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Pure gets disinfectant label expansion



Pure Bioscience's Hard Surface disinfectant. Provided by Pure Bioscience

Shares of Pure Bioscience jumped nearly 20 percent Thursday after federal regulators approved expansion of the list of organisms killed by its Hard Surface disinfectant appearing on the product's label.

The new label, which was reviewed by the Environmental Protection Agency, will include Hepatitis B, Hepatitis C and several drug-resistant bacteria, the El Cajon company said. It also will note that the disinfectant kills many viruses in as little as 30 seconds after contact and the Hepatitis viruses within a minute.

The label will continue to claim that the product kills HIV, the virus that causes AIDS, in 30 seconds.

Those claims meet federal guidelines for controlling blood-borne pathogens in hospitals and other medical facilities, the company said.

Shares of Pure were up 19 cents to \$1.17 in mid-morning trading.

The disinfectant's main ingredient, silver dihydrogen citrate, is a patented silver ion molecule that quickly kills microbes once they ingest the molecule.

Pure has sold the cleaner to food processing plants, restaurants, cafeterias and other food handlers since 2010 when the product was approved by the EPA.

"The EPA's validation of the new claims for Pure Hard Surface puts it far above the competition when it comes to efficacy and low toxicity," said Michael Krall, president and chief executive officer of the El Cajon company. "We're moving forward with registration of the new label in all 50 states."

Last week, the Food and Drug Administration placed its "generally recognized as safe," or GRAS, stamp on the Hard Surface disinfectant and silver dihydrogen citrate. The designation should enhance Pure's ability to market the product to a wider range of customers.

The company also sells concentrated versions of silver dihydrogen citrate to other manufacturers that turn disinfectant into their own branded products.

Third-quarter revenue fell 77 percent to \$128,400 from the same period a year earlier while losses grew to \$1.82 million from \$1.61 million in 2010, the company reported in June.

At the same time, Pure said it had terminated a year-and-a-half-old sales and marketing partnership with Richmond Sciences of Dallas.

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