA Registration; Shares Soar

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Pure Bioscience (PURE: News), the creator of silver dihydrogen citrate antimicrobial, Tuesday said it has received U.S. Environmental Protection Agency or EPA registration for its SDC-based disinfectant and food contact surface sanitizer. Pure shares rose more than 19% in morning trade.

Pure's patented new molecule, silver dihydrogen citrate or SDC, kills microorganisms by a dual-action mechanism in which germs are attracted to SDC as a food source, allowing the silver ion in the molecule to destroy them.

The company today said the product would be marketed as IV-7 Ultimate Germ Defense for Food Contact Surfaces by its sales and marketing representative, Richmond Sciences, LLC. An EPA Category IV disinfectant/sanitizer, IV-7 provides an advantageous combination of high efficacy, low toxicity and efficiency by rapidly eliminating dangerous pathogens, yet no rinse is required.

IV-7 Ultimate Germ Defense for Food Contact Surfaces can be used on surfaces and equipment in dozens of settings, and large food processing plants, farms, food storage areas. Additionally, the odorless IV-7 formula does not create irritating fumes. The company said it is on track to register the product in all 50 states.

President and Chief Executive Officer, Michael Krall said "Our completion of the rigorous six-year federal registration process to bring this much-needed technology to market will improve public safety protections in food processing, packaging, distribution and service."

Pure said unlike other disinfectants and sanitizers, IV-7 requires no hazard or warning statements and carries bacterial kill times as quick as 30 seconds, compared with 10 minutes for competing products.

The company added that the newly registered disinfectant/sanitizer is the third offering in its IV-7 line of products. Last month, Pure launched IV-7 Ultimate Germ Defense, an advanced disinfectant product initially targeted to janitorial and sanitation markets. Earlier this year, IV-7 Water Purifier was shipped to Haiti for use in earthquake-ravaged areas.

PURE is currently trading at \$1.94 per share, up \$0.31 or 19.02%, on the Nasdaq.