

**FOR IMMEDIATE RELEASE**

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**A Contaminated Toothbrush Can Make your Pet Sick!**

ATLANTA, GA.—IMTEK is proud to introduce the Steribrush™ Pet UV Toothbrush Sterilizer which was specially developed to protect your pet from harmful bacteria and viruses that usually grow and flourish on moist toothbrushes. Steribrush™ will sterilize your pets toothbrush and protect it from infectious diseases so the only thing you put in your pets mouth is a clean toothbrush. This will result in better oral hygiene and prevent illness caused by the re-infection and cross-contamination of toothbrushes. To use Steribrush™, simply insert your toothbrush inside the unit and the UV light will automatically kill the germs. Isn't it time you took action to improve your pets oral health? Following is an overview of Steribrush™, the new powerful solution to sanitize your pets toothbrush and protect it from infectious diseases.

**Features**



- ✚ Sterilizes & stores pet toothbrush
- ✚ Prevents the spread of infectious diseases
- ✚ Kills bacteria and viruses in about 3-4 minutes
- ✚ Holds and protects one toothbrush
- ✚ Healthier way of storing your pets toothbrush
- ✚ Ultra long lasting safe germicidal UV lamp
- ✚ Easy to use by all age groups
- ✚ Only requires 2 AAA batteries
- ✚ Attractive, compact & user friendly design
- ✚ Makes a perfect gift for pet lovers

## Is Your Pets Toothbrush Can Make it Sick!

Your pets mouth is one of the filthiest places on earth and is literally home to millions of germs! These microorganisms are transferred to the toothbrush each time you brush your pets teeth and cannot be eliminated no matter how thoroughly you rinse your toothbrush.

*“Even after being rinsed visibly clean, toothbrushes can remain contaminated with potentially pathogenic organisms.” — The Centers for Disease Control (CDC)*

Scientific studies have shown that toothbrushes are an ideal breeding ground for germs. To make matters worse, germs travel from toothbrush to toothbrush when stored closely together. This results in re-infection and cross-contamination of toothbrushes which can affect your pets immune system and lead to diseases. This happens especially when the fine bristles in your pets toothbrush make fine incisions in the gums injecting harmful germs directly into your pets bloodstream.

### Kill Germs on Your Pets Toothbrush

The Steribrush™ Pet UV Toothbrush Sterilizer was specially developed to protect your pet from harmful bacteria and viruses that usually grow and flourish on moist toothbrushes. Following are some of the types of germs it will kill using the same technology used to sterilize dental and hospital equipment:

Scherichia coli, bacillus, escherichia, klugvera, m.tuberculosis, neisseria, salmonella, aspergillus niger, penicillium, mucoralas, stool fungus, hepatitis virus, influenza virus, poliovirus etc.

By using Steribrush™, you will be sterilizing your pets toothbrush so the only thing you put in your pets mouth is a clean toothbrush. This will result in better oral hygiene and prevent illness caused by the re-infection and cross-contamination of toothbrushes. The Steribrush™ Pet UV Toothbrush Sterilizer is a necessary, convenient and cost effective tool in the war on infectious diseases. Isn't it time you took action to protect your pet?

### How the Steribrush™ UV Germicidal Toothbrush Sterilizer Works

This compact unit uses state of the art safe UV germicidal technology to kill harmful germs that grow on your pets toothbrush. After you place your pets toothbrush in the Steribrush™ Portable UV Toothbrush Sterilizer and shut the cover, the special 253.7 nm cold cathode UV light will automatically turn on for 3-4 minutes and vent the moisture to the outside. The photons from the UV light have just the right wavelength to effectively kill the bacteria, viruses and mold on your pets toothbrush by destroying their DNA structure. UV germicidal irradiation is a proven and effective sterilization technique that is long established in dentist's offices, hospitals, clinics and commercial settings. Microorganisms cannot develop immunity to UV light.

### Independent Testing

Testing by an independent laboratory has shown that the Steribrush™ Pet UV Toothbrush Sterilizer to be effective at killing harmful germs that cause colds, flue and other illnesses in minutes. The Electro Magnetic Compliance (EMC) test results have found the toothbrush sterilizer to be in compliance with EMC

Directive 89/336/EEC and has been certified to use the prestigious CE marking. Tests also indicated that stray UV light is not emitted when the unit is operational making it safe and effective to use.

### **Easy, Safe & Effective To Use**

To improve oral hygiene, simply place your pet's toothbrush in the Steribrush™ Pet UV Toothbrush Sterilizer after use. The special UV light will automatically turn on when you shut the cover for a few minutes, killing all the germs. This will prevent the spread of germs and keep your pet healthier. Unlike other toothbrush sterilizers which use hot steam, it is impossible to burn yourself with Steribrush™ because it uses a safe UV germicidal light. The long life UV light will last for thousands of hours and not usually require replacement.

### **Specifications**

This compact, attractive, light weight and portable toothbrush sterilizer is only 8" (L) x 1" (H) x 2" (W) in size and uses 2 AAA batteries so there are no messy wires. The batteries can last for several months since the UV light turns just for a few minutes each time it is used and only utilizes 0.5 W energy. The UV light should last for over 3,000 hours and usually not require replacement. Due to minor changes in design or other improvements, the product you buy may sometimes differ slightly from the product described herein.

### **Order Risk Free**

When you purchase the Steribrush™ Pet UV Toothbrush Sterilizer, you do so at absolutely no risk. It comes with a 100% satisfaction guaranteed warranty. If it fails to perform according to its specifications or is defective, it will be replaced immediately.

### **IMTEK Environmental Corporation**

IMTEK Environmental Corporation, headquartered in Atlanta, GA, is a trusted global provider of over 300 innovative environmental and safety services and products. Our company is a pioneer and market leader in developing Innovations for a Greener, Safer & Healthier Life<sup>SM</sup>, such as the PurAyre Air Purifier and SteriBrush Toothbrush Sterilizers. For further information, please contact IMTEK, PO BOX 2066, Alpharetta, GA 30023; Telephone (770) 667-8621; Fax (770) 667-8683; E-mail [service@govations.com](mailto:service@govations.com); Web: [www.govations.com](http://www.govations.com).

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