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Q&A with Caroline Goodner, CEO and Co-Founder of OrganiCare bringing to market an All-Natural, Organic, Drug, Antibiotic and Chemical Free First-Aid Ointment based on Oxygenated Olive Oil

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CEOCFO: Ms. Goodner, would you tell us about OrganiCare?

Ms. Goodner: OrganiCare is a company that makes all-natural organic over-the-counter healthcare products. There are drugs and chemical laden products on the market and now we are trying to replace those with drug-free, antibiotic-free and chemical-free alternatives that have proven scientific efficacy.

“Many people use Neosporin or products like it without realizing that these products have antibiotics in them – and that a topical or skin exposure is still an exposure. People should not use antibiotics unless they absolutely need them. For minor cuts, scrapes, burns, and blisters, antibiotics are not needed. And the triple antibiotic products like Neosporin do not work nearly as well as CUROXEN.”- Caroline Goodner

CEOCFO: How do you go about doing so?

Ms. Goodner: We create products and then rigorously test them against the existing products that are on the market, so for example with Curoxen, our first product which is an all-natural first-aid ointment. We look at the primary reason people buy first-aid ointments and the primary reason is to kill bacteria and fight infection; nobody wants their wounds, scratches, cuts or burns or blisters to get infected, so we actually conducted a bacterial log reduction test which is an FDA standardized test that measures the kill rate of bacteria by a particular drug or substance. We did a bacteria log reduction test on Curoxen, Neosporin, Polysporin, Bacitracin, Calendula, Terrasil, and even Vaseline. We tested all of the products that have reasonable distribution and we compared what the results were. What the results showed was that Curoxen actually kills well over five times more bacteria than all of those other products.

CEOCFO: Why does it kill more bacteria?

Ms. Goodner: The basic primary ingredient in Curoxen is oxygenated olive oil. The oxygen binds with the fatty acids in the olive oil and that creates a powerful antimicrobial substrate. Olive oil by itself is fairly antimicrobial but when we oxygenate it, it becomes an incredible but safe bacterial killer. We have also done safety testing including biocompatibility, sensitization, and cytotoxicity. Curoxen passes with flying colors on all of those. Curoxen kills serious bacteria like staph and Ecoli and even MRSA, at a near sterility level which is far better than the results that we saw in the other products on the shelf.

CEOCFO: When someone is looking for natural products, do many people search under home remedies as opposed to looking for a product to buy that is natural?

Ms. Goodner: I think there is a group of people that likes to do-it-yourself. We hope that we might attract some of those people but we are really looking for those mainstream users of Neosporin or Polysporin, or a private label version. People

want their medicine to work but would prefer not to expose themselves to antibiotics if they do not have to, or they may just want the product that works the best, which is Curoxen. I think there are people who are into natural and organic substances and may want to create their own concoctions at home. We may or may not appeal to them if they really like the DIY aspect of it but I do not think that is a significant number of people. At least 70% of Americans buy a first aid product like this.

CEOCFO: Do most people even think what is in Neosporin?

Ms. Goodner: One of the most interesting things we have noticed is that even though people buy Neosporin so that their cuts do not get infected, they do not realize there is not just one antibiotic in Neosporin, there are three. It is a triple antibiotic ointment and these are synthetic antibiotics, including neomycin, bacitracin and polysporin.

CEOCFO: How do you position Curoxen as better and natural?

Ms. Goodner: We have multiple messages we want to convey to consumers. For me, the most important one is that CUROXEN avoids the use of antibiotics. One of the overriding missions of the company is to shine a light on the fact that we overuse antibiotics in the US and the world and it is causing a real problem. The CDC, FDA, and the WHO, have all said that antibiotic resistance is the number one challenge facing the medical community globally. We aren't trying to imply that CUROXEN will solve this problem, but it is one way that people can eliminate an everyday use of antibiotics. Many people use Neosporin or products like it without realizing that these products have antibiotics in them – and that a topical or skin exposure is still an exposure. People should not use antibiotics unless they absolutely need them. For minor cuts, scrapes, burns, and blisters, antibiotics are not needed. And the triple antibiotic products like Neosporin do not work nearly as well as CUROXEN. CUROXEN's scientifically proven efficacy is one of our unique qualities. Many homeopathic medicines do not have scientific validation so that puts us in more of a unique position. We can say CUROXEN is five times stronger at killing germs than the well-known products on the market because we have the data to prove it.



CEOCFO: What about educating doctors?

Ms. Goodner: We intend to do that. We are still new to market but we certainly have on our agenda to communicate with doctors and get the medical community on-board. Most doctors know that Neosporin causes an allergic reaction in 10% of people, so most will not recommend Neosporin but instead they recommend Vaseline or something similar. We believe that if they knew there was a natural, allergen-free option that is proven to have high antimicrobial efficacy, they will recommend it instead.

CEOCFO: Where are you in the process of development and commercialization?

Ms. Goodner: We have two products on the market now. We have CUROXEN Original and CUROXEN with Arnica for added pain relief. We are conducting R&D on future roadmap products. We may have one for yeast infection and one for ear infections. We plan to build out a suite of healthcare products that are sold over the counter. We have been selling CUROXEN since February on Amazon, then in March we went into all Meijer Stores, which is a Midwest mass merchandise chain. In May, we launched in HEB stores in Texas, and we launched at Harris Teeter in the southeast in June. Next month we should be going into Shoprite in the northeast. We are looking to prove ourselves in these regionals and then we hope to gain distribution in a national retailer.

CEOCFO: What do you understand from the business side about getting a foot in the door?

Ms. Goodner: We first met with buyers at a conference in which many retailers meet with new manufacturers in rapid succession. This is how we gained placement in the regional retailers. The first-aid category has been stagnant for a long time, so our new innovation was a welcome change. Most retailers now are looking to expand their natural product selection and there is no other credible natural alternative in first aid. The buyers so far have been welcoming of CUROXEN.

CEOCFO: How does the price compare?

Ms. Goodner: We are priced at a premium, but it's just a few dollars. Given the infrequency of purchase – only 3 – 4 times per year – it's not a significant increase in overall dollar cost for most people. Plus, I think most people expect to pay

more for natural and organic products. We are priced at \$12.99 MSRP whereas a Neosporin might be \$7.99 or \$8.99 depending on where you are buying it.

CEOCFO: *When people realize it is 90% olive oil is there a reaction?*

Ms. Goodner: It is oxygenated organic olive oil. We've largely heard positive reactions. Most people have heard of the medicinal effects of olive oil when ingested, so it's not surprising that it is useful when used topically as well. There are some skeptics that ask how it can work better than antibiotics. Our response to them is that Nelson Laboratories, the independent laboratory that conducted our bacteria log reduction tests on CUROXEN and our competitors, is the biggest lab in the country for this kind of testing. They were surprised by the results also, and they reran the test several times at their own expense to make sure the results were right. It's normal to question whether a product works, which is why we wanted to do this objective third-party scientific validation.

CEOCFO: *There is often a recall on something that was good and approved and then found to be problematic. Natural seems better!*

Ms. Goodner: We have done the safety testing that the FDA would require if CUROXEN was a medical device. We feel confident we have conducted the appropriate safety testing, and a version of this product has been used on patients in Europe for five years, with no adverse effects.

CEOCFO: *Would you tell us where you produce the product and how you can ramp-up should Walgreen's decide tomorrow they want it in every store?*

Ms. Goodner: It is made in Italy by a medical device company there that follows all the CE mark and FDA standards for manufacturing. They have a production line that can ramp-up and accommodate all our needs. That said, there may come a time when we may decide to bring manufacturing to the US for various reasons but we are not quite there yet. It would be fairly straightforward to do that.

CEOCFO: *Are you seeking funding, partnerships, or investments?*

Ms. Goodner: We have a set of private investors with whom we could raise more money. We may do that or we may look for more strategic investment.

CEOCFO: *What is the plan for the next six months to a year?*

Ms. Goodner: The next six months to a year is to get in one or more national retailers and to continue to raise brand awareness. Our focus is on increasing sales in the retailers we are in, which requires good marketing. Once people hear about the benefits of CUROXEN and how it compares to the triple antibiotic options, they are convinced. We just need more people to learn about it.

CEOCFO: *Why pay attention to OrganiCare?*

Mr. Goodner: There is a trend toward less chemical- and drug-laden products. And people want to be confident that their medicine works. OrganiCare plans to address both of these perspectives by offering natural, organic medicines that are proven through science to be effective.



CUROXEN®
ALL-NATURAL FIRST AID OINTMENT