

Examples of marketing claims for your antimicrobial product

The Biomaster logo is a great marketing tool and will increase the value of your product, but the claims you can make are also strictly regulated. Here are some examples to help you communicate the benefits of your antimicrobial product. If in doubt, contact a member of our marketing / regulatory team*

Don't say	Do say
Biomaster kills bacteria / germs / microbes ✗	Biomaster pro-actively prevents/disrupts the growth of bacteria on treated surfaces ✓ Biomaster is proven to inhibit the growth of most types of harmful bacteria ✓ Biomaster reduces opportunities for bacterial / fungal growth ✓ Biomaster reduces the load of infection-causing bacteria on surfaces ✓
Biomaster protects people from harmful bacteria / infections ✗	Biomaster inhibits the growth of common food-poisoning bacteria on treated surfaces ✓ Biomaster makes your product more hygienic ✓ Biomaster complements cleaning regimes ✓
Biomaster is a substitute for regular cleaning ✗	Biomaster provides a second line of defence against harmful bacteria ✓ Biomaster works 24/7 to protect product surfaces ✓ Biomaster is completely safe to use in food and water applications ✓ Biomaster is independently tested to ISO 22196 ✓ Biomaster contains inbuilt antimicrobial protection effective for the lifetime of the product ✓

*This information does not apply in the USA where regulatory compliance differs. Contact us for more details.



Marketing your antimicrobial product

Frequently asked questions about Biomaster antimicrobial technology

How effective is Biomaster?

Very. Biomaster is proven to inhibit the growth of bacteria by up to 99.99%.

Is Biomaster safe?

Yes. It is based on silver ion technology, recognised for centuries with no harmful effects. Biomaster is used in medical, food and water applications.

What's the difference between antimicrobial and antibacterial?

An antimicrobial inhibits the growth of, or destroys harmful micro-organisms such as bacteria, fungi and moulds. An antibacterial specifically prevents the growth of bacteria.

Has Biomaster been tested?

Yes, repeatedly. Biomaster is tested to ISO standards. We also undertake on-going quality control tests and environmental trials.

How long is Biomaster effective for?

Biomaster is effective for the intended lifetime of the product it's added to. It is built into the product and doesn't wear off or leach out.

Does Biomaster adversely affect a product in any way?

No. You can't see, smell or even taste Biomaster.

Is Biomaster effective against antibiotic-resistant bacteria?

Yes. Biomaster has been proven to be effective to antibiotic-resistant bacteria such as resistant *Staphylococcus aureus* (MRSA) and Vancomycin-resistant *Enterococcus* (VRE).

How do I know if a product is Biomaster protected?

Unless it carries the Biomaster symbol, you don't. Ask if a product is Biomaster protected before you buy it.

How does Biomaster work?

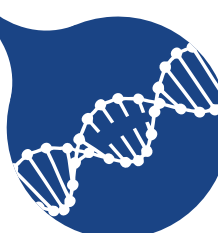
1 Biomaster binds to the cell wall disrupting growth



2 The Biomaster ions interfere with enzyme production stopping the cell producing energy



3 Biomaster interrupts the cell's DNA preventing replication



Does Biomaster use nano-silver technology?

No. We don't use nano technology due to ongoing safety concerns.

Why is Biomaster better than other silver based antimicrobial additives?

Biomaster pioneered the use of antimicrobial additives, and remains the recognised leader and most trusted supplier of antimicrobial technology for polymers, textiles, paper, paints and coatings.

