



PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Critical Care Doctor Kevin B. Gerold, DO, JD joins Cera Products Scientific Advisory Board.

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Kevin Gerold, DO, JD, *Johns Hopkins Medicine, Departments of Anesthesiology and Critical Care Medicine and Emergency Medicine* has joined the Cera Products Scientific Advisory Board. Dr. Gerold is the Director of Critical Care at the Johns Hopkins Burn Center and a Medical Officer in the Department of Emergency Medicine's Division of Special Operations. His areas of specialty include burn resuscitation and providing operational medical support during high-risk, large-scale, and extended operations. He is a consultant-trainer to federal, state, and local law enforcement agencies and has published a number of articles and lectured on topics related to tactical medicine; including the prevention and treatment of heat-related illness. The Cera Scientific Advisory Board will address key issues in the coming year, including expansion of product use into the police/SWAT and EMT 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, or call the company at 843-842-2600.