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[Pure Bioscience launches proprietary new brand](#)

By Daily Transcript staff report

El Cajon-based Pure Bioscience Inc. (Nasdaq: PURE), creator of the patented silver dihydrogen citrate (SDC) antimicrobial, announced the launch of its proprietary new brand, Pure hard surface disinfectant and food contact surface sanitizer.

Pure Hard Surface kills resistant pathogens like MRSA and also eliminates fungi and viruses including HIV, norovirus, influenza A, avian influenza and H1N1. The product is registered for use on food contact surfaces and is gentle enough to be used in sensitive children's areas. It has been registered by the U.S. Environmental Protection Agency and the state of California. The other state registrations are in process.