



Pure Bioscience disinfectants to launch next year

By Daily Transcript staff report

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El Cajon-based Pure Bioscience (Nasdaq: PURE) has signed an agreement in which Charlotte Products Ltd. will blend and package Pure's patented silver dihydrogen citrate-based hard surface disinfectant and distribute the disinfectant in Canada and the U.S. through cleaning product manufacturers Swish Maintenance Limited, Swish (USA) and Enviro-Solutions Limited.

The SDC-based disinfectant will be distributed under the brand Swish Silver Supreme in Canada and the U.S. Enviro-Solutions will market the product as ES360 Full Circle Silver Disinfectant in the U.S.

The disinfectant is expected to launch in early 2010 in Canada and soon after in the U.S.

Michael L. Krall, president and CEO of PURE Bioscience, expressed his appreciation at Charlotte Products' efforts to secure Canadian regulators' approval, a process that can take more than two years.

Enviro-Solutions Ltd. and Swish Maintenance Ltd. have registered their brands with the U.S. Environmental Protection Agency as a sub-registrant of Pure Bioscience and are currently undergoing registration in all 50 states – a process that can take up to six months.

In accordance with the agreement, each bottle of Swish Silver Supreme and ES360 Full Circle Silver Disinfectant features Pure's "Powered by SDC" logo.