



PURE Bioscience Rises on EPA Approval of Disinfectant

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Shares of **Pure Bioscience** (Nasdaq: PURE) lifted after the San Diego company said the U.S. Environmental Protection Agency had approved its disinfectant and food contact surface sanitizer.

Pure Bioscience's silver dihydrogen citrate antimicrobial will be marketed as IV-7 Ultimate Germ Defense for Food Contact Surfaces by Pure's sales and marketing representative, **Richmont Sciences LLC**.

Pure Bioscience touts the product as an effective, low-toxicity, odorless disinfectant that requires no rinse.

The company will begin selling the product on a state-by-state basis later this month, as many food industry companies operate in single states or regions, said Pure Bioscience President and CEO Michael L. Krall, who said that the federal registration process had taken six years.

The newly registered disinfectant/sanitizer is the third offering in Pure's IV-7 line of products. Last month, Pure Bioscience launched IV-7 Ultimate Germ Defense, an advanced disinfectant product initially targeted to janitorial and sanitation markets. Earlier in the year, IV-7 Water Purifier was shipped to Haiti for use in earthquake-ravaged areas. Donation of silver dihydrogen citrate in liquid concentrate form was made through Project Hope, and was sufficient to purify 40 million gallons of water for safe drinking.

In morning trade, shares of Pure Bioscience rose 18 percent, or 30 cents, to \$1.93.