

Odorex®

targeted odour treatment



Odorex® is a range of foot and shoe products containing antifungal, antibacterial and antiperspirant formulations that provide long-lasting relief from smelly feet and footwear and promote healthy feet by preventing tinea/athletes foot.

Odorex® Foot & Shoe Deodoriser Original was developed by founding partners Dr R.J. Merchant and Peter Roberts in 1988 and is now sold in New Zealand, Australia, China, Japan and Korea. An industrial line was developed at the request of Southland Dairy and is now sold to NZ Steel and a further line of foot & body powder has been sold to the NZ Defence Force for over 15 years.

Manufactured with pride in NZ by Resource Developments NZ Ltd, a family owned and operated company.

Ph +64 (0) 9 940 3554
orders@odorex.co.nz

www.odorex.co.nz





Foot & Shoe Deodoriser - 60g

- A unique antifungal, antibacterial and antiperspirant powder providing long-lasting relief from smelly feet and footwear.
- Regular use helps control the organisms which cause tinea/athletes foot.
- One treatment (dose daily for seven days) will eliminate odour problems for up to six months.
- One flask can treat up to 10 pairs of shoes and keep them odour free for at least a year.

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SCIENTIFICALLY PROVEN TO WORK

In 2019 Auckland University Microbiology Lab researched the effectiveness of Odorex Foot and Shoe Deodorising Powder.

The following results prove Odorex is effective against the main organisms that cause foot and shoe odour. It should be noted that the Odorex claim that “1 puff of powder (equal to approximately 100mg i.e. nearly 17 times the minimum effective amount used in the Auckland University Study) in shoes each day for a week, will keep shoes odour free for at least 6 months” is more than reasonable.

The antimicrobial activity of Odorex samples were assessed using a standard protocol for determining the minimum bactericidal concentration (MBC) for insoluble powders in Tryptic Soy broth (TSB). The samples were tested at the concentrations of 40 mg/ml, 60 mg/ml, 80 mg/ml and 100 mg/ml for their ability to kill *Dermatophilus congolensis*, *Brevibacterium linens* and *Kytococcus sedentarius* (the bacterial species identified as the primary causative agents of foot odour) over 7 days incubation, with surviving cells identified by plating to Tryptic Soy agar plates and the counting of colonies that grow after 24 – 48 hrs incubation. Results after three biological replicates have shown that the Odorex sample is active against *Dermatophilus congolensis*, *Brevibacterium linens* and *Kytococcus sedentarius*. Control samples were run in parallel and results are shown in figure 1 and table 1.

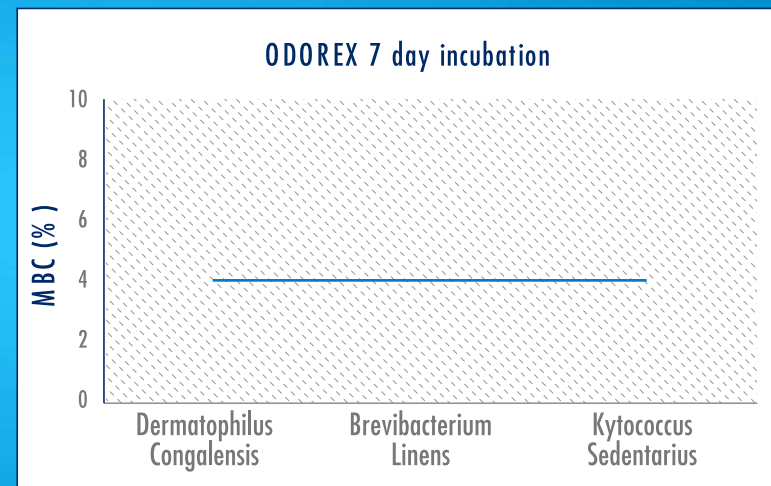


Figure 1. The MBC of Odorex powder against bacteria associated with foot odour. The minimum and maximum concentrations tested are indicated on the graph.

TESTED ORGANISMS	MBC at 4%			MBC at 6%			MBC at 8%			MBC at 10%		
	1	2	3	1	2	3	1	2	3	1	2	3
Dermatophilus	active	active	active	active	active	active	active	active	active	active	active	active
Brevibacterium	active	active	active	active	active	active	active	active	active	active	active	active
Kytococcus	active	active	active	active	active	active	active	active	active	active	active	active
Powder Only	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth
Media Only	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth	no growth
Control (Bac + Media Only)	growth	growth	growth	growth	growth	growth	growth	growth	growth	growth	growth	growth

Table 1. The activity of Odorex powder against bacteria associated with foot odour. The results for controls with powder alone (to test for contaminants in the powder), media alone (to test for contaminants during the experimental procedures) and with no powder (to show bacteria would normally grow) are also shown.