

Media Contacts:

Bridget Palitz
Shortfuse Marketing
619.933.8722
bridget@shortfusemarketing.com

VETERICYN INC. LAUNCHES FELINE WOUND AND INFECTION TREATMENT

Formula based on FDA cleared technology available in Feline Formula to Speed Healing of Hot Spots, Skin Irritations, and Eye or Ear Infections

(RIALTO, CALIF.) Feb. 15, 2010: Vetericyn, Inc., a California-based animal healthcare company, announced that its innovative Vetericyn[®] wound and infection treatment product is available for felines.

Vetericyn[®] is effective in treating a variety of ailments in cats, including a condition veterinarians commonly refer to as “hot spots,” “summer sores” or “moist eczema,” in which a raw, irritated lesion results from a cat constantly scratching, chewing or licking an itchy area of its skin. Other indications include insect bites, skin rashes, ulcers, burns, cuts and scratches, eye infections, outer ear infections and post-surgical sites. Vetericyn is formulated so that it is gentle enough for the specific sensitivities of cats and kittens and it does not sting when applied.

Even small and seemingly shallow wounds are breeding grounds for bacteria and viruses and they can be dangerous or even fatal in cats if left untreated. The one-step Vetericyn[®] product works within seconds to clean, treat and jump-start the healing process.

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. It is as safe as water and poses no risk to cats who instinctively will try to lick and clean their wounds. It can be used safely in the eyes, mouth and nose without stinging or irritation.

Vetericyn[®] and Vetericyn[®] HydroGel are available over-the-counter in an eight-ounce pump spray for an MSRP of \$28. A four-ounce spray is coming soon.

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[®] 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. 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 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. Visit www.vetericyn.com to find a dealer near you to purchase the product or call 866-318-3116. Veterinarians can purchase the VF formula by calling Vetericyn at 866-318-3116. More information, including a feline hot spot case study, is available at www.vetericyn.com.