

## Revolutionary New Disinfect and Wound Care Products for Humans and Animals based on Hypochlorous Acid



**Mark Dalrymple**  
CEO  
Simple Science LLC

**CEOCFO:** *Mr. Dalrymple, your website indicates the goal of Simple Science is to revolutionize the way germs are killed. Would you tell us about the concept?*

**Mr. Dalrymple:** Simple Science is based on a breakthrough in antimicrobial technology called Hypochlorous acid. Hypochlorous is not new, it's actually produced by the human body and is part of the white blood cell's natural immune system. When the white blood cell attacks a germ, one of the agents it releases is Hypochlorous. The technology challenge has been the ability to isolate Hypochlorous and make it shelf stable and Simple Science has been able to solve this issue. By doing so, we are able to produce products that kill pathogens without any harmful chemicals and without any toxicity impact on skin. By following how the human body kills germs, we're able to produce a non-toxic, disinfectant that is EPA approved to kill Ebola but gentle enough it's FDA approved for use directly on your skin. It is quite a step-change in the arsenal of tools that we have to fight germs.

The products are available under our CleanSmart and VetriCure brands, and we license the technology out to several companies as well.

**CEOCFO:** *What was the challenge in making it stable?*

**Mr. Dalrymple:** When Hypochlorous is made in the body, it naturally wants to stay active for a brief period of time to do its job and then returns to simple water. To replicate this the same way, starting out with just saline water and through a patented process, we are able to electrolyze the water into Hypochlorous and keep it shelf stable for eighteen months. After exposure to air or a pathogen it returns back to saline water again leaving no chemical residue. By solving the technology challenge of stabilizing hypochlorous we've created an antimicrobial product that dissolves to simple water after use and eliminates harmful chemicals while still killing the serious germs like MRSA or Strep.

**CEOCFO:** *Is the product available today?*

**Mr. Dalrymple:** CleanSmart entered the market about a year ago in traditional retail stores. We've been fortunate to have prominent regional grocery store chains support us. With our early success, we have been picked up by national retailers such as Toys R Us, Ace Hardware, Kroger and Target and are in discussions with several other very large companies.

Beyond our CleanSmart brand, the other strategy is to license the technology to other companies that rely on antimicrobial science. Because of this breakthrough, we have been able to secure licensing agreements with companies across healthcare, nursing care, and animal care. Outside of the United States, we just received regulatory approval in Europe and we are entering the market in the next three months including seeking technology partnerships in Europe as well.

**CEOCFO:** *Does the person buying the products in the store know they are buying Hypochlorous acid and do they care?*

**Mr. Dalrymple:** Their focus is not about the chemistry. What the consumer is looking for is a product that can kill all the serious germs, that proverbial 99.9% of germs such as cold, flu, strep, E. coli, etc. The second consumer trigger is safety, consumers want safe products and that is our real point of difference, no harmful chemicals. What is important is the fact we've secured strong safety claims from the US regulatory agencies, the FDA and EPA. This allows us to make legal

safety claims such as “no harsh chemicals”, “no harmful chemicals”, “no chemical residue” or “no harsh fumes”. These safety claims are the real point of difference; it’s coupling the germ killing with safety. Mom is not looking for Hypochlorous but for the first time she can spray the baby’s pacifier and know that she has killed germs and safely put it back in the baby’s mouth without rinsing it off. That is a real change in how she keeps her child healthy and we market those type of product attributes, features that make peoples’ lives better.

**CEOCFO: *Is there a trust issue when it comes to not rinsing the pacifier off before putting it in the baby’s mouth?***

**Mr. Dalrymple:** Absolutely. In order to win this safety approval from the Federal and State regulators our products went through extensive reviews that covered cytotoxicity testing. Our products scored a perfect zero. We now have three products that are safe enough to be approved for baby care. We have a no-rinse toy disinfectant that can be sprayed on toys while the kids are playing with them, a high chair cleaner that can be sprayed on food surfaces with no need to rinse off plus our no-rinse pacifier sanitizer. I think people introduce themselves to the technology gradually, so if you are more skeptical you might start with the toy disinfectant. When any new technology enters the market, education is required. Education is part of our consumer challenge but we have a great story to tell.

**CEOCFO: *Is social media and word of mouth playing a part in reaching potential customers?***

**Mr. Dalrymple:** New technology creates terrific buzz, which has played a big role in gaining media attention. We have been fortunate in this arena, because media outlets are looking for new, interesting stories. Our CleanSmart brand has been picked up by afternoon talk shows on television and radio. That then created social media activity. That in turn lead to mommy bloggers with significant followings writing testimonials that are so supportive, they are like infomercials. We go after this market but we do it a little more organically, meaning we are not necessarily paying for social media, but we are working to create social media support behind our CleanSmart and VetriCure brands.

“By following how the human body kills germs, we’re able to produce a non-toxic, disinfectant that is EPA approved to kill Ebola but gentle enough it’s FDA approved for use directly on your skin.”- Mark Dalrymple

**CEOCFO: *Would you tell us about the VetriCure wound care product?***

**Mr. Dalrymple:** VetriCure is an FDA approved wound care product for animals using the same Hypochlorous. Because Hypochlorous has zero cytotoxicity effect on the skin, we are able to use Hypochlorous in an open wound. The antimicrobial properties of VetriCure have demonstrated remarkable results in treating wounds in all animals. Wound care is more challenging with animals because their wounds continually stay open and are at risk of infection. VetriCure cuts the duration of the healing time and keeps the wound free of infections. VetriCure doesn’t sting when applied to the wound and can be used daily because it has zero steroids like cortisone and its’ antibiotic free.

**CEOCFO: *You have an eighteen-month shelf life. How do you get people to look for an expiration date?***

**Mr. Dalrymple:** Most all products have expiration dates, from laundry detergent, bleach or even baby wipes, they all expire. Yet most consumers don’t know that. We want to be transparent with consumers so we talk openly about it. The part you should know about expiration dates especially with antimicrobials, is after two years it might kill 98% but it does not go dead at the end of the eighteen months. So consumer should know our products kill germs even after the expiration date.

**CEOCFO: *Many people start looking for a product online with a basic search. What would someone look for over and above just antimicrobial?***

**Mr. Dalrymple:** Non-toxic cleaners or eliminating harmful chemicals is a common thread consumers start a search with. But people that have a particular health affliction may search for a way to eliminate harmful chemicals. For example, patients undergoing chemotherapy are instructed by their doctors to take chemicals out of their house. We are a perfect solution for these situations. Another example is we use key search words such as asthma to help families that have any type of lung problems because we offer them a germ killing product with no fumes.

Our view is 80% of consumers are happy with their current products, so we don’t target them. We’re talking directly to the 20% of consumers that have some sort of issue or concern with harsh chemicals that we can solve.

**CEOCFO: *What surprised you as Simple Science has grown and evolved?***

**Mr. Dalrymple:** The regulatory challenges and costs continue to be a surprise. I have been in the consumer package goods industry my whole career and the regulatory challenge associated with antimicrobial consumer products has been significant. Bringing new antimicrobial technology to market is expensive and has significant barriers that must be

overcome in order to enter the market. It would be much easier and cheaper to just use 50-year-old germ killing chemicals. But then again, we wouldn't be helping anybody if we followed that route.

**CEOCFO: *Why choose Simple Science products?***

**Mr. Dalrymple:** First, the technology. We replicate how the human immune system kills germs in order to deliver the safest antimicrobial products on the market. We kill the germs without the concerns and risks usually associated with other products. Second is affordability, we're a mission driven company that is 100% dedicated to deliver germ protection that is safe and affordable. To revolutionize germ protection, it requires better technology but it must be affordable and accessible to everybody. We've done just that!

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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