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Cera Products in Demand for Survival, Disaster & Bird Flu Preparedness Kits

COLUMBIA, MD - A key component in the rapidly growing first-aid and survival kit market now includes CeraLyte® Oral Rehydration Salts (ORS), produced by Cera Products, a Maryland company specializing in rice-based hydration drinks. Dehydration and diarrhea are real dangers in epidemics that often follow earthquakes or hurricane disasters, and resulting from bioterrorism. Increased demand for medical kits made by preparedness companies including Nitro-Pak, Adventure Medical Kits, Passport Health, and many hospitals is up 600%. Most now contain packets of CeraLyte or the newly released CeraFlu™ Hydration powder, which mix in water.

“CeraLyte’s unique rice-based, long-chain carbohydrate formula is easier for the body to absorb than a sugar-based drink,” explains William Greenough, M.D., Professor of Medicine at Johns Hopkins Schools of Medicine and Public Health and Hygiene, who helped create the Cera Products line. CeraFlu is also useful in preparedness kits for bird flu or other influenza.

The International Red Cross noted the lack of ORS in the relief response to Hurricane Katrina and highlighted the importance of ORS when responding to disasters in which contaminated water and crowded unsanitary conditions cause rapid onset of diarrheal epidemics. Severe fluid loss from diarrhea causes dehydration: replacing lost fluids with ORS averts life-threatening health problems, especially during disasters when hospitals close, refrigeration is out and IV treatment may be problematic. Neither CeraLyte nor CeraFlu require refrigeration and are administered without needles.

NITRO-Pak’s Website states, “Oral rehydration salts are an absolute MUST for Disasters...Our consulting doctor considers this an essential in every first-aid kit to replace body fluids lost during illness, heat exhaustion and vomiting.” Direct Relief International (DRI) also uses CeraLyte ORS in disasters.

“CeraLyte speeds absorption and provides sustained delivery of essential salts and minerals, matching the body’s natural composition, reducing fluid losses by up to 30 percent over the typical simple glucose-based hydration products,” says Charlene Riikonen, CEO of Cera Products.

Used in many countries and available through major pharmaceutical distributors, CeraLyte comes in various sizes and flavors ready to mix into water or as a prepared solution.

Headquartered in Columbia, Maryland, Cera Products has completed extensive R&D; its pioneering rice-based oral electrolyte blends are to correct dehydration, restoring fluid volume and cell balance for a variety of medical conditions. See www.ceraproductsinc.com or call 410-309-1000.