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H FEATURED

World's first organ regeneration lab

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First ever disinfectant to kill human Coronavirus 229e on surfaces for up to 24 hours

GermStopSQ has been issued a Notice of Compliance by Health Canada and granted a Drug Identification Number, making Good Theorem the first to launch a residual* disinfectant that keeps killing 99.999 per cent of bacteria and 99.9 per cent of Human Coronavirus 229E for 24 hours, making it the first of its kind on the market.

Canada continues to face the effects of viruses and bacteria. Flu season arrived early with a vengeance and has hit children and those more vulnerable especially hard. Disinfectants currently on the market provide no lasting disinfecting protection against harmful germs that contribute to the spread of viruses and bacteria. After a surface is cleaned it can be immediately re-contaminated – until now.

After years of research and support from various levels of government, in-

CANADIAN COMPANY, GOOD THEOREM, LAUNCHES FIRST AND ONLY GOVERNMENT APPROVED RESIDUAL* DISINFECTANT THAT KEEPS KILLING 99.999 PER CENT OF BACTERIA & 99.9 PER CENT OF HUMAN CORONAVIRUS 229E FOR 24 HOURS.

cluding the Department of National Defense, Good Theorem was able to successfully bring to market a residual disinfectant that would break industry barriers.

“GermStopSQ has been a long time coming and now as the first and only product of its kind with a Health Canada DIN designation, we are excited to offer it nationwide,” said Jared March, CEO, Good Theorem. “We have seen the rise in flu and COVID cases, especially among children. By using GermStopSQ companies can now add

a layer of protection that will help stop the spread of bacteria and viruses in any school, facility, office, or hospital in a way no other cleaning product or disinfectant can do.”

GermStopSQ is truly unique in its residual disinfectant that was tested under the U.S. EPA Interim Method, and it keeps killing 99.999 per cent of bacteria and 99.9 per cent of Human Coronavirus 229E for 24 hours. But its benefits don't stop there:

A POWERFUL CLEAN

A liquid disinfectant that is Health-care-grade and a Broad-spectrum virucide. This makes it perfect for hospitals, medical offices, schools, offices and stores.

SAVES TIME + LABOUR

Only needs to be applied to a surface once a day for continuous protection, reducing cost and re-contamination on high touch surfaces.

PROMOTES COMFORT + SAFETY

Employees, customers and guests can now have the reassurance that applied surfaces are always protected from Bacteria and Human Coronavirus 229E.

“I'm always looking for innovative, smart and cutting-edge opportunities to invest in and support. I am particularly looking for solutions that can help as many people as possible,” stated Joe Mimran, investor and advisor in Good Theorem. “GermStopSQ solves for all of that. And the fact that it was created here in Canada and has global potential is certainly something we are all proud of.”

The research and development for GermStopSQ was developed by Envi-

sionSQ, a company out of Guelph, Ontario. EnvisionSQ is a research and development company that tackles some of the world's greatest health issues. Its innovative technologies create cleaner, safer environments for families and communities around the world.

HOW GERMSTOP SQ WORKS

The high-efficacy liquid starts to kill bacteria and viruses on contact when it is sprayed. After it has dried, a thin invisible coating forms on non-porous, hard surfaces. When that surface becomes contaminated (by someone touching it, or air droplets landing on it), that's when GermStopSQ goes to work as it attaches to, penetrates, ruptures, and neutralizes the microbe. The coating lasts 24-hours without losing its efficacy, even under conditions of frequent touching and rubbing.

Good Theorem seeks out scientific innovation to create meaningful brands with differentiated products. In addition to GermStopSQ, Good Theorem has licensed the rights to products with other technological advances in the cleaning and wellness space that will be introduced to customers in 2023. **■**



Did you know?

Making sense of hard surface disinfectant contact times

Why does my disinfectant have multiple contact times?

Disinfectants in Canada today can show multiple efficacy contact times based on testing data. Microorganisms have differences in susceptibility to disinfecting agents. Before the year 2000, a 10-minute contact time was a de facto industry standard for disinfectants. As the need to demonstrate a disinfectant can work with short contact times has become significant, many manufacturers today have updated their labels and now have new claims showing a range of efficacy contact times.

Why does it look like the same organism has different contact times?

There are cases where it is easier to add information to the label than to replace existing registration data. Manufacturers have added information with the new testing data to provide a clearer image of the product's disinfecting performance.

Which contact time do I use in choosing a disinfectant?

Disinfectants today will have a large cluster of common disinfectant times. Unless you are looking to target a specific pathogen in the efficacy claim list, use the large cluster as your reference point.



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