



## Trade Information Pack

# Product Overview

## What is Hypocare?

Hypocare is a stable anti-bacterial spray that mirrors the body's immune system. Working naturally with the body, it rapidly destroys the DNA and RNA of pathogens associated with bacterial, viral and fungal infections. Hypocare can be used to clean and flush wounds and injuries as well as stubborn fungal infections such as ringworm, mud fever and thrush. It can also be used to maintain healthy and itch-free skin.

## What is hypochlorous acid?

Hypochlorous acid is produced by the body's immune system in response to wounds or infections. It is formed when neutrophils, a type of white blood cell, are sent to the site of infection. They engulf invading pathogens and produce hypochlorous acid to rapidly destroy the pathogens.

## How powerful is Hypocare?

Hypocare is between 80-300 times more effective at destroying pathogens than hypochlorites or bleach. Although its infection control powers are unrivalled, Hypocare is kind to healthy tissue and has a naturally non-sensitising, skin neutral pH. Hypocare will encourage rapid tissue regeneration by destroying the biofilm that grows in infections and infected wounds.

## What animals can Hypocare be used on?

Hypocare can be used on any mammal. It is safe if ingested, so you don't need to worry about your pet licking the affected area. Because it doesn't sting it's perfect for sensitive, nervous or young animals.

## Will Hypocare harm healthy tissue?

No. Because hypochlorous acid is produced by the body naturally, it is completely harmless to skin and healthy tissue, as well as sensitive areas such as around the eyes, cuts and open wounds.

## Can pathogens become resistant to Hypocare?

No. Unlike antibiotics where overuse has resulted in resistance, pathogens cannot become resistant to Hypocare because it destroys the DNA of the pathogen.

## Is Hypocare competition safe?

Yes. Hypocare contains none of the banned substances disapproved by the FEI.

## Why has it not been available before?

It has long been known that hypochlorous acid is highly effective at killing a wide range of micro-organisms, that it is safe for users and has no environmental implications, unlike traditional disinfectants. Until now it has not been possible to produce a stable, high strength hypochlorous acid with a shelf life of more than a few hours.

Hypochlorous acid was first isolated by British scientists in the 1800's and a further advancement was made by Russian scientists in the 1980's, who discovered how to produce it using electrolysis which enabled its use within healthcare and food preparation. The electrolysis method was slow, expensive and produced a highly unstable weak solution.

In April 2011, a group of British scientists and entrepreneurs perfected a breakthrough technology enabling the chemical production of a new, ultra high purity, stable hypochlorous acid. This new method of production resulted in a revolutionary product that is highly effective, yet stable, thereby extending its shelf life, its efficacy as a wound care product and its availability around the globe.

# Prices & Codes

Product Name	Size	Barcode	Single Trade (Net)	12 Pack Trade (Net)	Single RRP (Net)	Single RRP (Inc. Vat)
Hypocare 50ml.	50ml	5060034272250	£ 2.50	£ 30.00	£ 4.19	£ 4.99
Hypocare 150ml.	150ml	5060034272267	£ 3.75	£ 45.00	£ 6.30	£ 7.50
Hypocare 250ml.	250ml	5060034272274	£ 5.00	£ 60.00	£ 8.39	£ 9.99
Hypocare 500ml.	500ml	5060034272281	£ 7.50	£ 90.00	£ 12.60	£ 14.99