

PURE's Germ Killer OK'ed for Sale

April 6, 2010

By Thomas Kupper

The small El Cajon company Pure Bioscience said it received clearance from the U.S. Environmental Protection Agency to market a new food contact surface sanitizer.

The product, to be called IV-7 Ultimate Germ Defense for Food Contact Surfaces, uses silver dihydrogen citrate, or SDC, as a germ-killing ingredient.

Pure aims to introduce the SDC technology as an ingredient in products for a wide range of applications, and recently started marketing a product in the janitorial and sanitation markets.

The latest approval is a step toward marketing it in dozens of food settings, such as processing plants, restaurants and cafeterias. The company is also seeking approvals in all states.

Pure said the product's advantage versus competing products is that it requires no hazard or warning statements and kills bacteria as quickly as 30 seconds. The disinfectant will be sold by Pure's sales and marketing representative, Richmond Sciences of Dallas.

While Pure has been pursuing the silver technology for more than a decade, results have been modest.

The company lost \$1.8 million in its most recent quarter on sales of \$327,000.

Shares jumped 40 cents Tuesday to close at \$2.03.

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