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PRESS RELEASE FROM MEDIA INTELLIGENCE PARTNERS

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Byotrol Sales Surge as UK Braces for Swine Flu Resurgence

“Swine Flu Can Be Contained - Proven Superior Protection is Available”

The widely anticipated increase in Swine Flu cases this winter has prompted a surge in sales of a revolutionary superbug-busting technology. Orders for Byotrol products have increased five fold in the past few weeks as companies and big organisations bid to protect their customers and frontline staff against the Swine Flu virus.

Byotrol hand wash will appear on the checkouts of the UK’s leading grocery retailers, as large companies seek to find ways of controlling the spread of the virus. Companies have chosen Byotrol over regular cleaning products due to its unique ability to offer protection long after hands or surfaces have dried.

International laboratory research has shown that Byotrol technology is proven to deliver superior protection against the swine flu virus compared to current domestic and commercial products, whilst being safe and gentle to skin.

Byotrol technology is unique as it can be used to protect human hands from infection as well as eradicating micro-organisms from hard surfaces. In other words, it can safely and effectively be used on hands as well as hard surfaces such as hospital floors. Traditional disinfectants and cleaners cannot do this and can be toxic and harmful to skin. This has led to a huge surge in orders for the breakthrough technology across many different sectors with hand foamers and skin wipes being in great demand alongside traditional surface cleaners.

This gives the Byotrol technology even greater capacity to combat the spread of infections from person to person in line with Government advice to control the spread of Swine Flu – Catch it, Kill it, Bin it! Byotrol has a role to play in protecting all areas where human contact is unavoidable, from offices to hospitals, food factories to supermarket checkouts – protecting the skin and the wider surroundings.

Byotrol, the innovative new technology behind the full product range, has a revolutionary polymer-based structure which enables it to continue killing bacteria and viruses on hard surfaces for days after being first applied.

Independent laboratory tests have demonstrated Byotrol's effectiveness in killing the Swine Flu virus and have also shown that Byotrol kills viruses for at least 17 hours after application to hard surfaces - unlike conventional disinfectants.

An 11 month study at Manchester Royal Infirmary, which was widely reported in late June, showed that Byotrol was 30 per cent more effective than conventional bleach-based cleaners in reducing the hospital superbugs MRSA and C Difficile. The study, led by consultant microbiologist Dr Andrew Dodgson, showed that Byotrol continues to have an antibacterial effect for at least 24 hours after application on surfaces. This contrasts with bleach-based cleaners, which cease working once a surface has dried. Monroe Hospital in Indiana, US, has been using Byotrol as their standard cleaning product for two years, and have not had a single case of hospital acquired infection.

Lord Warner, the former Health Minister, who is an adviser to the company, said "The scientific evidence suggests that Byotrol products could mark a step-change in the fight against hospital infections and the Swine Flu pandemic. The long-lasting nature of the product, combined with its safety, means that Byotrol hygiene products have the potential to revolutionise the way large organisations protect their staff and customers."

Though new cases of Swine Flu have decreased in recent weeks, it is widely expected that the pandemic will surge during the autumn and winter, when regular flu levels traditionally rise. The dramatic rise in Byotrol sales are a result of companies seeking to prepare themselves for the pandemic.

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