



## NEWS RELEASE

March 1, 2014

## FOR IMMEDIATE RELEASE

Contact: Rob Chase  
NewGen Surgical, Inc.  
(855) 295 - 4500  
rchase@newgensurgical.com

### **Dr. Ann Blake Joins Advisory Board at NewGen Surgical**

March 1, 2014 – San Rafael, California – Dr. Ann Blake has joined the advisory board of NewGen Surgical, Inc., a developer and manufacturer of sustainably designed single-use medical devices and surgical products. The board oversees the development and manufacturing of clinically effective products with Smart Sustainable Design™.

Dr. Blake, an environmental and public health advisor, is an independent consultant working with governments, occupational health, public health and environmental advocates to find viable alternatives to toxic chemicals in manufacturing and consumer products. Dr. Blake has consulted for the Blue Green Alliance and UCLA's Sustainable Technologies and Policy Program. She is a member of the California Green Chemistry Initiative's Green Ribbon Science Panel. She holds a Ph.D. in Molecular Genetics and Neural Development.

"Dr. Blake brings deep passion and enthusiasm for both research and development and an in-depth understanding of chemicals and materials and their effects on the environment and human health. I am confident Dr. Blake will help guide us as we forge the way to design innovative, clinically-effective, sustainable single-use medical devices and surgical products," said Rob Chase, co-founder and CEO of NewGen Surgical.

"I am honored to be asked by NewGen Surgical to serve in this capacity," says Dr. Blake. "NewGen's product demonstrates how even in a patient-focused, critical area of a hospital, environmental impacts of products can be reduced without compromising patient care."

**About NewGen Surgical:** NewGen Surgical, Inc. develops and manufactures sustainably designed single-use medical devices and surgical products. With Smart Sustainable Design™, NewGen Surgical's mission is to minimize plastic waste in the O.R. by redesigning plastic disposable products with materials that minimize their environmental footprint, with a focus on the many plastic products used in the O.R. that are not reprocessed. These products offer hospitals and surgery centers a solution for their sustainability programs and to meet Environmentally Preferable Purchasing (EPP) objectives. Founded in 2012 in the San Francisco Bay Area, NewGen Surgical is a member of Practice Greenhealth and the Greening the O.R. Initiative. For more information, visit [www.newgensurgical.com](http://www.newgensurgical.com).