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Contact:

David Reusswig, Prefense LLC, 563-263-2711

Lynne Mumm, IPRT Company Assistance, 515-294-6339

Robert Mills, IPRT Public Affairs, 515-294-1113

### **Iowa Company Markets New Kind of Hand Sanitizer with Help from IPRT Company Assistance**

AMES — Prefense LLC of Muscatine, Iowa, is marketing a new kind of hand sanitizer said to last longer than traditional alcohol-based products. Called “PrefenzBotanicals Hand Sanitizer,” the product got a key boost from assistance by Iowa State University and its Institute for Physical Research and Technology’s Company Assistance group.

In a project co-funded by IPRT Company Assistance and Prefense, researchers at Iowa State studied the length of time that the Prefense product and other hand sanitizers retained their antibacterial properties. “The testing performed by Iowa State provided us with factual information that allowed us to confidently go into the market place with the ‘next generation’ hand sanitizer that acts like an invisible glove, providing pathogen protection for 24 hours or more,” said David Reusswig, partner and one of the founders of Prefense. “This is a very important product differentiation between PrefenzBotanicals Hand Sanitizer and others on the market,” he said.

The project was set up by Lynne Mumm, manager of IPRT’s Technology Commercialization Group. “Lynne has always been totally supportive of our research efforts. She makes it very easy to work with ISU research professors and departments,” Reusswig said.

The research was done by members of Iowa State’s Food Science and Human Nutrition department, including associate professor Aubrey Mendonca, scientist William Colonna, and professor Tony Pometto, who moved to Clemson University since the project was completed. Their study tested the effectiveness of hand sanitizers against bacteria, including several human enteric pathogens. Reusswig praised the efforts of the researchers. “Tony understood our unique technology, and he thinks outside the box,” Reusswig said.

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Unlike most hand sanitizers that use alcohol as the active ingredient, Prefense's product uses a silica complex called AMOSILQ that ruptures the pathogen's cell membrane and destroys it. The product also adheres to the skin to create a barrier against pathogens for at least 24 hours. According to Reusswig, the product has also been tested by other researchers for use against bacteria, viruses and fungi and is being evaluated by the Mexican government in its effort to contain the spread of H1N1 influenza.

This hand sanitizer was invented and patented by Dr. William Peterson, President and CEO of Coating Systems Laboratories, Inc. of Chandler, AZ and a Prefense founder. Prefense, which was founded in 2008, is manufacturing, marketing and distributing the product. It is currently available at retail outlets in Wisconsin and Illinois and through the company's Web site ([www.prefenzbotanicals.com](http://www.prefenzbotanicals.com)). The company is working on wider distribution. Reusswig said the company plans to develop other personal care products using the same technology and will look to Iowa State and IPRT for further assistance.

Reusswig was familiar with IPRT Company Assistance through work done for a sister company, Northern Filter Media, also located in Muscatine. Northern Filter Media is a manufacturer and distributor of filter media for potable water, wastewater and pool industries.

The Institute for Physical Research and Technology is a network of scientific research centers at Iowa State. IPRT Company Assistance helps Iowa companies solve technical problems, create new products and increase productivity and quality.

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