Face mask with DBT-InStem's anti-germ technology launched

New Delhi, Dec 15: A face mark produced by using fabric coated with an innovative germicidal technology developed in the laboratory of Dr. Praveen Kumar Vemula at DBT-Institute of Stem Cell Science and Regenerative Medicine (DBT-inStem) has been launched through a chain of collaborations. Praveen Vemula's group came out with the germicidal coating technology in April of 2020, as part of a national effort led by the Department of Biotechnology to tackle the current COVID-19 pandemic.

Thes technology has been shown to inactivate viruses and bacteria upon contact. In the laboratory, it achieved a 99.9% reduction rate against a wide range of enveloped viruses, including SARS-CoV-2 (the causative agent of COVID-19), the influenza virus (H1N1 flu), as well as both gram-negative and gram-positive bacteria.

A non-exclusive license to Color Threads, a company based in Tirupur and an incubatee at the Centre for Cellular and Molecular Platforms (C-CAMP), has enabled the rapid transfer of this technology, and the development of a germicidal fabric called, G-fab 99+ antiviral. Apparel major Van Heusen partnered to further make and launch G99+ face masks in the market. It is available both online and retail stores.

The launch was covered by various media platforms including Bangalore Mirror (Dec 01 2020), Times of India (Dec 01 2020), Your Story (Dec 02, 2020), CNN-News18 (Dec 02, 2020), and Economic Times (Dec 02, 2020).

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