

The coronavirus has been making headlines in both the national and international news, and NewEraSOS has been fielding calls regarding **PreventX 24/7™** and its use to protect surfaces in areas non-stricken and stricken.

Most companies registering biostatic agents never consider viruses in their application process, as viruses are not biologically active on a surface for long periods, usually minutes to hours; and they do not grow on their own, they need a host cell to replicate. This being said, Silane Quaternary Ammonium Chlorides like **PreventX 24/7™** have been shown to be both biocidal to viruses on contact, and biostatic to viruses when applied to a surface before contaminated with a viral loading.

There are a few facts that will help in the information process when discussing **PreventX 24/7™** to potential clients that are concerned about Coronavirus, COVID-19.

First, there is no product in the United States that is registered with the EPA as being effective on Coronavirus yet. The EPA and CDC are basing efficacy against COVID-19 by stating that a product should be able to kill the Coronavirus if it is effective against enveloped viruses. They also go a step further by saying that a product that is effective against non-enveloped viruses is preferred, as the non-enveloped viruses are harder to kill than enveloped viruses. **PreventX 24/7™** has been shown to be effective against both enveloped and non-enveloped viruses due to its mechanical kill factor.

Second, bleach has been the go-to product for disinfecting hard, non-porous surfaces. The CDC in the United States has recommended the use of bleach because it is effective on both enveloped and nonenveloped viruses and it is readily available and inexpensive. The downsides of bleach are that it is corrosive on many surfaces, it will discolor some

surfaces, its lifespan in concentrate deteriorates over time and when mixed in a ready to use format shortens its lifespan. The main downside, of course, in relation to these product types is that bleach is only effective on a surface as a biocidal agent for a matter of a few seconds. Then it loses its power to disinfect. It has no residual properties. When dried, so is all its affects.

The benefit of our **PreventX 24/7™** product is that the surface will stay protected from microbes, including the Coronavirus. It is important to note that we are not trying to distinguish ourselves as an alternative to bleach or other disinfectants. Based on its price and need for constant use in some areas, bleach is certainly a good application. But most areas could be treated with **PreventX 24/7™** to protect those surfaces either in- between bleach or other approved disinfectant applications, and in some cases, in place of those applications.

Third, the biggest observation NewEraSOS has in selling **PreventX 24/7™** is that there is no viral claim directly on the label from the EPA. This goes along with the points of item one. As far as we have seen in the research, there is no product on the marketplace that has long term preventative viral claims like **PreventX 24/7™**

But, the CDC, the ECDC (European CDC), Doctors Without Borders (MSF), the W.H.O., and several other organizations have all said that bleach alone is not working, and have called for novel approaches to help reduce the risk of transmission, both from people and from surfaces. The United States EPA, the FDA, and the CDC allow for emergency use of products when a public health emergency is occurring. The most cited documentation we should be using is EPA Chapter 18 of Pesticide Registrations, which deals directly with this issue. Individual states also allow for the emergency use of a pesticide in matters of public health, even if the use is not stated on the Federal EPA registration.

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