

## FOR IMMEDIATE RELEASE

### KeriCure's Skin Protectant Product Line Debuts at Sweetbay

*Technology developed at the University of South Florida*

TAMPA, Fla. (June 7, 2013) – KeriCure's Skin Protectant line, designed for active lifestyles, is now available at the Sweetbay Pharmacy located on the first floor of the Carol and Frank Morsani Center for Advanced Health on the University of South Florida Tampa campus. Sweetbay is the first retail location to carry the product.

KeriCure Inc. is a woman-owned small business that specializes in novel, cost effective topical wound care products. KeriCure was formed to commercialize an advanced platform polymer technology developed by founders Dr. Kerriann Greenhalgh and Dr. Edward Turos and exclusively licensed by the University of South Florida to KeriCure. The HydroShield™ Technology exhibits the same mechanical properties of the skin while maintaining an effective germ-stopping barrier and provides a unique solution for a problem commonly encountered in wound care.

The company has developed a range of safe, sting-free and breathable wound care products for use in and outside the home, and in hospital and veterinary settings.

"Though Sweetbay is the first large retailer to carry the KeriCure Skin Protectant line," said Greenhalgh, "we are looking to quickly expand its availability to consumers."

Both the KeriCure Skin Protectant and Natural Seal Skin Protectant product lines can be purchased on the company's website (<http://kericure.com/>) and through Amazon and Google shopping sites. The Natural Seal Skin Protectant is also available at the Organic Food Center in Miramar, Fla.

"We are very excited to have our first sale to the Sweetbay Pharmacy in the USF Morsani Center," said Greenhalgh. "As a company founded on technology developed at USF, it is only fitting that our first sale be on USF campus. Go Bulls!"

### About the University of South Florida

The University of South Florida is a high-impact, global research university dedicated to student success. USF ranks 50th in the nation for federal expenditures in research and total expenditures in research among all U.S. universities, public or private, according to the National Science Foundation. Serving more than 47,000 students, the USF System has an annual budget of \$1.5 billion and an annual economic impact of \$3.7 billion. USF is a member of the Big East Athletic Conference. [www.usf.edu](http://www.usf.edu)

Media contact: Lauren Golin, 813-974-0102, [lgolin@usf.edu](mailto:lgolin@usf.edu)



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