



XPHOTOACTIVE 
Equine

*World's first veterinary
surface disinfectant*

LONG LASTING ANTIMICROBIAL COATINGS



INNOVATION CHALLENGE FRANCE 2022

AWARD

**BEST INNOVATION
IN SAFETY SOLUTIONS**



Why choose **X PhotoACTIVE**[®] and long lasting disinfection ?



PhotoACTIVE[®] is a **residual disinfection solution** that has been in use for several years in the professional sector, particularly in the **medical field**. Its effectiveness was widely demonstrated during the **Covid-19 pandemic against the SARS-CoV-2 virus**.

Its approval in the veterinary field is a **major breakthrough** in the fight against epizootics. Indeed, the **specific hygiene and disinfection practices** issued by organizations like the RESPE (Network for Epidemiological Surveillance in Equine Pathology) supported by all stakeholders in the equestrian sector **are not necessarily known and applied correctly**.

PhotoACTIVE[®] **eliminates the risk of disease transmission by killing pathogens as soon as they are deposited on surfaces**.

Transporters, organizers, stable managers, riders, you can choose to obstruct diseases 24/7 and protect horses.

1 Safe and non-toxic

2 Lasts more than a year on surfaces

3 Destroys 99.99% of viruses and bacteria within minutes

4 Applies quickly

5 Cost-effective in use



It's one of the most well-known labels in the world for **evaluating harmful substances in textiles**. It is synonymous with customer trust and high product safety. Standard 100 is one of OEKO-TEX[®]'s certifications, it applies to all raw, semi-finished, and finished textile products, at all processing stages and for all materials.

PhotoACTIVE[®] has obtained the Oeko-Tex Standard 100 in classes 1 to 4, which guarantees the absence of toxicity for the user in all textile classes: products for babies, textiles in contact with the skin, articles worn at a distance from the skin, and furnishings.

PHOTOACTIVE Equine



The only nano-coating suited for the equestrian world that saves time and money

Recognized efficiency according to current European standards:

NF EN 14675: Virucidal in the veterinary field (HVE1)

NF EN 14476: Virucidal in the medical field (Covid 19, H1N1...)

BS EN 1276: Bactericidal (staphylococci, E. coli, salmonella...)

NF EN 1650: Fungicidal (Candida albicans, Aspergillus...)

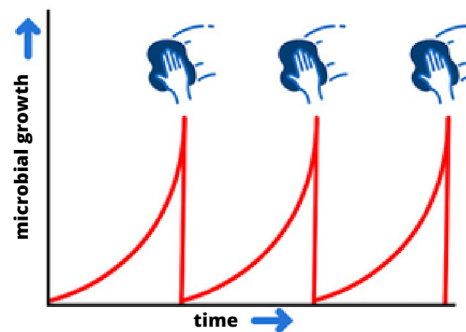


reliable for equines
destroys 99,9% de EHV-1*
in 15 minutes

*Equine Herpesvirus EHV-1, respiratory, abortive, and neurological forms



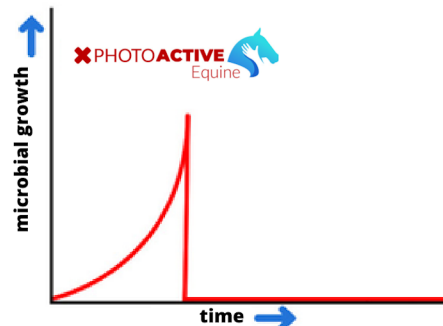
One intervention
for the full year
reduces up to 90% of
disinfection-related costs



traditional cleaning

- ✗ Does not last over time
- ✗ Not eco-friendly
- ✗ Costly in the long term

VS



long lasting disinfection

- ✓ Powerful
kills 99.9% of bacteria and viruses
- ✓ Permanent
24/7
- ✓ Fast
acts on contact

A large, artistic close-up of a horse's eye and mane. The eye is dark and reflective, showing a reflection of the sky. The mane is light-colored and textured, framing the eye. The background is a soft, out-of-focus landscape.

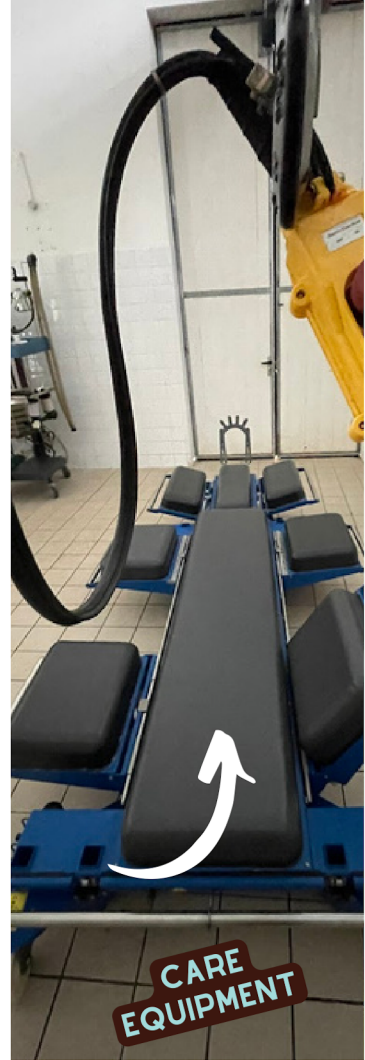
PHOTOACTIVE EQUINE

AND WHAT CAN I USE THEM ON?

Photoactive.fr



PHOTOACTIVE EQUINE
PROTECTS WHAT ?

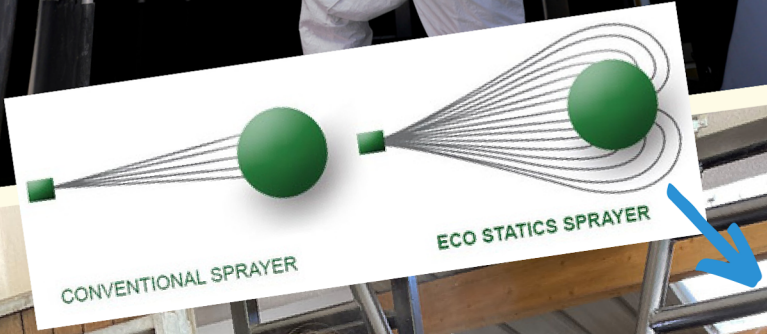


SURFACES THAT YOU CAN PROTECT

WITH PHOTOACTIVE STABLES



PROTECTION
FOR A
DURATION
OF 1 YEAR
FOR YOUR
BOX TRUCKS
AND
EQUIPMENT



PHOTOACTIVE EQUINE
PROTECTS WHAT ?

LEG WRAPS
BELL BOOT
LEG
PROTECTIONS

ACCESSORIES
AS BONNETS,
FLY MASKS...

GIRTHS

NEOPRENE
SADDLE
PADS...

HALTERS
AND
BRIDLES

OBJETS YOU CAN PROTECT

WITH PHOTOACTIVE
SANISPRAY



PHOTOACTIVE EQUINE
PROTECTS WHAT ?



**BANDAGES AND
UNDERBANDAGES**



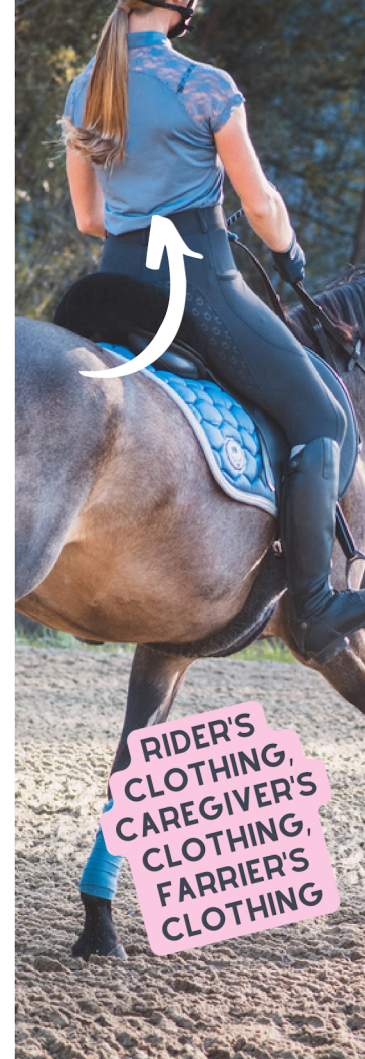
**BLANKETS, SHEETS,
FLY SHEETS, AND
INSECT REPELLENT
COVERS**



**SADDLE PADS,
PADS, AND SHOCK
ABSORBERS**



**SHEATHS AND
ACCESSORIES**



**RIDER'S
CLOTHING,
CAREGIVER'S
CLOTHING,
FARRIER'S
CLOTHING**



OBJETS YOU CAN PROTECT

WITH PHOTOACTIVE
SANIWASH



DISCOVER PRODUCTS

**Okay, but specifically,
what is the product range?**

PHOTOACTIVE.FR

PHOTOACTIVE EQUINE IN AVAILABLE IN 3 PRODUITS

SANI WASH FOR
WASHING MACHINE



SANI SPRAY FOR EQUIPMENT

ON-SITE INTERVENTION
IN YOUR PREMISES FOR
THE APPLICATION ON
SURFACES



TURNKEY INSTALLATION
from quotation to service
provision

FLEXIBLE TEAM
extended hours, weekends, and
more.

X PHOTOACTIVE
Equine



Innovation

PhotoACTIVE Equine, the world's first and only antimicrobial coating compliant with the NF EN 14675 standard

(Evaluation of virucidal activity of antiseptics and chemical disinfectants used in the veterinary field), providing long-lasting durability of over one year on surfaces.

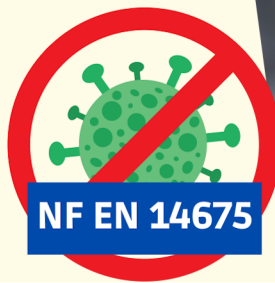
NF EN 14476 : Virucidal in the medical field (Covid-19, H1N1, etc.).

BS EN 1276 : Bactericidal (Staphylococci, E. coli, Salmonella, etc.).

NF EN 1650 : Fungicidal (Candida albicans, Aspergillus, etc.).

inovalys

VISMEDERI
ANALYSES FOR LIFE IMPROVEMENT



X PHOTOACTIVE
Equine



Conforme NF EN 14675
(norme française et européenne)

inovalys

The world's first long-lasting disinfectant to obtain the NF EN 14675 veterinary standard

PhotoACTIVE Equine has been specifically tested against the HVE1 herpesvirus responsible for equine rhinopneumonia by the independent French laboratory Inovalys.



The health and financial impacts of epizootics

Equine diseases have become a **major problem** in the equestrian world.

In addition to being transmitted by sick horses, diseases can also **spread indirectly through contaminated equipment** (blankets, halters, etc.), **buildings** (water troughs, doors, fences), **poorly maintained trucks and trailers**, and **personnel contaminated** through hands and clothing.

Gatherings of equines such as competitions, races, fairs, trail rides, the **introduction of new horses** into a facility, or **traveling for breeding purposes** are considered high-risk situations. Transporting sick horses, **failure to clean** or disinfect equipment, and **sharing of equipment** are also risky behaviors.

Apart from the distress it causes to the owner and the risk of becoming unfit for use, a sick horse complicates stable management. Outbreaks of epidemics can lead to the cancellation of sports events and gatherings.

List of the main communicable diseases among horses in France

Rhinopneumonia (Equine Herpesvirus (EHV1-2-3-4))
Flu (influenza equin)
Strangles (Streptococcus equi)
Equine rhinovirus (rhinovirus)

Rhinopneumonia epidemic in 2018 (FRANCE) :

- 108 epidemic outbreaks reported
- Over 6 million euros in losses for organizers, competitors, and affected facilities

March 2021

Rhinopneumonia epidemic originating from Spain: Gatherings and competitions canceled in France for 1 month

Cases of strangles reported several times per month in France

Only **30%** of horses vaccinated against rhinopneumonia in France

WWW.PHOTOACTIVE.FR

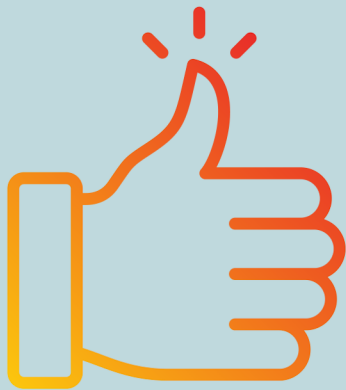
HOW TO PROTECT MY ESTABLISHMENT AND EVENTS?

WWW.PHOTOACTIVE.FR





The advantages of PhotoACTIVE for your business



- 1 ECONOMICAL**
Reduced purchases of biocidal products
Reduced costs for cleaning personnel
Time-saving in surface disinfection
- 2 ECOLOGICAL**
Reduced discharge of biocides into wastewater
Reduced emissions of volatile organic compounds (VOCs)
- 3 PROTECTION 24/7**
Protected equines = fewer sick equines
Reduces the risk of cross-contamination
Active protection against potentially deadly viruses and bacteria
- 4 IMPROVEMENT OF THE IAQ**
Destruction of CoV (Coronaviruses) and NoX (Nitrogen Oxides) detected in Indoor Air Quality monitoring.
- 5 BRAND ENHANCEMENT**
A company that cares about its employees and customers
Positive communication towards the public
Corporate Social Responsibility (CSR) approach



HOW DOES AN INTERVENTION TAKE PLACE?



Our teams travel throughout world to apply PhotoACTIVE® on the surfaces to be protected. Benefit from a rapidly implemented treatment that is immediately effective, without interrupting your activities.

Your customers are reassured by the secure environment provided for their horses, and you actively contribute to the fight against the spread of diseases (HVE1, strangles, nosocomial infections, etc.) while also saving on disinfectant products.



After one year, the coating is reapplied to ensure continuity in the disinfection of surfaces.



01 QUOTATION

Thanks to a pricing grid based on the item (3x3 box, 2-place horse trailer, etc.), you know exactly how much an intervention costs: you just need to count the number of items to be protected.

This way, there are no surprises if you want to add or remove an item.



02 INTERVENTION

Intervention carried out by our team without disrupting your activities: indeed, the facilities can be used 30 minutes after the application of the coating!



03 SIGNAGE

Appropriate signage informs your customers about the application of the PhotoACTIVE coating.

Your customers have access to detailed information through a QR code.



04 DOCUMENTS HANDOVER

Laboratory certificates are provided to you, along with various documents for your maintenance record.



05 RENEW



The PhotoACTIVE® teams use a patented electrostatic spraying application technology. This process allows for quick coverage of large surfaces.

The 3D gun electrically charges the PhotoACTIVE® solution, enhancing its surface coating capability. The electrostatic application ensures a seamless coverage on complex surfaces such as grids and bars.



Avoid exposing

your equines and yourself to volatile particles from biocides to prevent allergies and respiratory issues.



Save time in the maintenance of your premises and equipment **they are already disinfected!**

Our equipped clients save an average of

70% to 90%

on their **annual** disinfection costs



1 liter

of PhotoACTIVE applied at once is equivalent to

4 liters

of multi-purpose disinfectant multiplied by the number of cleanings performed in 1 year

Not to mention the liters of washing and rinsing water!



1 m²

of equipped surface purifies the air as much as **2 trees**



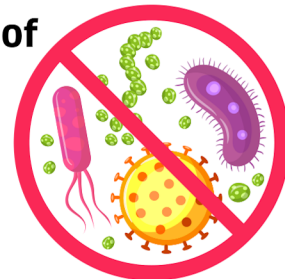
continuous decrease of

95%

to

99%

microorganisms during **1 year**





LONG LASTING DISINFECTION

PhotoACTIVE® remains
active for over a year

PERMANENT DISINFECTION

24/7, it's not magic,
it's science!



EXTREMELY FAST:

99.99% of bacteria destroyed in
less than 5 minutes.

99.99% of viruses destroyed in
less than 15 minutes.



PhotoACTIVE® Equine
destroys the **HVE1 virus**
responsible for
rhinopneumonia

8 THINGS YOU ABSOLUTELY NEED TO KNOW ABOUT PHOTOACTIVE EQUINE



PhotoACTIVE® is a long-
lasting disinfection solution
that has been **used for**
several years in various
professional sectors,
particularly in the **medical**
field.



The **photocatalysis** of
PhotoACTIVE® significantly
reduces odors

PhotoACTIVE® Equine is
compliant for **food contact and**
is non-cytotoxic



PhotoACTIVE® Equine is
available for **both surfaces**
and textiles.





Nosocomial diseases are common in equine clinics due to the **difficulty of sterilizing surfaces** and keeping them clean (hairs, dirt, etc.).



Herpesvirus (rhinopneumonia) can survive **several days** on a surface under favorable conditions, while Streptococcus (strangles) can survive for **over 6 months!**



Humans can carry equine pathogens on **their hands, clothing, and tools** (farrier tools, dentistry equipment), thus potentially transmitting them.



Bacteria thrive in **moist tissues** such as bandages, straps, blankets, and can cause **recurring skin lesions**.

8 THINGS TO KNOW ABOUT HORSE CONTAMINATION

www.photoactive.fr



Rhinopneumonia is responsible for **several million euros in losses** annually in France, including competition cancellations, losses in breeding, and medical expenses.



Transportation is a source of disease spread: horses can carry germs back to their living environment, and sometimes the vehicle itself can be contaminated.



Shared equipment is a source of contamination. If not properly disinfected, it can delay the healing process in cases of fungal or bacterial infections.



A healthy horse can become contaminated by being in proximity to a sick horse, even without physical contact (such as through box rotation, transportation for competitions, or exchanging blankets).

1 application = 1 year of protection!

PhotoACTIVE® is a **next-generation nano-coating with biocidal properties**. Its molecules strongly bond to the substrate, whether it is porous or non-porous. As a result, it remains on the surface for **over a year** and **withstands mechanical abrasions and chemical cleanings**. When exposed to light, a **photocatalytic reaction** occurs on the surface, breaking down any carbon-based molecules that come into contact with it. This process **destroys** bacterial and fungal membranes, **inactivates** viruses, and **degrades** volatile organic compounds (VOCs).

Thanks to its patented technology, PhotoACTIVE® also works in **dark areas and in the absence of light**.

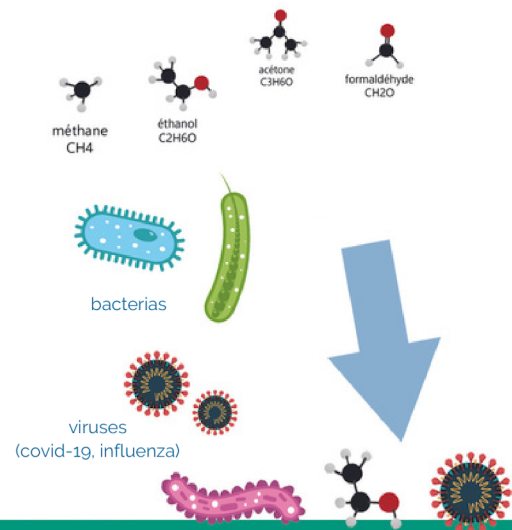
Its mode of action is extremely fast: **99.99% of bacteria destroyed in less than 5 minutes**
99.99% of viruses destroyed in less than 15 minutes

1 Microorganisms and harmful particles settle on the surface equipped with PhotoACTIVE® biocide coating.

2 Light and humidity trigger a photocatalytic reaction on the surface of PhotoACTIVE®. The production of free radicals denatures the membranes and breaks down the carbon molecules.

3 Viruses, bacteria, and pollutants are degraded into harmless volatile molecules, mainly water (H₂O) and carbon dioxide (CO₂).

VOC : volatile organic compound



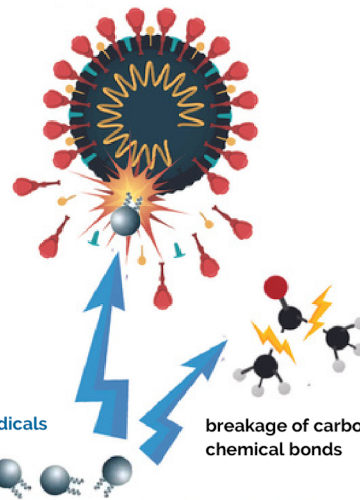
visible and UV light



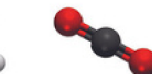
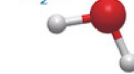
humidity



Oxidation-reduction of lipid membranes



H₂O



degradation in water and carbon dioxide

CO₂

coating X PhotoACTIVE™

support





ARE EPIDEMICS MORE RELEVANT NOW?!

YES, UNFORTUNATELY!

June 2023 | Strangles : United States - France - Netherlands
Rhodococcus : France
Rhinopneumonia HEV4 : France - Netherlands
Rhinopneumonia HEV1 : France - United States
Horse Flu : United States - Canada - France

reference: respe.net/alertes

May 2023 | Rhinopneumonia HEV4 : Netherlands
Strangles : France - United States - Canada - France - Switzerland
Horse Flu : Canada - United Kingdom - Germany
Rhinopneumonia HEV1 : United States - Germany - Sweden - United Kingdom
Rotavirus : France
Equine Infectious Anemia : United States
Rhodococcus : France

The press is talking about it

Mardi 6 septembre 2021

ACTU LA CÔTIÈRE 15

NEYRON

Un anti-virus révolutionnaire testé dans une clinique équine

La clinique vétérinaire de Neyron teste un produit de la société Virus Protect, qui pourrait bien mettre fin à une vraie hantise dans le monde équestre : la transmission de maladies entre chevaux.

Deux médecins vétérinaires les docteurs Grisard et Leonard testent, dans leur clinique vétérinaire Champ du Périer de Neyron, spécialisée dans le cheval, un procédé de désinfection unique au monde qui combat les maladies nosocomiales, un vrai casse-tête dans ce type d'établissement. Un nano revêtement innovant appelé PhotoACTIVE équine, mis au point par l'entreprise Virus Protect basée à Saint-Genis-Laval (Rhône), a été projeté sur les box et autres surfaces en contact avec les chevaux. Le produit offre une désinfection permanente, pendant un an.

L'un des concepteurs, Steve Conti, dit même qu'il résiste à soixante lavages. À la clinique équine où il est testé, des relevés microbiologiques seront effectués plusieurs fois dans l'année pour contrôler l'efficacité du traitement. L'innovation vient juste d'être certifiée conforme à la norme ISO NF 14 675 (antiseptiques et désinfectants chimiques utilisés dans le domaine vétérinaire). Elle a aussi reçu le soutien de la région Rhône-Alpes dans le cadre du Diagnostic Axes d'Innovation.

90 % de contamination en moins

La clinique vise une baisse de plus de 90 % de la contamination des surfaces en contact avec les che-



Le produit est pulvérisé sur les surfaces des box et va rester efficace un an.

Photo Protect Virus

Steve Conti (directeur général), Florence Perrin (présidente) de VirusProtect devant la clinique équine Champ du Périer avec Harlem du Comtal (propriétaire Christophe Cros).

Photo Progrès/Jean-Marc MAUCOTEL

RÉACTION

«Une baisse drastique des taux d'infection»

Steve Conti, directeur général de Virus Protect

« Grâce à cette technologie, les cliniques qui assurent déjà une désinfection pointue seront en mesure de baisser drastiquement les taux d'infections en clinique, en complément de leurs actions sur le terrain. Cela peut aussi s'appliquer aux transports, écuries, centres équestres, etc. La protection est permanente et élimine les contaminations croisées. À notre épo-

que où les virus et bactéries font rage, de nouvelles solutions de lutte antimicrobienne sont créées, et nous sommes fiers d'y contribuer. Il est indispensable de les faire connaître du grand public. Elles nous permettent de créer un vivre avec, sans les contraintes que nous avons connues, par exemple avec la Covid-19. Il en va de même pour les animaux qui souffrent tout autant et peuvent être aussi porteurs de maladie transmissible à l'homme, comme les dernières épidémies semblent le confirmer. »

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aux centres médicaux, il est aussi très efficace dans la prévention des maladies transmissibles entre chevaux.

À travers ce test, la clinique Champ du Périer et la société Virus Protect comptent faire progresser la recherche et les connaissances sur la désinfection des surfaces avec des technologies rémanentes. Les vétérinaires imaginent des applications généralisées sur les concours et dans les transports équestres. Le produit est très efficace dans la prévention des maladies transmissibles entre chevaux, que ce soit dans un véhicule de transport ou dans un box. À terme, il pourrait être pulvérisé dans l'intégralité des cliniques, écuries et concours équestres...

De notre correspondant Jean-Marc MAUCOTEL



PhotoACTIVE continues its global expansion in Europe, the United States, and Japan



2022 la révolution PhotoACTIVE en marche !



Olivia Gregoire @oliviag... · 07/12/2021
 Les @EPRepublique présentent ce matin leurs solutions innovantes (et souvent #madeinFrance !) pour lutter contre le #COVID19 : purificateurs d'air, poignées anti-microbes, UV virucides... Elles témoignent de l'engagement des entreprises pour relever nos grands défis collectifs.



VIRUS PROTECT ON THE ROOF OF THE CHAMPS-ÉLYSÉES

Virus Protect and the PhotoACTIVE Official technology have received close attention from Jean Burkard, Chief of Staff to Madame Olivia Gregoire, who sent a lovely tweet from Mr. Pierre Pelouzet, Mediator of Enterprises at Bercy, and Mr. Yves JEGO, former Deputy and Minister and initiator of Origine France Garantie, as well as Mr. Thibaut Bechetoille from CroissancePlus.

Virus Protect and PhotoACTIVE are active members of the French Committee of Industries Fighting Against Covid



PRESENTATION TO GOVERNMENT MEMBERS

Presentation of Virus Protect and PhotoACTIVE by the French Committee of Industries for the Fight Against Covid, on December 7, 2021, at the Maison de l'Alsace in the presence of Jean Burkard, Deputy Chief of Staff to Madame Olivia Gregoire, Secretary of State for Social and Solidarity Economy and Responsible, Pierre Pelouzet, Mediator of Enterprises at the Ministry of Economy, and Thibaut Bechetoille, President of CroissancePlus



We were fortunate and honored to present and discuss our innovative permanent antimicrobial solutions for surface and textile contamination risks: our range of liquid and film permanent antimicrobials that are effective 24/7, certified against microbes, bacteria, viruses, and the SARS-CoV-2 coronavirus and its variants.

Our PhotoACTIVE innovation is the fastest permanent product on the market: in less than 5 minutes, it eliminates over 99.99% of microbes.

According to Pierre Pelouzet, Mediator of Enterprises:

"There are too many small companies scattered across the regions, and it is difficult to identify the world of suppliers. Public buyers are already starting to purchase these solutions, which should create a beneficial ripple effect."

Matignon receives Virus Protect and PhotoACTIVE

VIRUS PROTECT and PHOTOACTIVE OFFICIEL are part of the French Committee of Industries Fighting Against Covid, represented by LÉONIDAS KALOGEROPOULOS. They were received yesterday at Hôtel Matignon by BENJAMIN GALLEZOT, Deputy Chief of Staff, and Thibault Guyon, Advisor for Economy, Finance, and Industry at the Prime Minister's Office.

The purpose of this meeting was to present French innovations that have accompanied the exit from the health crisis, stemming from various sectors, such as air disinfectors, UV lamps, and rapid testing kits.





INNOVATION CHALLENGE FRANCE 2022

AWARD
BEST INNOVATION
IN SAFETY SOLUTIONS



**Virus Protect
wins the 2022 Innovation Award**



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