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## PRESS RELEASE

### For Immediate Release

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### **IFL INTRODUCES PURE&CLEAN AS NEW STANDARD TO PROTECT ATHLETES *Block MRSA and Staph from the IFL***

**Nixa, Mo.** (January 18, 2017) - The Indoor Football League and Pure&Clean are working together to keep MRSA and Staph from affecting their athletes.

Staph and MRSA, as well as other bacteria such as impetigo have plagued professional, college and high school football players as well as athletes in other sports. These, now common skin issues, can result in career ending infections.

As reported in the National Geographic article by Maryn McKenna, many professional athletes such as Daniel Fells, Lawrence Tynes, Brandon Noble, Kenny George, Kellen Winslow, Peyton Manning, Drew Gooden, Mike Gansey, Sammy Sosa, Alex Rios to name a few as well as entire teams, the St Louis Rams, USC Trojans and dozens of college and high school teams have been affected by these types of infections, many of them career ending and some resulting in loss of limbs (reference: <http://phenomena.nationalgeographic.com/2015/10/15/mrsa-football/>). Another article, <https://www.si.com/nfl/2016/11/22/jj-watt-houston-texans-staph-infection-leg> tells of JJ Watts close call last season when he nearly lost his leg to a staph infection.

Hypochlorous acid, HOCl, has been found to be the most effective substance to fight these difficult infections. According to the Oregon State University Research Office, "HOCl is 100 times more effective as a disinfectant than OCl-" (bleach). However, because our bodies produce HOCl and use it to fight infections, it can be used directly on the skin for prevention or on a wound to aid the body in fighting the pathogens that can take athletes down.

The IFL is very proactive in helping to keep their athletes safe from these dangerous bacteria that are plaguing the sports industry. IFL Commissioner, Michael Allshouse states, "We are very excited to partner with Pure&Clean. Player safety is of the utmost importance and is one of the top goals of our league. The ability to partner with one of the top wound care and surface disinfection companies is monumental towards achieving that goal. We look forward to a long and prosperous partnership."

#### **About the IFL:**

The Indoor Football League (IFL) will kick off its tenth season of play on February 23, 2018 when the Nebraska Danger is host to the Iowa Barnstormers. The IFL was created in 2008 from a merger between the Intense Football League and the United Indoor Football Association. Its teams are located from Spokane, Washington to Green Bay, Wisconsin. For more information about all things IFL, please visit our website at [www.goifl.com](http://www.goifl.com) or call the league office at (804) 643-7277.

**About Pure&Clean:**

Pure&Clean offers a number of healthcare, personal care, and infection control products that do not jeopardize human or environmental safety for effectiveness. Pure&Clean products are hypochlorous acid (HOCl) based solutions. HOCl is a naturally occurring chemical that is produced by our white blood cells to fight bacteria and inflammation in response to infection or trauma.

The product line includes Wound Cleanser, First Aid Solution, Hydrogel, and Skin Defense. The market reach of Pure&Clean expands from long-term care facilities, home health and hospice, wound clinics, hospitals, optometrists, schools, sports programs, professional athletes, daycares and family use in the home.

Pure&Clean also offers an extremely powerful hospital-grade EPA registered Disinfectant/Sanitizer that kills a multitude of pathogens from C. Diff to MRSA to Norovirus, Rhinovirus and pseudomonas--killing all these pathogens while not having to worry about all the dangerous chemicals found in most disinfectants. Pure&Clean products are the next generation of healthcare solutions.

Available in select local and regional retailers including Price Cutter, Ruby's Market, Walgreens, Cox Pharmacy and others. For more information, contact Ryan Freeman at [rfreeman@pureandclean.us](mailto:rfreeman@pureandclean.us) or call [\(417\) 725-3787](tel:417-725-3787). To order by email: [orders@pureandcleansports.com](mailto:orders@pureandcleansports.com) , by fax: [\(417\) 725-7809](tel:417-725-7809) or online please visit [pureandcleansports.com](http://pureandcleansports.com)