

SUBJECT LINE: Clearstream Says The Deadly Superbug, MRSA, Can Be Contained

The FDA's recent action taken to limit farmers' use of antibiotics is the first step taken to avoid the spread of MRSA. Clearstream, LLC, suggests that in addition to the FDA's oversight, advanced sanitation methods are needed to ensure an effective containment.

Dear _____,

I saw in my Vocus database that you cover health-related/infectious diseases stories. If my information is still accurate, I think this story could fit for _____.

Recent studies have implicated the overuse of antibiotics in industrial-farmed animals as being a risk factor for MRSA, leading the Food and Drug Administration (FDA), which to request that restrictions be imposed on the use of antibiotics by farmers.

But [Clearstream, LLC](#), an expert and provider on environmental health related to the development of antimicrobial products, says that the steps taken to prevent MRSA should not stop there. Clearstream recommends **two effective steps to reduce the risk of contracting the super-bug, MRSA.**

According to Jim Praechtl, CEO of Clearstream, antibiotics were originally purposed for treating animal infections on farms, and then evolved to being used frequently as a tool to speed growth in animals. The excessive use of these antibiotics leads to the development of antibiotic-resistant bacteria, including MRSA.

"The more we use antibiotics, the less effective they become – If we continue at our current pace, bacteria will continue to evolve and will eventually outpace our ability to treat even simple infections in humans," said Praechtl.

Praechtl also notes that this continued overuse could result in difficulty when treating simple human infections as bacteria evolves and outpaces our current medicinal abilities. Clearstream's two-step protection plan is designed to control the spread of infectious diseases and bacterial contaminants:

1. Employ the grime-removing and disinfecting properties of **mPerial® Detergent/Disinfectant** when sanitizing.
2. Clean all surfaces with the **mPale® Antimicrobial with ÆGIS Microbe Shield®** that renders all offending microbes inactive upon contact.

Clearstream has more expertise to offer when it comes to containing the spread of infectious diseases, and can answer all of the questions below:

- How would the spread of MRSA affect the general population?
- Why are current cleaning and sanitization methods ineffective against MRSA?

- How does the mPale technology create a durable barrier against a microbial attack?
- How does mPale work to reduce the risk of bacterial, viral and fungal cross contamination on treated surfaces without the use of poisons?
- How long do the treated surfaces remain physically protected?
- How can current antimicrobials cross the skin barrier in certain contact situations and enter the blood stream? Why doesn't mPale do this?
- What would be the long-term effects if MRSA continues to invade communities?

To speak with an official from Clearstream or for more information, please email me at kj@jotopr.com or call me directly at 888-202-4614 ext. 802.

I look forward to hearing from you,
KJ