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VETERICYN INC. LAUNCHES HOT SPOT TREATMENT FOR DOGS, CATS AND OTHER PETS

Formula based on FDA-cleared technology speeds healing of itchy, painful skin condition

(RIALTO, CALIF.) May 10, 2010: Vetericyn Inc., a California-based animal healthcare company, has introduced a new Hot Spot Treatment to its line of animal wound care products. Vetericyn[®] Hot Spot Spray is a safe and effective treatment for a common skin condition found in dogs, cats and other pets known as acute moist dermatitis or “hot spots.”

Hot spots are bacterial infections that develop on the skin, typically appearing as moist, raw, inflamed lesions in areas where moisture becomes trapped against the skin. The wounds tend to be painful and itchy, and pets will commonly scratch and bite the area in distress. This can cause the infection to spread rapidly, and in serious cases, the animal may require antibiotics or painkillers.

For the health and comfort of the pet, it is advisable to treat the hot spot quickly. Vetericyn[®] Hot Spot Spray is formulated to be as gentle as water, has no odor and does not sting when applied to the animal. The one-step product works within seconds to clean and treat the wound area and jump-starts the healing process. It is safe to the eyes, mouth and nose and poses no risk if ingested by the animal.

Vetericyn[®] can be sprayed directly on the wound or sprayed onto dressings before applying to the wound. It is compatible with most gauzes and acrylics and can be used prior to the application of other treatments. It is pH neutral and non-toxic, leaving no film or residue that would require rinsing.

Vetericyn[®] Hot Spot Spray is available over-the-counter in an eight-ounce pump spray for an MSRP of \$28. Vetericyn[®] is also available in a professional strength formula, dispensed exclusively by licensed veterinarians.

Wounds treated with Vetericyn[®] have demonstrated a reduction in healing time of up to 60 percent. In-vitro results show that Vetericyn[®] can safely kill 99.9999 percent of most single-cell pathogens within 30 seconds. Treatment with Vetericyn[®] more than doubles the oxygen supply at the wound site within 30 seconds and maintains that level for up to 36 hours. The increase in oxygen and the eradication of infectious pathogens are responsible for the accelerated healing time.

Vetericyn[®] is the first non-toxic broad-spectrum topical antimicrobial on the market. The landscape-altering wound and infection control technology kills bacteria (including staph and drug-resistant MRSA), viruses, fungi and spores without harming healthy tissue. Vetericyn[®] replicates the immune system's natural response to invading pathogens with an oxidative burst of neutrophils, the most common white blood cells in the body. The body recognizes this as a friendly infection-treating ally. Within seconds of applying Vetericyn[®], blood flow increases and wound-healing nutrients are delivered to the site. Harmful pathogens are eradicated and accelerated healing begins.

About Vetericyn Inc.

Based in Rialto, Calif., Vetericyn, Inc. is a privately held company that was formed for the purpose of providing premier healthcare products to the equine and companion animal markets. Vetericyn's owner, the Burlingame family, has been in the animal market for over 40 years as owners of livestock and horses and breeders of hunting dogs and reining horses. For more information or to find a dealer near you, visit www.vetericyn.com or call 866-318-3116.

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