



THE NEW STANDARD OF CARE



JOSÉ M. DOMINGUEZ, MD
Colon and Rectal Surgery,
Springfield, MO

“There are products that kill effectively and there are a few products safe for internal irrigation. But to find a product that does both is extremely impressive and what separates Pure&Clean in the market. I have seen great outcomes using Pure&Clean. I use it for intra-operative irrigation, cleansing wounds, and irrigating drains. I believe implementation of P&C in surgical practice will reduce infections and improve outcomes.”



MESSAGE FROM OUR FOUNDER

Pure & Clean® is a family owned business headquartered in Missouri. Our mission is to help people live healthier lives in an increasingly contaminated world by changing global healthcare. We do that by promoting the use of our hypochlorous acid (HOCl) solutions to prevent infection, improve patient outcomes, and heal wounds faster. HOCl is a naturally occurring chemical in the human body, produced by neutrophils (a type of white blood cell), to fight bacteria and inflammation after injury or trauma.

The **Pure&Clean** patented filtration system and proprietary process is unmatched in the marketplace. This is proven by our industry-best, 24-month shelf life which is not affected by opening the bottle. Extensive research, such as our osteoblast and CAUTI studies, are additional evidence that Pure&Clean products are the new standard of care. Healthcare systems, providers, and patients are seeing and sharing the remarkable results from using **Pure&Clean** products. Our healthcare solutions offer superior products known to:

- **Improve** patient outcomes
- **Reduce** infections (Hospital Acquired Infections (HAIs) including SSI and CAUTI)
- **Increase** revenues and reimbursement rates

Healthcare systems of all sizes can expect to see benefits in cost savings and patient outcomes. We love to partner with health systems to help them improve standard of care. The simplicity and multiplicity of applications and effectiveness of our products distinguish Pure&Clean as a leader in healthcare solutions.

TRENT FREEMAN,
Pure&Clean Founder & CEO

PETER H. GROSSMAN, MD
Medical Director, Grossman Burn
Center and Former President of Los
Angeles Society of Plastic Surgeons

“As someone who has used HOCl in my practice for years, I am most impressed with the Pure&Clean line of products. Not only the stability, but the outcomes themselves, and specifically the innovative Hydrogel product. For burns and wounds, the Hydrogel is truly a great advancement and the outcomes speak for themselves. I would strongly suggest anyone who is in burn care, wound care or surgery to try Pure&Clean and see for themselves.”





Pure&Clean Can Help Reduce Costs

1 in 31

hospitalized patients get an HAI during their hospital stay⁴



average additional cost of HAIs to hospitals⁴

\$13.6 B

150,000-200,000

annual number of deaths due to infections⁴



cost to hospitals per HAI

\$11,000 - \$45,000

The **NEW** Standard of Care Starts with Pure&Clean

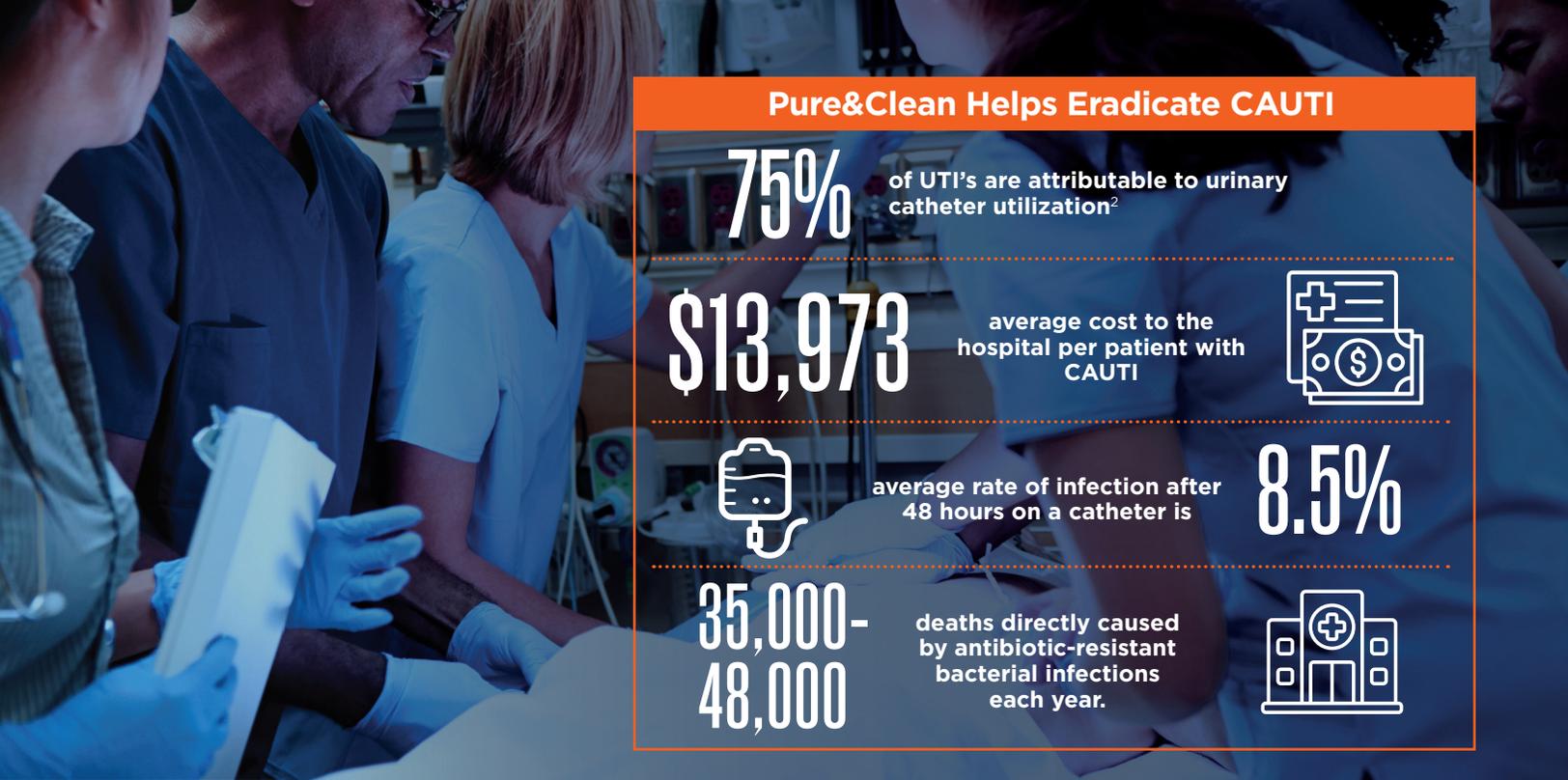
Current applications of Pure&Clean products:

- System-wide standard of care for all irrigation including colorectal, orthopedic, and general surgeries
- Instillation therapy of Veraflo wound vacs for hospital systems around the country
- Antimicrobial solution in foley catheter kits
- Eradicating infections and promoting healing
- First choice for wound cleansing — the Antimicrobial Hydrogel is a true game changer for patient outcomes
- Approved as the wound care irrigation standard of care. For example, one large healthcare system using Pure&Clean sees 2.2 million patients per year and patients are sent home with Pure&Clean for continuation of care

INDICATIONS

Pure&Clean Wound Solutions are intended to be used for cleaning and removal of foreign material including debris and microorganisms from wounds; to moisten absorbent wound dressings; and for management of 1st and 2nd degree burns, stage I-IV pressure ulcers, post surgical sites, stasis ulcers, diabetic foot ulcers, exit sites, skin graft and donor sites, chronic dermal lesions, and atopic dermatitis. All can be cleaned, debrided and moistened with Pure&Clean.





Pure&Clean Helps Eradicate CAUTI

75%

of UTI's are attributable to urinary catheter utilization²

\$13,973

average cost to the hospital per patient with CAUTI



average rate of infection after 48 hours on a catheter is

8.5%

35,000-48,000

deaths directly caused by antibiotic-resistant bacterial infections each year.



MAUREEN ALDRICH MPH, BSN, RN, HACCP, CIC, Manager Infection Control

“At my previous system, we implemented Pure&Clean for our foley management and care with fantastic results. **We virtually eradicated CAUTI within our system**, not having a single case for several months at a time. During a brief time where we experienced some supply challenges, we did not have Pure&Clean available, and our CAUTI rates dramatically increased. After getting Pure&Clean back in our system, we went right back to fantastic results and no CAUTI.



“**Pure&Clean has many uses throughout healthcare. It can help decrease antibiotic usage and improve patient outcomes.**

By following the protocols with Pure&Clean, we lowered infection rates.”

THE PURE&CLEAN DIFFERENCE

Improve Patient Outcomes

According to the Agency for Healthcare Research and Quality, CAUTI, CLABSI, SSI and C. diff account for a large percentage of HAIs in hospitalized patients. On average, 630,000 - 722,000 patients acquire an HAI each year. Nationwide, these incidences of CAUTI and other HAIs result in direct cost to hospitals of between \$28 billion and \$45 billion annually.⁴

Pure&Clean has shown potential in reducing CAUTIs in hospital settings. CAUTIs are significant and costly HAIs, and effective prevention strategies are crucial. Pure&Clean is effective against a wide range of pathogens, including those commonly responsible for CAUTIs. Unlike other antimicrobials, Pure&Clean does not cause irritation or allergic reactions, substantially improving patient comfort.

Pure&Clean can help eradicate CAUTI and lower infection rates in your facility.



IMPROVE LEAPFROG HOSPITAL SCORES

Decrease Infections After Surgery

Pure&Clean has been shown to decrease surgical site infections following surgery. After implementing a new comprehensive protocol that included Pure&Clean amongst other measures, one health system saw their Leapfrog Hospital Score for Colorectal Surgical Infections improve by 73% over 18 months. See the graph below.

SURGICAL SITE INFECTION OUTCOMES³



Pure&Clean can be used to reduce SSIs in all operating room procedures including Ortho, Plastics and General/Trauma.

DUSTIN DERRICK, MD

Plastic and Reconstructive Surgery
Dallas/Fort Worth, TX

“A portion of my practice includes fixing other providers’ cases involving chronic complications and infections. I have worked on difficult cases, even with infants, yet I have never seen a hyper-sensitive reaction to Pure&Clean. I’ve used it with success:

- Eradicating gangrene
- Perichondritis infection
- Spinal surgery infection
- Infected hardware/joints
- Limb salvage
- Many reconstructive surgeries

Pure&Clean Hydrogel for moisture and antimicrobial persistence works extremely well. Using Pure&Clean has allowed me to reduce the use of antibiotics. Surgical irrigation with Pure&Clean improves patient outcomes through faster healing times and fewer complications.”

The Pure&Clean Difference

Safe, powerful and effective.



Safety First — Always

FDA cleared, no observed side effects and no irritating ingredients.



Long Lasting Effectiveness

Industry-best stability regardless of opening the bottle.





PURE&CLEAN ANTIMICROBIAL HYDROGEL

A Vizient *Innovative Technology* Award Winner

HOCl is only active when wet. The innovative, unique characteristic of Pure&Clean Hydrogel is more effective due to its easy application and ability to stay moist longer. The persistent properties of the gel extend antimicrobial effects, creating an optimal environment for proliferation of keratinocytes and fibroblasts.

- HOCl hydrogel is better at promoting wound closure than silver-based hydrogels
- Pure&Clean Hydrogel effectively meets the CMS mandate to reduce antibiotic usage, disrupting biofilm and promoting normal tissue regrowth
- Patients exhibited increased oxygen levels in the wound, indicated by higher TcPO2 readings at 72 hours
- The viscosity of Pure&Clean Hydrogel allows for layering, in place, minimizing waste
- The spray-on form of hydrogel decreases risk of contamination from direct contact



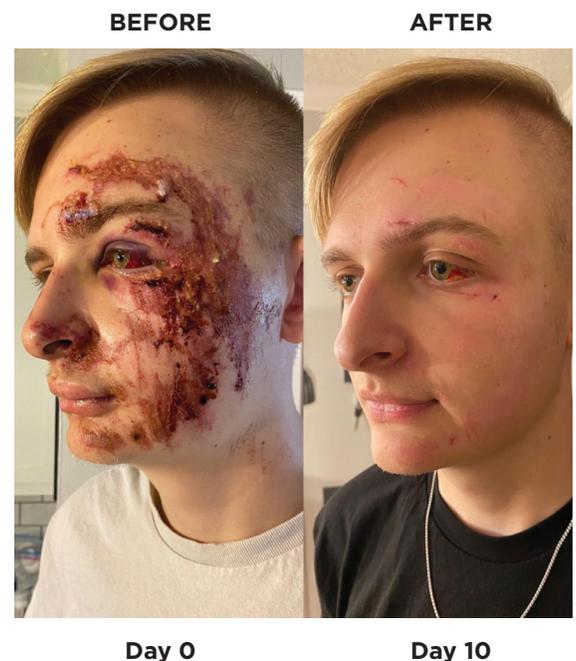
PRODUCT TESTIMONIAL

“On September 5th, my son had a bad bicycle wreck. He suffered a serious injury to his head, neck, and face. He had a closed head injury, severe concussion, road rash on his face and shoulder, and blood vessels in his left eye were blown. I called and asked our family eye doctor if he could take a look.

“Dr. Devon Jarvis tested Carson and thankfully his vision was OK. However, Carson had stopped eating and drinking because the road rash was so bad, and the scabs were forming so fast, he could not comfortably open his mouth. The pain of stretching his mouth to even fit a straw in his mouth was almost unbearable.

“Dr. Jarvis advised us to clean the area well and soften the scabs that had formed by spraying with Pure&Clean Hydrogel. Just 20 hours after using Pure&Clean, we were ALL amazed at the results. Thanks to Dr. Jarvis and the Pure&Clean Hydrogel, Carson was completely healed within 10 days! I am absolutely amazed at the results and lack of scarring!”

Misty Peak,
Mother of the Patient



SAFE, EFFECTIVE, TRUSTED

Hundreds of Doctors See Positive Results

CASE STUDY

Sarcoma Left Shoulder Challenged by Post Radiation Treatments



Patient: 78-year-old male
Recurrent sarcoma to left shoulder, resection of sarcoma (x2) flap reconstruction dehiscid and necrosis
Cardiac patient — pacemaker prevented pectoral flap
Radiation treatment x2



Follow up visit, dressing removed.



7 days after implementing increased Hydrogel application. No antibiotics.



Healing completed in just 3 months!



MARTIN L. JOHNSON, MD
Plastic and Reconstructive Surgery

“As a result of our trial I can report that we have no incidents of pain in the wound care population and we have seen some amazing results in treating patients with long standing chronic wounds and biofilm. We treated hundreds of patients during the trial. **One of my colleagues, who is a colorectal surgeon, has been using the cleanser to irrigate contaminated wounds, including perirectal abscesses, with amazing results.**

One of our residents claimed it was a “miracle” in one patient. Overall I am most impressed with the Pure&Clean product line and look forward to seeing their product use expanded into other areas of healthcare.”



The viscosity of Pure&Clean Hydrogel allows for layering, in place, minimizing waste

Pure&Clean is the New Standard of Care

Why Pure&Clean Makes Sense



per patient cost to hospital of using Pure&Clean

\$20-40

99.999%

effective against MRSA, E.coli, Pseudomonas, VRE, CRE, C. diff, C. Auris within 60 seconds or less



OVERALL COST SAVINGS

Healthcare systems of all sizes can expect to see benefits in cost savings and patient outcomes by replacing multiple products with a single solution — Pure&Clean.

PURE&CLEAN PRODUCT SIZES

PRODUCT	SIZE	ITEM #
WOUND CLEANSER OTC PUMP SPRAY	2oz	1WC2
WOUND CLEANSER OTC SPRAY NOZZLE	8oz	1WC8
ANTIMICROBIAL HYDROGEL™	2oz	1HG2
	8oz	1HG8
WOUND CLEANSER Rx SPRAY NOZZLE	16oz	1WC16-RX
WOUND IRRIGANT Rx SEPTA CAP	8oz	1WC8-RXI
	16oz	1WC16-RXI
	32oz	1WCQ-RXI
WOUND IRRIGANT Rx POUR CAP	2oz	1WC2-RXP
	4oz	1WC4-RXP
	8oz	1WC8-RXP
	16oz	1WC16-RXP
	32oz	1WCQ-RXP
ANTIMICROBIAL WOUNDGEL™	3oz	1HG3 HCPCS: XXXXXX



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1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7315945/> 2. Ajic Journal, 2018; 3.CDC, 2018 3. The Leapfrog Group Hospital Safety Grade Report. Fall 2022 - Spring 2024. 4. Agency for Healthcare Research and Quality