



Aussan Laboratories

June 2015

INNOVATION IN JANITORIAL & SANITATION PRODUCTS



Aussan, Safe Sanitation

- Bioflavonoid based antimicrobial liquid
 - Successful against a broad range of pathogens
- Janitorial/Sanitation industry proven on machinery, hard surfaces and in food contact environments
 - Made entirely of food safe ingredients (FDA GRAS LISTED)
- 100% natural sanitizer – disinfectant & preservative
 - Certified natural by third party audits
- Will not rust equipment, non rinse formulation,
- Used successfully on hard surfaces, floors, machinery, food surfaces, processing equipment.

Aussan delivers a virtually unlimited alternative to harsh chemical sanitizers.

Aussan Products

- Surface Disinfectants
- Food Contact Sanitizers
- Hard Surface Degreasers
- Hard Surface Cleaners
- Room and Surface Deodorizers

All are made ONLY from natural and safe ingredients.

All ingredients are found on the US FDA GRAS list.

Aussan L44 Disinfectant & Sanitizer

Staphylococcus Aureus

Pr. Vulgaris

Aspergillus Niger

MRSA

Pseudomonas aeruginosa

Legionella pneumophila.

Salmonella

H1N1 virus

Aspergillus brasiliensis

Escherichia coli

Brettanomyces

Lysteria

Candida albicans

**Effective against
these bacteria,
fungus and flu
viruses**

Aussan L44 : Hospital Grade Certified



Australian Government
Department of Health and Ageing
Therapeutic Goods Administration

ARTG Certificate

Issued to

Environmental Services Priority Ltd

for approval to supply

Environmental Services Priority Ltd, Revolution Hospital Grade Disinfectant with Non-Specific Claims, "Octanoic Acid"

ARTG Identifier	AUST L 179069
ARTG Start date	12/01/2011
Product Category:	Other Therapeutic Good Other Therapeutic Good - Listed disinfectant
GMDN	9950
GMDN Term	Disinfectant, hospital grade
Intended Purpose	Used as a hospital grade disinfectant to kill micro-organisms on hard surfaces. It is made 100% from natural ingredients and is non toxic and non corrosive. Uses include disinfection of food processing equipment. Can be diluted to form a general purpose sanitiser.

Manufacturer(s) Details
Environmental Services Priority Ltd

Address	Certificate number(s)
16 Halsey Road AIRPORT WEST, VIC, 3042 Australia	

ARTG Standard Conditions

The above Other Therapeutic Good Other Therapeutic Good - Listed disinfectant has been entered on the Register subject to the following conditions:
No conditions have been recorded against this entry.

Products covered by this Entry

1. Revolution Hospital Grade Disinfectant - Disinfectant, hospital grade

Product Specific Conditions

No specific conditions have been recorded against this entry.

END OF CERTIFICATE

ARTG

Compare Aussen L44 to Chlorine Bleach

Chlorine	Aussen L44
Highly Toxic	Non Toxic
Strong odor mists and vapors are irritants	completely non irritating
Corrosive	Non Corrosive
Bleaches Material	Non discoloration
Causes Skin Irritation	No Effect on Skin
Can cause lung irritation	No effect on lungs
Rapidly destroyed on contact with organic matter	Does not lose potency from contact
Harmful to the environment	Not harmful to the environment
Requires caution when handling	Safe and easy to handle
Must be stored in a cool safe place way from children	Easy to store. No special precautions
Risk of explosion	No risk of any adverse reaction with anything we have found

In Summary



AUSSAN L44

- Sanitizes contact surfaces to prevent contamination risk
- Controls mold and bacteria in high contact areas for example, transportation environments
- Sanitizes public areas prone to contamination
- Is not toxic for employees, public, environment
- Proven effective in multiple industries over ten years

Aussan Surface Cleaning & Degreasing

Food Surfaces



Metal & Plastic Surfaces



Aussan Surface Cleaning Test



Head to head
comparison with
leading brands using
cooking oil smeared
on wax paper

Aussan performs as
well as established
brands

Aussan Deodorizer & Air Freshener



“All I can say is WOW!”

“We sprayed an equine run-in shelter and within 5 minutes all odors were gone. The shelter had standing pools of urine / water. After we cleaned the stall we sprayed with Aussan Deodorizer and before we finished the odor was gone. Over the years we have tested close to 5 different stall disinfectant/deodorizers. The majority of them enzyme based products. Yours is the first product to eliminate the odor completely. Thanks for developing a great product!”

Ron Stalman
Balanced Eco Solutions

AUSSAN in Food Processing

Aussan is ideally suited for food processing and storage areas and is used as a disinfectant, rinse, wash and in fogging applications



AUSSAN is a Natural Preservative

AUSSAN L44 is used directly on virtually all food products and has been successfully used as an ingredient or as a rinse to prevent mold and fungus



Cut Fruit



Seafood



Fresh Juice



Olives and Grapes



Harvested Produce



Without and with Aussan L44 – 17 days



Meats



Cosmetics



Cheese & Milk



Without and with Aussan L44 – 3 weeks

Aussan products applied industry verticals

APPLICATIONS

Public space / Event sanitation
Veterinary and pet care
Washroom care
Odor control
Specialty disinfection
Food processing & services
Homes and gardens
Disease control
Water sanitation



INDUSTRIES

Facilities Management
Educational & child care
Restaurant & Food Services
Senior living
Food Storage & Transport



Competitive Overview

	Major Strengths	Major Weaknesses	Core Competence	Assumed Strategy
Chlorine-based Sanitizers	Common, known results, cheap	Highly polluting, dangerous when concentrated, toxic, corrosive	Low cost, easy to get	Business as usual
Enzyme-based Deodorizers	Non Toxic, safe for the environment	Not effective	Perceived as a “green alternative”	Promote to the green market
Steam & Dry Ice Sanitizers	Very safe for the environment	High cost and limited applicability	Great in food processing	Focus on food processing industry
Ozone Sanitizers	Very safe for people and the environment	High investment cost	Good medical and food applications	Focus of medical and hospitality
UV light Sanitizers	Extremely safe for the environment	Expensive, preinstalled in equipment	In situ sanitizing of liquids without additives	Focus on the food and recycling industry
Citrox (brand)	Claim Non Toxic, safe for the environment	Claims vs. actual approvals, not proven as 100% organic Pending organic law suites	Efficient organic sanitizer	Leverage sales in Europe
Retail Brands (e.g. Green Works)	Claim Non Toxic, safe for the environment	Not 100% organic or 100% non toxic	Backed by the Corporations & retail marketing machines	Heavy media spend to drive end user purchase

Aussan L44	Non toxic, organic, safe	Not well known in North America	Effective in every category	Focus on growth
-------------------	---------------------------------	--	------------------------------------	------------------------

AUSSAN L44 is in a class of its own

99% Natural is not enough

INGREDIENT	HEALTH + ENVIRONMENTAL SUMMARY
purified water	non-toxic; safe in environment; widely available
sodium carbonate	baking soda analog - not toxic if eaten or in skin contact; disperses safely in the environment; abundant mineral source
potassium hydroxide	not toxic in product use; safe in environment; abundant mineral source
sodium gluconate	not toxic if ingested, not irritating to skin; biodegrades readily; made from corn sugars
decyl polyglucoside	very gentle on skin and not toxic to people; biodegrades readily; made from corn sugars and coconut oil
alcohol ethoxylate (in cucumber, pink grapefruit, and sea minerals only)	low skin irritation and not toxic in use; biodegrades readily; made using synthetic materials
fragrance oil blend	free of phthalates and other dirty ingredients, not irritating to skin or toxic in use; partial natural essential oil content, partially synthetic ingredients



color safe for people, free of heavy metals + allergens; effective at ultra-low levels; won't accumulate in environment; made from synthetic materials

Green Works® natural multi purpose cleaner ingredients (99% natural)



essential lemon oil



corn-based ethanol



contains no phosphorous or bleach



filtered water



glycerine



blue and yellow colorant



coconut-based cleaning agent (nonionic surfactant, alkyl polyglucoside)



biodegradable preservative

Aussan Janitorial Market Segmentation

MARKETS	Food Industry sectors	Food Related Applications	Commercial Sectors	Commercial Applications	Agricultural Sectors	Agricultural Applications
<i>Sanitizer Cleaner</i>	Food Processing	Cleaning of food processing equipment, and storage areas	Commercial Cleaning	Can be used on all hard surfaces including floors, washrooms etc	Animal processing	Clean and sanitize facilities and equipment used in processing livestock
	Food Service	Cleaning of kitchens and food storage in restaurants, cafes. Cleaning of patrons tables and utensils	Health Industry	Cleaning of treatment rooms and equipment	Animal breeding	Used to maintain healthy environment for higher yield breeding.
			Waste Processing	Cleaning of all equipment and facilities involved in waste processing		
			Recycling	Cleaning of contaminated glass metals and plastics		
<i>Sanitizer</i>	Commercial Food Processing	Rinse free sanitation of processing equipment	Environmental Hygiene	Added to water used to rinse public areas e.g. Street Cleaning	Farming Equipment Hygiene	Sanitize facilities and equipment used in processing livestock
	Food Hygiene	Sanitation directly of food like fruit, vegetable, meat etc. while displayed, prepared or stored.	Equipment Hygiene	Non Rinse sanitizer for equipment that comes into contact with any organic matter	Animal Breeding Hygiene	Used to maintain healthy environment for higher yield breeding.
	Food Preservation	Applied directly to food by spray or immersion or added to processed food like sauces, dairy etc	Water treatment	Additive to reduce bacterial build up during water for recycling e.g. "grey water"	Pens/Stables Hygiene	Used to maintain healthy environment for healthier livestock
			Oil exploration and processing	Additive to reduce bacterial build up in crude oil.	Produce Hygiene	Sanitize equipment used in production e.g. milking machines

Aussan Janitorial Market Segmentation (cont'd)

MARKETS	Food Industry sectors	Food Related Applications	Commercial Sectors	Commercial Applications	Agricultural Sectors	Agricultural Applications
			Waste Processing	Used to reduce bacterial build up during waste collection, storage and disposal.		
			Clothing & Linen Hygiene	Used as a fogging agent to treat contaminated clothing.		
			Health Industry	Used to reduce bacterial in healthcare facilities.		
<i>Sanitizer Deodorizer</i>			Environmental Hygiene	Used as an airborne sanitizer in public areas	Animal Breeding	Used to deodorize breeding pens
			Commercial Cleaning	Used to deodorize lavatories		
			Waste Processing	Used to deodorize & sanitize waste during processing		

Aussan Commercial & Industrial Applications



- Certified Organic - 100% Natural
- No synthetic active or preservative
- Not citrus, enzyme or oil based
- Food contact safe
- No known identical formulations globally today



Commercial Market

- Commercial line for Aussan Janitorial has been marketed for 6 years in Australia and New Zealand. Recently several countries in Southeast Asia have taken on the products.
- Products target a variety of industries including janitorial & commercial cleaning, the cleaning of hospitals, veterinary clinics, hotels, office buildings & schools, commercial kitchens & food processing, as well as products for the commercial auto & marine care industries
- Market studies estimate that \$10 billion dollars of the USA commercial cleaning industry is spent on actual cleaning products
- Being able to make antibacterial & disinfectant claims for these products will be a enormous point of differentiation to capitalize on
- Plans to pursue the green seal certification for the commercial line, as it is the industry standard for commercial cleaning products

Aussan Consumer Cleaning Product Line



The AUSSAN NATURAL retail line of products was recognized by the US EPA as environmentally friendly.

Certified by Design for the Environment (DfE) Logo



The Design for the Environment (DfE) Logo is given by the Environmental Protection Agency to products that meet strict health & safety criteria.

CAR DEODORIZER

CAR WASH

TRUCK WASH

WHEEL CLEANER

BBQ & GRILL CLEANER

RV WASH

CROPLIFE

FRUIT & VEGGIE WASH

DOG DEODORIZER

RODENT DEODORIZER

TERRARIUM DEODORIZER

EQUINE HYGIENIC RINSE

BOAT & SAIL WASH

BOVINE SANITIZER RINSE

BOAT & SAIL DEODORIZER

FISH SANITIZER RINSE

BOAT & SAIL SPOT WASH

SHOE DEODORIZER

ORGANIC DISINFECTANT
AND DEODORIZER

SPORT DEODORIZER

ORGANIC DISINFECTANT

HOSPITAL GRADE
DISINFECTANT



Whole Foods Eco-Scale



Aussan are the only cleaning range to have achieved “green” on the ECO SCALE

	Full Disclosure Of Ingredients	No Phosphates, Chlorines, Synthetic Dyes, or Petroleum Derived Ingredients	No Animal Testing	Independent Third Party Certifications	100% Natural Fragrances	Unacceptable Ingredients From Orange, Yellow or Green Tier Lists
All-Purpose Cleaner	YES, INCI NAMES IN PROGRESS	NONE	NONE	DfE, NPA – YES	YES	NONE
Room Odor Eliminator	YES, INCI NAMES IN PROGRESS	NONE	NONE	DfE, NPA-YES	YES	NONE
Fresh Fruit & Vegetable Wash	YES, INCI NAMES IN PROGRESS	NONE	NONE	NPA-YES	YES	NONE
Floor Cleaner Concentrate	YES, INCI NAMES IN PROGRESS	NONE	NONE	DfE, NPA-YES	YES	NONE
Oven & BBQ Grill Cleaner	YES, INCI NAMES IN PROGRESS	NONE	NONE	DfE, NPA-YES	YES	NONE
Nursery All-Purpose Cleaner	YES, INCI NAMES IN PROGRESS	NONE	NONE	DfE, NPA-YES	YES	NONE
Nursery Odor Eliminator	YES, INCI NAMES IN PROGRESS	NONE	NONE	DfE, NPA-YES	YES	NONE

Aussan Consumer Regulatory Approvals

- The ingredient that makes up the Aussan Natural products, known simply as Aussan™, has already achieved many regulatory approvals in Australia and continues earning more.
- Thus far, the Aussan™ ingredient has been certified as a **Hospital Grade Disinfectant** (currently being used in elderly care and child care centers in Australia); a **Commercial Grade Sanitizer**; and a **Sanitizer**; by the **Therapeutic Goods Administration of Australia**.
- The **Australian Quarantine & Inspection Service**, has approved the Aussan™ ingredient as a **Category 6 Sanitizer**—a classification that deems a sanitizer “non-rinse” due to its low danger risk.
- All products in the line have also been **Certified For Organic Input** in Australia and New Zealand by the **National Association For Sustainable Agriculture, Australia Limited (NASAA) & BioGro NZ**

Aussan Laboratories Inc Product Lines



Janitorial/Sanitation

Consumer



Agricultural



*Aussan products are 100% natural and aside from Organic certifications in Australia & New Zealand, have achieved “green” rating with **Whole Foods Market Eco-Scale** and have achieved recognition with the US EPA DfE program and the Natural Products Association.*



THANK YOU



Contact: Robert Lee, eng., President, Aussan Laboratories Inc., 514-691-8732

UNDER NO CIRCUMSTANCES SHALL AUSSAN LABORATORIES INC. OR AFFILIATES BE LIABLE TO ANY OTHER PARTY FOR ANY DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE, OR SPECIAL DAMAGES ARISING OUT OF OR IN ANY WAY CONNECTED WITH THE USE OF OR INABILITY TO USE OUR PRODUCTS, PROTOCOLS, APPLICATION INFORMATION, WEBSITE, SOFTWARE, WRITTEN DOCUMENTATION, OR SERVICES OBTAINED THROUGH OR IN CONNECTION WITH OUR WEBSITE, REGARDLESS OF WHETHER SUCH DAMAGES ARE BASED ON CONTRACT, TORT, STRICT LIABILITY OR OTHER THEORIES OF LIABILITY, AND EVEN IF AUSSAN LABORATORIES INC. HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. BEFORE USING OUR PRODUCTS, THE USER SHOULD DETERMINE THE SUITABILITY OF EACH PRODUCT FOR THE INTENDED USE, THE USER THEN ASSUMES THE RISK AND LIABILITY IN CONNECTION THEREWITH. NOTHING CONTAINED HEREIN IS INTENDED TO SUGGEST VIOLATION OF ANY EXISTING PATENTS OR GIVE PERMISSION TO PRACTICE ANY PATENTED INVENTION WITHOUT A LICENSE. THE LAWS OF CERTAIN JURISDICTIONS DO NOT ALLOW LIMITATIONS ON IMPLIED WARRANTIES OR THE EXCLUSION OR LIMITATION OF CERTAIN DAMAGES SO THESE LIMITATIONS APPLY TO EACH PARTY TO THE EXTENT PERMITTED BY PPLICABLE LAW.