

Nov. 1, 2011

For Immediate Release:

The *Journal of the American Podiatric Medical Association* has selected for publication an article detailing the recently completed 2<sup>nd</sup> clinical study involving the SteriShoe® ultraviolet shoe sanitizer.

The fact that shoes harbor microorganisms has been well established; the journal article cites three previously published studies to this effect. For this study, Dr. Mahmoud Ghannoum designed a repeatable way to culture shoes and then successfully tested the ability of the SteriShoe ultraviolet shoe sanitizer to decontaminate the shoe. The study, which involved scraping material from the shoe, showed that the SteriShoe sanitizer destroyed, on average, over 80% of the microorganisms in the shoes. Dr. Ghannoum states “these finding have implications regarding breaking the foot infection cycle.”

Dr. Ghannoum is the Director of the Center for Medical Mycology and Mycology Reference Laboratory, University Hospitals of Cleveland and Case Western Reserve University. Dr. Ghannoum has spent a career working with onychomycosis and is the President of the Medical Mycology Society of the Americas; a Fellow of the Infectious Disease Society of America; he has been a reviewer and editorial board member for over 40 journals and publications; conducted clinical studies for the top prescription oral antifungal medicine; and he has authored over seven articles regarding Onychomycosis, four of which have been published in the Journal of the American Academy of Dermatology.

Adam Ullman, President and CEO of Shoe Care Innovations states: “We are delighted to have worked with Dr. Ghannoum, one of the top mycologists in the world, on this study. Furthermore, we are honored that JAPMA, the preeminent podiatric journal, has decided to publish this study. This marks another important milestone for Shoe Care Innovations. The publication of this study highlights the need to sanitize shoes, proves that the SteriShoe sanitizer effectively addresses this need, and provides further credibility for a doctor to incorporate the SteriShoe sanitizer as part of their treatment protocol. We look forward to seeing this published in JAPMA.”

Shoe Care Innovations, Inc., based in Redwood City, California, is the leader in providing a healthier in-shoe environment and the pioneer of UV shoe sanitization.