

## NEWS RELEASE



### PRESS RELEASE

FOR IMMEDIATE RELEASE:

Contact: Charlene Riikonen  
President & CEO  
charleneriikonen@ceraproducts.us  
Tel: 843-842-2600

### **Former Assistant United States Surgeon General and Rear Admiral, United States Public Health Service (Ret.) ROSCOE M. MOORE, JR., D.V.M., Ph.D., D.Sc. joins Cera Products Scientific Advisory Board.**

December 19, 2011

ROSCOE M. MOORE, JR., D.V.M., Ph.D., D.Sc. Former Assistant United States Surgeon General and Rear Admiral, United States Public Health Service (Ret.) has joined the Cera Products Scientific Advisory Board. Dr. Moore was a career officer within the Commissioned Corps of the United States Public Health Service (USPHS) entering with the U.S. National Institutes of Health and rising to the rank of Assistant United States Surgeon General (Rear Admiral, USPHS) within the Immediate Office of the Secretary, HHS. Dr. Moore has conducted clinical research on infectious diseases such as Venezuelan equine encephalitis, tuberculosis, listeriosis, malaria, HIV/AIDS and has carried out epidemiological research on a number of chronic and molecular diseases. Dr. Moore is a Fellow of the American College of Epidemiology and a life-member of Delta Omega, the honorary society in public health at the Johns Hopkins University. Dr. Moore is the Founder and President of PH RockWood Corporation which is focused on the prevention, treatment and control of infectious diseases worldwide. The Cera Products Scientific Advisory Board will address key issues in the coming year, including expansion of product use into the HIV/AIDS, Cancer and Diabetes medical communities and increasing the availability of CeraLyte ORS into hospitals and clinics worldwide.



ABOUT Established in 1993, Cera Products scientifically developed its high performance rehydration products along with physicians from leading medical institutions and other international organizations. These physicians and President/CEO Charlene Riikonen worked at the International Centre for Diarrheal Disease in Bangladesh, where Oral Rehydration Therapy (ORS) was first discovered. Cera Products produces CeraLyte and CeraSport ORS: CeraLyte prevents and corrects dehydration from diarrhea and is used around the globe in US Military medical kits and field hospitals, in travel clinics, hospitals and nursing homes. It provides the right blend of electrolytes to promote recovery as well as rehydration. CeraSport is a rice-based energy and electrolyte drink used by many endurance athletes and triathletes, law enforcement and fire fighters, and US military, including Army Rangers and Navy SEALs.

It restores essential salts and fluids during athletic events and training but is also helpful during influenza and fever.

For more information visit [www.ceraproductsinc.com](http://www.ceraproductsinc.com), or call the company at 843-842-2600.