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VETERICYN LAUNCHES HYDROGEL FORMULA FOR ADDED PROTECTION AGAINST INFECTIONS IN WOUNDS

HydroGel Spray based on FDA-Cleared Technology Now Available

(RIALTO, CALIF.) Dec. 14, 2009: Vetericyn, a California-based animal healthcare company, has announced the launch of Vetericyn[®] HydroGel, a new spray gel version of its wound and infection control product.

Vetericyn[®] HydroGel is thicker than the traditional Vetericyn[®] spray formula, allowing it to stay in place and provide an additional layer of protection on wounds. HydroGel is a particularly good option in areas of the body where there is a lot of flexing, where wounds tend to get continuously stressed, like the ankles and knees.

The water-based gel formula can be sprayed directly on the wound or sprayed onto dressings before applying to the wound. As with the traditional Vetericyn[®] spray, HydroGel is available in both an over-the-counter and veterinary strength formulations.

Vetericyn[®] HydroGel OTC is available in an eight-ounce spray for an MSRP of \$32 and the 16oz is available too for the MSP of \$40. Vetericyn[®] HydroGel VF is a more potent version available for use and dispensing by licensed veterinarians at an MSRP of \$44.

Vetericyn[®] allows animal owners to clean, treat and protect wounds against infection in one step, replacing the need for several first-aid products. It is an effective treatment for horses as well as small companion animals, including dogs, cats, rabbits and birds.

Vetericyn[®] offers a treatment option that works in tandem with an animal's immune system to fight infection and speed healing time. It 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. Neutrophils, the most common white blood cells in the body, fight infection and kill pathogens by releasing an oxidative burst. Vetericyn[®] replicates these same oxychlorine compounds. Thus the body recognizes this as a friendly, biocompatible infection-fighting 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.

Vetericyn[®] is scientifically designed to treat a wide variety of wounds, skin ulcers and abrasions. It can be used to treat hot spots, ring worm, cinch fungus, rain rot, eye and ear infections, fungal infections, skin rashes, cuts and burns, post-surgical incisions and topical infections.

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. This increased oxygen and the eradication of infection are responsible for the accelerated healing time. Vetericyn[®] is pH neutral and as safe as water. It can be used safely around the mouth and nose without irritation or shock. It is also safe if licked by animal.

About Vetericyn, Inc.

Based in Rialto, Calif., Vetericyn, Inc. is a privately held company that was formed in 2009 for the purpose of providing premier healthcare products to the equine and companion animal markets. Vetericyn's CEO/President, Bob Burlingame, has been in the animal market for over 40 years as an owner of livestock and horses and a breeder of hunting dogs and reining horses. Veterinarians can purchase the VF formula by calling Vetericyn at 866-318-3116. More information and a retail locator is available at www.vetericyn.com.