

## The SteriShoe sanitizer and the shUVee shoe deodorizer

Dear Dr. Iredale,

We would like to take this opportunity to address some questions we received about the shUVee shoe deodorizer (formerly the shUVee shoe sanitizer) that has been advertised in SkyMall and Podiatry Management magazine. We believed that many of the claims about this product were false and misleading so we filed a complaint with the ERSP, an organization associated with the Better Business Bureau.

Our concerns about the validity of the efficacy claims and other claims made about the shUVee product are based on the following: 1) UVC (the germicidal wavelength of UV light that kills microorganisms) works when there is direct exposure to microorganisms; 2) UVC lamps are made with special materials, such as quartz or special silica glass, that allow the direct transmission of UVC light; 3) Studies show that plastic will stop the transmission of UVC light and render it ineffective. The photograph to the right shows an actual shUVee product, which almost fully encapsulates the UV lamp with plastic (clear, white and black).



Claims made about the shUVee product, such as "the UV light reaches all the way into shoes down to the toes where bacteria live," caught our attention. The photograph to the left compares the light exposure of the shUVee product to the SteriShoe sanitizer. As you can see, the SteriShoe sanitizer exposes the interior of the shoe to significantly more light than the shUVee product. We also used our NIST calibrated UV meter to test the UV output of the shUVee product. You can see a video comparing the UV output of the SteriShoe sanitizer and the shUVee shoe deodorizer by clicking [here](#).

A copy of the findings reached by the ERSP in response to our complaint can be found [here](#). The maker of the shUVee product did agree that it will refer to the shUVee product as a shoe deodorizer (not a shoe sanitizer) and that it will discontinue all references to sanitization.

The SteriShoe sanitizer was designed with a sound understanding of UVC light, including its interactions with plastic, and it was designed to maximize the amount of UVC light inside the shoe for providing the best shoe treatment possible while still being safe to use. We strive to develop and build a product that is highly effective, easy to use, safe, and clinically proven. We continue to build on our foundation of:

- Clinically supported claims (the most recent to be published in JAPMA);
- Being awarded the The APMA Seal of Acceptance based on a review of our scientific information and data; and
- The insight of our advisors, Warren Joseph, DPM and Bryan Markinson, DPM.

We hope this information helps you address any comments from patients. If we can provide

other information to assist your patients in making an informed purchasing decision regarding the SteriShoe sanitizer, please let us know.

Thank you for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Adam Ullman". The signature is written in a cursive, flowing style.

Adam Ullman

President & CEO

Shoe Care Innovations, Inc.  
1-866-686-Shoe (7463), Ext. 1001  
Adam.Ullman@SteriShoe.com