

United Spirit of America

White Papers

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United Spirit of America

High-Tech Hygiene Products For The Outdoors
And Extreme Environments



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Introduction / Background

Introduction /Background:

We are an interdisciplinary team that shares the conviction that prosperity in our Nation is directly related with the power of the individual initiative working hard in a free enterprise climate.

Our company has been inspired by the spiritual creativity of the American Nation. We innovate, searching for original solutions to common problems, convinced that the real challenge of the entrepreneur is to transform the little things that make huge differences.



Abstract / Business Case

Abstract / Business Case:

Soldier training and modern warfare requires a constant search for new solutions to old problems. In this white paper we tackle two direct problems and one indirect one. The first two problems are contagious disease control and portability/weight.

According to many studies (see references) on average 36% of all deployed or in field training personnel get sick by preventable contagious diseases. There are two aspects of this problem.

A) National Security: If 36% of the active deployed force is going to be sick; that represents a very serious security problems since commanders would have to account for the amount of soldiers that are going to be down and compensate accordingly.

B) Cost: Getting 36% of the personnel back into full defense capacity requires medicine, treatment centers, and therapy while increasing number of privates deployed to compensate for the ones that are down; adding up these costs run into the billions of dollars every year.



Abstract / Business Case

Continued

The second problem is portability/weight. With an average of 86 pound on their backs, any ounce added to their equipment creates problems with agility, mobility and endurance. If there is a solution it would have to be light and efficient, and that is exactly what our product lines offer.

The third subtle problem is the psychological effect of war and filth felt by every soldier in every campaign. Nothing makes a human being feel worthless and sick more than unwanted filth. When deployed many times a clean refreshing shower is something that can't be achieve for months at a time. Psychological wellbeing is critical and makes the difference between winning and losing a battle. Our products touch the human heart and fill the human soul in a very particular way; they bring pride, honor and respect with them to the troops.

In the United States of America if you are a felon secluded in prison for doing harm to society the Federal Government provides you for free your basic toiletries and personal care needs; but if you are a soldier who is fighting for our freedom you would have to pay for them.

The strong message this policy sends to our troops is just another of the many ways we tell them they are worthless and insignificant. Which bring us to the #1 killer of our soldier's... suicide. More of our soldiers are killed by suicide than by our enemies at war.



Abstract / Business Case

Continued

We don't even pretend to state that our products will solve the serious problem that suicide is, but in life everything adds up and like any person in this world our soldiers would like to feel appreciated and taken care of their basic needs and we can do that with small but significant tokens of appreciation once our products are in their hands and they can feel better every time they use them.

In conclusion the problem is that at this point in time all soldiers are required to carry a first aid kit, but not a hygiene kit. Our company and our products have devoted large amount of resources and research to bring a series of products that will act as preventive medicine while providing comfort and a sense of care to our soldiers without the burden of extra weight and saving billions of dollars in medical treatment for the contagious diseases that our products prevent.

References:

1. Small-Raynor MR, Cliff AD. Impact of infectious diseases on war. *Inf Dis Clin N Am* 2004; 18:341-68.
2. Clinton K. Murray and Lynn L Horvath. An Approach to Prevention of Infectious Diseases during Military Deployments. *Travel Medicine Invited Article* 2007:44 (1 February) 424-430.
3. Naomi E. Aronson, John Sanders and Kimberly A. Moran. In Harm's Way: Infections in Deployed American Military Forces. *Clinical Infectious Diseases*. 2006 43(8):1045-1051.



Pre- Assessment

Pre-Assessment:

According with the Presidential executive order 13514 all new technology must be sustainable and environmentally neutral/friendly, therefore we believe that any solutions have to include recyclable containers and biodegradable content.

Based on the interview of several hundreds of deployed military personnel experiences we would have to develop/find/benchmark products that tackle directly the most common and prevalent contagious diseases that any person would suffer when exposed to harsh environments.



Pre- Assessment

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For this paper the family of contagious diseases could be divided in four major categories:

- a. Pulmonary infectious diseases such as pneumonia, common cold, influenza, tuberculosis and many other viral and bacterial induced diseases.
- b. gastro-intestinal infectious diseases that produces debilitating symptoms such as diarrhea, vomiting, high fever and dehydration.
- c. Sexually Transmitted diseases, such as syphilis, gonorrhea, AIDS and many others.
- d. Fungal / skin infectious diseases such as Athletes foot, Jock itch, skin sunburn and insect bites.

Each of these categories of illnesses could be easily prevented and controlled for the most part if proper hygiene products and procedures are in place. The cost of not having ready available these products usually generates large expenses in bringing the soldier back to basic health, not counting the time of service that is lost which can easily make the difference of winning or losing in battle.



Proposed Solutions

Proposed Solutions:

We have divided our lines of products in three “editions”. The Basic edition which includes hygiene products designed to be use at base; The Outpost edition which include hygiene products with tactical features such as products that are unscented, waterless and packed in a camouflaged containers; finally the emergency – preparedness kits that hold all basic hygiene products for one to three days. These kits can be customized for every type of mission, group, season and time.

Basic edition:

This line of products includes Anti-bacterial wipes and gels, shampoo, body-wash and shaving lather; deodorant and foot powder; sunscreen with insect repellent and sunscreen alone. These products are scented.



Proposed Solutions

Continued

Outpost Edition:

The Outpost edition includes products that have tactical features such as being unscented, waterless and can be easily camouflaged. These products include: Waterless shampoo, waterless body-wash, antifungal cream, Lip balm, unscented deodorant, surface disinfectant wipes and anti-bacterial gel.

*The Basic edition and the Outpost edition are designed to be modular so several products can be added in a carry-on style carabineer our Kit in a Click trademarked concept. They also are TSA compliant (3 ounces or less) and come in recyclable containers. This technology has been developed and manufactured 100% in America.



Proposed Solutions

Continued

Disaster relief Kits:

These products are divided in two:

OK Kit: A 72 hours to a week hygiene solution that includes water purification tablets, toilet paper, waterless shampoo/body wash, shaving razor, dental cleaning teeth wipes, deodorant, antifungal foot cream, sunscreen with insect repellent and included in a bright orange resalable pouch with reflective features that can be used to bring attention in the event of a disaster.

DDay Kit: A 24 hour hygiene solution that includes all the basic hygiene products to cover you needs. Includes toilet paper, dental cleaning, waterless shampoo/body-wash/shaving lather, antifungal cream, sunscreen with insect repellent and a shaving razor; all included in a resalable pouch that matches military uniforms.



Video Presentation



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