



## PRESS RELEASE

### Virox Animal Health™ Sponsors Fear Free Program in Collaboration with Dr. Marty Becker, AAHA and VetFolio

March 23, 2016

Oakville, ON – Virox Animal Health™ announced the participation as a corporate sponsor in the AAHA (American Animal Hospital Association) and VetFolio supported Fear Free program.

Developed by “America’s Veterinarian,” Marty Becker, DVM, the Fear Free<sup>SM</sup> initiative aims to reduce the stress to patients and clients, and get pets back for veterinary visits by promoting a considerate approach and gentle control techniques used in calming environments. The combination of Fear Free methods and protocols are designed to reduce or remove anxiety triggers, which create an experience that is rewarding and safer for all involved, including pets, their owners, and veterinary health care teams. The end result of these strategies being calmer, more agreeable patients, more compliant clients, and better veterinary care.

“Virox Animal Health™ and Fear Free complement each other perfectly,” said Randy Pilon, President and CEO of Virox Technologies Inc. “As a company, we’ve spent years advocating for advanced biosecurity technology that minimizes the impact on animals and humans, while keeping animal health environments free of dangerous pathogens. We believe strongly in Fear Free and the elements that help to reduce patient stress during a veterinary visit. Our Accelerated Hydrogen Peroxide® (AHP®) technology helps to remove the pheromonal triggers, and contributes to keeping an environment that is free of stressful chemical odors as a key component of the practice’s biosecurity plan.”

In spring 2016, Virox Animal Health™ will be introducing a new, companion animal health specific brand of Accelerated Hydrogen Peroxide® disinfectant. **Rescue™** will be available in animal health specific formulations, including Ready to Use, Wipes and Concentrates, and formats, including the innovative RTD (Ready to Dispense) format, a 1.32 gallon bottle and dispensing system.

Virox Animal Health™ is a division of Virox Technologies Inc., a research-driven company whose mission is to equip the entire spectrum of global markets that are concerned with infection prevention and biosecurity with the state-of-the-art, patented Accelerated Hydrogen Peroxide® (AHP®) technology.

For more information about Fear Free<sup>SM</sup> please visit [www.fearfreepets.com](http://www.fearfreepets.com).

For more information about Virox Animal Health™, please visit [www.ViroxAnimalHealth.com](http://www.ViroxAnimalHealth.com).

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**Deliberately<sup>®</sup>**  
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