

NEW STRAIN OF CORONAVIRUS DISCOVERED IN THE MIDDLE EAST SPREAD CONCERNS WITHIN THE HEALTHCARE COMMUNITY

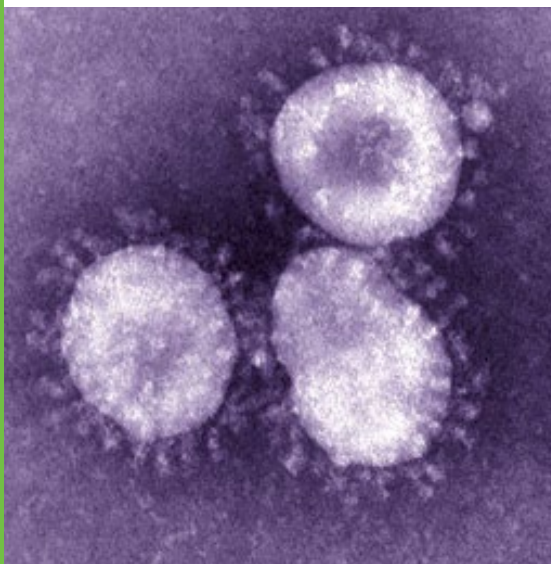
THE FACTS

A new strain of coronavirus (=human betacoronavirus 2c EMC/2012) has been identified in the Middle East. Already 2 cases in Qatar, 2 cases in Jordan and 5 cases in Saudi Arabia have been reported since June of this year. 7 have died so far. This new strain of coronavirus induces acute respiratory difficulties, pneumonia like symptoms, as well as renal failures potentially leading to death.



WHY IS THIS A CONCERN?

Not only contracting the infection can be deadly, but also similarities with the 2003 SARS outbreak have the healthcare community on high alert. The SARS outbreak that claimed the lives of 775 people were caused by a Coronavirus strain very similar to the one identified in the Middle East. During the 2003 SARS outbreak, human to human transmission of the virus was suspected which brought the epidemic to light. No evidence suggests that the new coronavirus strain can be transmitted on a human to human basis, however the fact that 3 cases were found within the same household in Saudi Arabia might lead us to that assumption. If this transmission chain strengthens overtime, an epidemic may break out, however with only 3 cases suspected to have occurred on a human to human transmission chain so far, the red flag has not been issued as of now by the WHO.



REMINDER : WHAT ARE CORONAVIRUS?

Coronaviruses are a family of enveloped viruses whose some strains target gastro intestinal tract and respiratory tract of mammals and birds. They are often found behind the common cold, and are non life threatening. Only the strain causing the SARS outbreak in 2003, and the newly discovered strain have been a real source of concerns for the healthcare community.

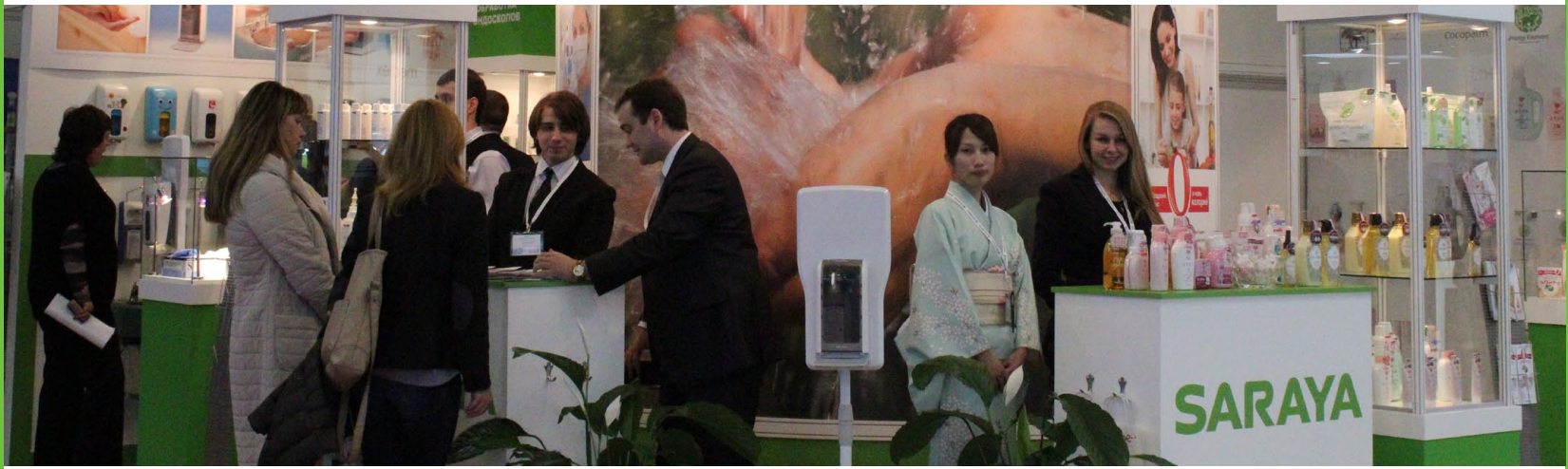
HOW TO PROTECT FROM CORONAVIRUSES?

As with any viruses avoiding close contacts with others (Humans and animals) is recommended. The wear of masks helps to avoid getting in contact with the virus.

Coronaviruses as being enveloped type of viruses are much less resistant than their non enveloped viruses counterpart, which why the use of proper hand hygiene with hand disinfectants is enough to significantly reduce the risk of being infected by Coronaviruses.

For more information on Saraya Surgical Mask and our line of hand disinfectants, please feel free to contact your local representative : <http://worldwide.saraya.com/index.php/global-network>





RUSSIAN HEALTHCARE 2012 INTERNATIONAL EXHIBITION

From 3 to 7 December 2012 a representative office of Saraya CIS company participated in Russian Healthcare 2012 exhibition. The exhibition is the largest medical show in Russia and CIS countries held annually since 1991 at Moscow Expocentre fairgrounds. This year the exhibition welcomed more than 800 exhibitors from over 45 countries and about 30 000 visitors from all over the world.

Saraya CIS took part in the event for the fifth time and enjoyed a high rate of customer's interest to the presented medical and consumer products. In medical segment we offer a wide range of dispensing equipment for hand hygiene, and it is worth mentioning a high level of attention paid by Russian medical and hand hygiene professionals to Saraya's non-touch sensor dispensers shown at the exhibition. Apart from dispensers Saraya CIS displayed fast acting Alsoft E skin antiseptic, different types of liquid and foaming soaps as well as automatic bins for sanitary wastes. Saraya medical nitrile gloves – a new highlight of Saraya CIS medical product line – has attracted particular notice of personal protective equipment distributors and prospective end users.

In consumer segment Saraya CIS exhibited two new freshly registered Happy Elephant and Cocopalm Luxury Spa Resort product lines. Happy Elephant is a line of biodegradable detergents based on 100% natural components including sophorolipids – a unique chemical finding and patented natural ingredient of Saraya company. Cocopalm Luxury Spa Resort products for hair treatment boast a silicon-free formula along with an outstanding set-up of natural oils and plant extracts responsible for refreshing, healing and protecting of hairs. The nature of the products makes them suitable for everybody who is concerned about healthy lifestyle.



On December the 3rd SARAYA CIS has organized an educational seminar for partners from Russia and CIS countries, who came to visit us at the exhibition. The seminar was opened by a welcome word of Mr. Masayuki Inoue, a CEO of Saraya CIS, and then continued by lectures of Prof. Dr. Axel Kramer, Head of Institute for Hygiene and Environmental Medicine of Ernst-Moritz-Arndt University, Greifswald, Germany, and of Prof. Dr. Ludmila Panteleeva, Deputy Head of Russian Institute of Disinfectology, Associate Professor of Russian State Medical University of I.M. Sechenov, Moscow, Russia

Dr. Kramer, the leading expert in hygiene and hospital epidemiology, gave a presentation about preventing a spread of nosocomial infections in medical settings, where he described his recent results in the field and outlined up-to-date methods of infection control. Dr. Kramer notes that a use of alcohol-based hand rubs is the most effective and reliable way to fight the infections. A presence of special ingredients in last generation of skin antiseptics (like PHMB in Saraya's Alsoft E hand rub) extends a range of their efficacy and provides with prolonged antibacterial effect. Furthermore, application of sensor dispensers for hand antiseptics dramatically increases a hygiene compliance rate observed within medical staff and patients.

Dr. Panteleeva, a key opinion leader in disinfection field, gave a talk named "Medical gloves in hand skin protection against nosocomial infections". In her report Dr. Panteleeva compared different types of gloves and highlighted an importance of their use. She notices that nitrile gloves have the best barrier properties against various medicines and chemicals compared to neoprene and latex, and do not provoke allergic reactions on the skin.

The seminar was a good opportunity to share information about Saraya products and get a rapid feedback from our partners. Moreover, thanks to the distinguished experts, participants of the seminar could extend their knowledge about current market trends and latest scientific achievements in the field.

Saraya CIS would like to thank everybody who visited our stand and the seminar during the exhibition. Looking forward to see you next year at Russian Healthcare 2013 exhibition!