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FLORIDA COMPANY OF THE YEAR  
 GOVERNOR'S ENTREPRENEURSHIP AWARD

**FDA-Cleared Powder to Stop External Bleeding**



**Stuart Jones**  
 CEO  
 Biolife LLC.

**CEOCFO: Mr. Jones, would you tell us the concept at Biolife?**

**Mr. Jones:** Biolife sells a patented FDA-cleared powder that stops external bleeding instantly for minor to severe bleeding for absolutely everyone.

**CEOCFO: How severe?**

**Mr. Jones:** If you need stitches, we would recommend you go to a doctor and have that dealt with but it has done some amazing things for a variety of people who have had some fairly severe cuts.

**CEOCFO: Would you tell us about the ingredients and the science behind it?**

**Mr. Jones:** It is made of a hydrophilic polymer and potassium ferrate. We know of no contraindications for use by anyone. In other words, it does not appear to cause any allergic reactions to anyone we are aware of.

**CEOCFO: What happens when the two main ingredients you mentioned, interact with blood?**

**Mr. Jones:** The powder interacts with the blood and dehydrates the blood. It forms a scab over the wound and seals the wound. There is stacking of blood solids to block the wound and by doing so it seals the site to keep everything out and keep the blood in.

**CEOCFO: Why is the powder not in everyone's medicine chest?**

**Mr. Jones:** It is because they do not know about it yet.

**CEOCFO: Where are you in getting this out to the world?**

**Mr. Jones:** We have three lines of business. Our WoundSeal® retail business is distributing to 25,000 locations across the US. We are in Walgreen's, CVS, and Rite Aid drug stores as well as a number of independent drug stores and other store chains. We are also selling into first aid cabinets in offices and factories all across the US and Canada. We also have a StatSeal® healthcare business and are selling to hospitals and some doctor's offices but mostly hospitals. We are in about four hundred hospitals in the US and Canada. We have expanded internationally and are now selling to hospitals in Panama and Mexico. We've started exploring Europe through the Italian market.

**STATSEAL®**

**WOUNDSEAL®**

**CEOCFO: *What types of products do you have and why?***

**Mr. Jones:** We do not sell bandages or liquid, strictly a powder. We also sell a product that has the powder and an applicator that can be used for hard-to-reach wounds, in your head for instance. All of our products are made from the same ingredients and they are all used to stop bleeding. We are in the first aid shelves in the drugstores near the bandages and some other products. To our knowledge, our product properly used has never failed to stop bleeding for anyone. Even someone who has a bleeding disorder like hemophilia will benefit from our product. To our knowledge, we are the only product that can stop bleeding for absolutely anyone.

**CEOCFO: *How would someone know to look for an item like this?***

**Mr. Jones:** We do some selective advertising but we are a small company so we certainly do not have the ad budget to be everywhere at the same time. We have a loyal group of buyers and they are growing all the time. It is a challenge for a small company with a revolutionary product. Not many people think of using a powder to stop bleeding.

**CEOCFO: *How do you get your product into the hospitals and to members of the medical community that should know?***

**Mr. Jones:** In the last two years in particular we have expanded our distributor network substantially across the US, Canada and Latin America. We are working with distributors that are calling on hospitals and selling other related products. In the last year plus, we dramatically expanded our hospital distribution network so they are just beginning to kick in and generate some growth.

**“Biolife sells a patented FDA-cleared powder that stops external bleeding instantly for minor to severe bleeding for absolutely everyone... We really truly do have a unique product that provides a true benefit to mankind.” - Stuart Jones**

**CEOCFO: *Is there skepticism when the distributor approaches someone with the product?***

**Mr. Jones:** I will give you an example. Our executive vice president Tim Kelly called many years ago on one of our occupational customers. The person who was considering purchasing the product asked if he was sure it worked and Tim told him that he was sure. The man said he was on blood thinners and that he bled very easily and wanted to be sure the product would work. Tim told him it would. The man reached into his desk and pulled out a pocketknife. He cut his hand and started bleeding all over his desk. Tim promptly pulled out a package of our powder and poured it on him and applied pressure, which is required to make the scab form and stop the bleeding. They have been a customer now for I think twelve years. We do not normally have that experience but that customer did put us to the test.

**CEOCFO: *Should internists, family doctors, pediatricians, be aware and targeted so they can pass that along to patients or is it too much noise reaching this group so that it would fall on deaf ears?***

**Mr. Jones:** It is difficult to reach them, there are so many. We have such a limited budget that we find it challenging to do that. We have doctors that use it and we find that once somebody becomes a customer that they tend to stay a customer. We are not on a major network television with tens of millions of dollars of advertising so it takes time. We are in some leading hospitals in the United States now such as Mayo Clinic, Cleveland Clinic, MD Anderson Cancer Center and many other names that you would recognize are regular customers. We have expanded quite dramatically the last year or two into children's hospitals. One of the major markets that we have is selling to hospitals to use around catheters. You put in a catheter and have blood leaking around that catheter. We have a compressed powder disc now that wraps right around the catheter and stops the bleeding instantly and seals the site. Many of the challenges in the children's hospitals are how many nurses it may take to deal with a traumatized child who has this catheter inserted. They are finding it is much easier with this, than it is to try to stop bleeding with other means.

**CEOCFO: *Do you find the interest higher outside of the US?***

**Mr. Jones:** If you are talking truly emerging markets, the problem is usually the price point. We find that it is used perhaps in hospitals but it may not be used in the general populace because of income levels. We are selling to the Panamanian State Hospital system, for instance, but I would not say they are using it 100%, but they are using it on some of the more challenging patients. Gauze is a cheap product but it takes a lot of time for a nurse to stop bleeding when she is just holding pressure. If properly used, there is no leaking or oozing after our product creates a scab so you do not have to do a dressing change in the hospital every day or two with our product. We are finding it is a better fit for us to sell at this stage of our growth mostly to American retail and occupational first aid cabinets and hospitals in North America and increasingly around the world. We have many more distributor salespeople out there than we have employees on the payroll.

**CEOCFO: *Do you look to partnerships or perhaps to be acquired by a larger company?***

**Mr. Jones:** Never say never I suppose, other than something illegal or immoral. We at this time are looking to partner with people. We partnered with distributors to get us into broader parts of the country and we have talked to some large companies about possibly partnering on certain products. Longer term it is difficult to say. We are privately owned and we have an angel investor. We are growing on our own at this point. I do get inquiries from time to time and we always listen.

**CEOCFO: *Are there other applications for the powder?***

**Mr. Jones:** It is used at this point exclusively for stopping bleeding. It has been used for animals for instance. We have not sold a lot because we find that dogs and cats tend to lick it off before it sets. One of my former co-workers years ago used it on horses quite a bit and found that it was wonderful. That is an example of perhaps someday where we might partner with someone on animal care.

**CEOCFO: *How do you deal with some of the day-to-day frustration knowing you have something that should be everywhere and you can help people particularly, someone on blood thinners?***

**Mr. Jones:** The thing that is helpful is when you get testimonials. When you walk in our lobby, we have a wall of testimonials from people all over the world who have used our product. I know at least a half a dozen instances where people claim that we have literally saved their lives. We have been called out of the operating room by doctors who have used our products in leading hospitals and tell us that they have gone through every other product in their cabinet and could not stop the bleeding for a patient. They decided to try our powder and they called us right as they were literally walking out of the operating room to tell us that we saved someone's life.

**CEOCFO: *Is there a shelf life for the powder?***

**Mr. Jones:** We have a two to three year shelf life depending on the packaging. Our product is very sensitive to moisture. We have to seal it and over time moisture will seep into the packaging and degrade it. When I first came back to Sarasota, I stayed with my father-in-law who is now ninety and I have had to use the powder on him a number of times. I found some samples that I had from almost ten years ago that still work. We would not recommend that, but if you are in a bind I can tell you from personal experience that it works for a long time.

**CEOCFO: *If we talk a year from now, where might you be?***

**Mr. Jones:** We are rapidly expanding in the markets that I mentioned to you. Hospital systems are working on some new applications. We are talking to a number of potential distributors around the world so we are looking to go global. We are looking to go global and are looking to grow the number of hospitals dramatically in the next year. We are getting ready to come out with some new packaging for some of our markets. We think all of those things are going to lead to rapid growth.

**CEOCFO: *Why does Biolife stand out?***

**Mr. Jones:** We really truly do have a unique product that provides a true benefit to mankind. As I said before we have saved lives and there are many people who have tried many other ways to stop bleeding, that is, if nothing else, a nuisance and they tell us that our product solves the problem.

**CEOCFO: *Final thoughts?***

**Mr. Jones:** I encourage people to try the product. If they use it properly, I think they will find it works.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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## **Biolife LLC.**

For more information visit:

[www.biolife.com](http://www.biolife.com)

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