

## Cholesterol beats swine flu, avian flu and corona viruses: Viroblock launches new face mask

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Viroblock SA, a Swiss start-up, recently presented new data at ICPIC 2013 in Geneva, showing that their face-mask containing proprietary novel cholesterol depletion technology traps and kills over 99.9995% of H1N1 flu viruses (swine flu), 99.999% of H5N1 flu viruses (avian flu) and 99.997% human corona viruses on pass through air.

Aimed at helping protect people from these respiratory pathogens, the mask is up to one hundred times more effective than a similar mask without Viroblock technology. The company will now start direct sales in Switzerland and is looking for distributors in other countries.

"Aerobiology tests for face-masks simulate real life situations, in which the user is exposed to viruses coming in. The mask helps prevent transmission from and to the person wearing the mask." commented Dr Thierry Pelet, CSO at Viroblock. "The stringent testing demonstrates the efficacy and speed at which the cholesterol depletion technology works".

Aerobiology tests, carried out in high security laboratories, create a mist of viruses on the outside of the mask, a pump is used to draw air and viruses through the mask, and finally testing for live virus occurs on the inside of the mask.

"We believe that our protective face-mask can help protect healthcare, agriculture and security workers effectively, with added advantages of comfort of wear and easy identification," said Dr Jamie Paterson, CEO of Viroblock.

Viroblock SA is a CTI Certified Swiss start-up located in Geneva, Switzerland. Founded in 2006 and supported mainly by Swiss investors, the company is focused on developing a unique anti-viral technology based on cholesterol depletion.