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PROFESSIONAL STRENGTH VETERICYN™ ANIMAL WOUND CARE NOW AVAILABLE TO VETERINARIANS

Potent Veterinary Formula (VF) Utilizes FDA-Cleared Technology to Fight Infection Naturally and Speed Healing Time

(RIALTO, CALIF.) July 30, 2009: Vetericyn, Inc., a California-based animal healthcare company, has announced the launch of Vetericyn VF™, a special veterinary formulation of the FDA-cleared technology, Vetericyn™ wound and infection treatment. At nearly double the potency of the original Microcyn-based formulation, Vetericyn VF™ offers licensed veterinarians a powerful new treatment option that works in tandem with an animal's immune system to fight infection and speed 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 VF™, blood flow increases and wound-healing nutrients are delivered to the site. Harmful pathogens are eradicated and accelerated healing begins.

At 150 parts per million of Free Active Chlorine (FAC), Vetericyn VF™ is nearly double the potency of the consumer formula of Vetericyn (at 80 parts per million of FAC). However, the efficacy of Vetericyn VF™ has been shown to be three to four times greater, significantly enhancing veterinarians' ability to manage infection. Tests have shown that Vetericyn VF™ is able to manage the organic load significantly better, thus extending the product's life of effectiveness.

Vetericyn VF™ is sold exclusively to licensed veterinarians in the United States and Canada. The general public may purchase Vetericyn through licensed veterinarians dispensing the product.

Key benefits of Vetericyn™ and Vetericyn™ VF include:

- **Broad spectrum infection treatment** – 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, pigeon fever, rain and cinch rot, eye and ear infections, fungal infections, skin rashes, cuts and burns, post-surgical incisions and topical infections.
- **Reduces inflammation and eliminates odor** – Vetericyn™ inhibits the release of histamines which cause chronic wound inflammation. Wound odor is also eliminated as the result of bacteria eradication, by killing bacteria, helping to keep flies and other pests away from outdoor animals during treatment.
- **Accelerates healing time** – 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.
- **Safe as water** – Vetericyn™ is pH neutral and can be used safely in the eyes, mouth and nose without stinging, irritation or shock. With a safety profile similar to saline, it will not cause injury if ingested by animals.
- **Convenient** – Vetericyn™ is ready for immediate use with no mixing or dilution required. Unlike betadine or iodine, gloves and other safety equipment are not required to apply Vetericyn™ and there is no staining or mess. Vetericyn™ is a "no-rinse" formula, leaving no film or residue that needs to be cleaned off the animal.

- **Proven safe and effective** – The Microcyn® Technology platform utilized by Vetericyn™ has been used to successfully treat over one million human patients without a single serious adverse effect. Its testing includes 28 human clinical studies, two animal studies and five FDA 510(k) clearances.
- **Extended shelf life, remains sterile** – Unlike saline, a container of Vetericyn™ will remain sterile after opening. Users simply recap tightly and store at room temperature out of direct sun. Vetericyn has a shelf life of 18 months.
- **Environmentally friendly** – Vetericyn™ is as safe on the environment as it is on the patient. The non-toxic, pH neutral formula does not require any special handling or disposal precautions. Vetericyn solution is 100 percent biodegradable.
- **Safe for Competition** – Vetericyn™ is steroid-free and antibiotic-free. Because it contains no banned substances, it “tests free” on competitive animals and is compatible with other treatments.

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 owner, 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 is available at www.vetericyn.com.

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