

Fresh Wash - Seafood™

Fresh Seafood - Naturally

Features	Benefits
<i>Extends shelf-life of fresh fin fish and crustaceans up to double the normal shelf-life.</i>	<i>Less shrinkage, increasing sales and profits.</i>
<i>Eliminates pathogens such as Listeria, Salmonella and E. Coli.</i>	<i>Increases food quality.</i>
<i>Improves organoleptic qualities such as flavor, appearance and aroma.</i>	<i>Increases consumer confidence.</i>
<i>Made of 100% all-natural ingredients.</i>	<i>No toxic, hazardous chemicals.</i>

Consumers are demanding a safer food supply, especially when it comes to seafood. Consumers are becoming more concerned about ensuring the seafood they buy and eat is safe. Last year, for example, editorial writers for the "New York Times", "Washington Post", "Atlanta Constitution", and the "Dallas Morning News" all quoted statistics claiming that eating fish was 25 times more likely to make you ill than dining on beef and 16 times more likely than eating poultry or pork. Between 1983 and 1997, shellfish accounted for 2.8% and fin fish accounted for 2.2% of the cases of food-borne illnesses.

Rapidly reduces a broad spectrum of pathogen levels. Extends shelf-life of fin fish and crustaceans. Reduces odors and improves organoleptic qualities. Pathogens cannot develop an immunity. Excellent for the removal of biofilms. Breaks down into non-toxic by-products, carbon dioxide and water. Significantly reduces the numbers of pathogens (Listeria monocytogenes and Salmonella and E. Coli) on seafood, so product spoilage is minimized and shelf-life is enhanced. Laboratory results have shown an increase of up to double the normal shelf-life. Improves appearance, flavor and texture, as well as eliminating odors.

Properties	Fresh Wash - Seafood™	Hypo-Chlorite	Chlorine Dioxide	Copper Sulfate	Ozone
Sanitizing action	Yes	Yes	Yes	Yes	Yes
Gentle cleaning action	Yes	No	No	No	No
Shelf-stability	Excellent	Good	Poor	Poor	Poor
Environmental safety	Yes	No	No	Yes	Yes
Can destroy antioxidants, vitamins	No	Yes	Yes	Yes	Yes
Can alter organic nutrients	No	Yes	Yes	Yes	Yes
Can produce free radicals	No	Yes	Yes	Yes	Yes
Depletion on use	Minimal	High	High	High	High
Odorless	Yes	No	No	No	?
Noxious fumes	None	Yes	Yes	Yes	?
Corrosive	No	yes	Yes	Yes	Yes
Risk in handling	Low	High	High	High	?
Storage & transport hazard	Low	High	High	High	?

