



NEWSLETTER | AUGUST 2025

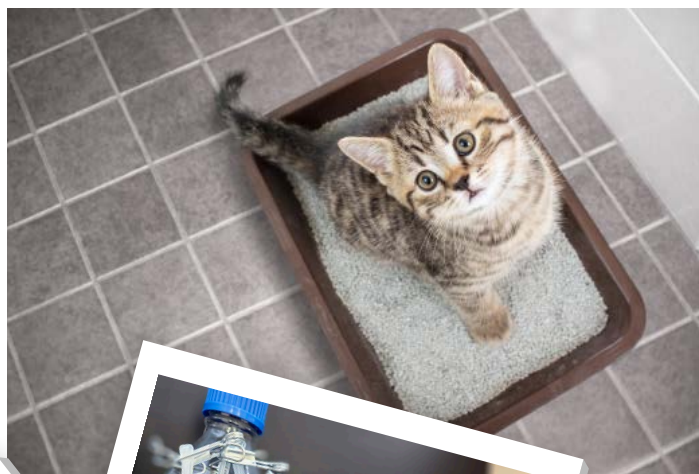
UNLEASHING THE POTENTIAL OF PROBIOTIC INNOVATION IN PET CARE

Exciting developments are unfolding in the pet care industry as probiotics and bio-enzymatic blends gain traction for their ability to address common issues like stains and odors at the microbial level. Innovations such as [ABC 9000™](#) are demonstrating strong potential to provide long-lasting solutions with excellent product stability.

Spurred by growing interest from the cat litter market, the Bionetix® laboratory is currently conducting an in-depth study to better understand the specific mechanisms behind this biotechnology. This work is opening new doors for scientific exploration in pet care and odor control, with active trials focused on hygiene and behavioral enrichment.

This marks the early stages of a long-term effort to expand the use of biotechnology in animal welfare—an approach grounded in proven microbiology and enzyme synergy.

We're open to collaboration and welcome inquiries from those interested in partnering on R&D or co-developing solutions for pet care—particularly for cats and small animals. [Reach out to learn more about opportunities in this growing market!](#)





COMING SOON... MORE ADDITIVES FOR OUR MANUFACTURING PARTNERS

PROBIOTICS FOR PERSONAL CARE PRODUCTS

Bionetix® is excited to announce the upcoming launch of an innovative new line of additives for the personal care industry! These advanced formulations will include customizable preservative packages tailored to specific needs, along with carefully selected microbial strains offering unique benefits for skin and hair care applications.

Designed to enhance product performance naturally, this new line will bring greater flexibility, functionality, and sustainability to personal care formulations. If you are a distributor with established channels in the personal care industry, we'd love to connect! [Reach out to us today to explore opportunities.](#)

BUILDING OUR BIO-ENZYME BANK

The next additive in our enzyme series will feature a powerful five-enzyme medley—protease, amylase, cellulase, mannanase, and lipase—designed to boost performance across a variety of applications by enhancing breakdown efficiency and improving overall results. We're eager to demonstrate the additive's capabilities through extensive lab testing and showcase the superior performance and versatility it can bring to your next detergent formulation. Stay tuned....



PERSONNEL NEWS

RAPID GROWTH PROMPTS NEW LEADERSHIP ROLE

Life at Bionetix® is changing at a rapid pace! Just last month, Diana Di Marco, previously responsible for overseeing sales and technical teams at Bionetix®, was promoted to VP/Managing Director of the entire company. Moving forward, she will be responsible for all business units at Bionetix®, now including operations and finance. This move was prompted by the company's rapid growth over the last two years, a sudden expansion requiring a unified strategic plan, vision, and organizational structure that meets current and future needs.

Boris Miksic, CEO of Bionetix® International's parent company, Cortec® Corporation, commented that, "Diana's stellar [career] started as a biochemist, shortly after the company [had] been acquired by...Cortec® Canada [in] 2010. Her knowledge of microbiology, her work ethics, communication skills and positive attitude were exemplary which made a huge impact on the Team. Today, [almost] 15 years after joining the Cortec® Family, Diana's talent and leadership skills have resulted in Bionetix's

success in the global market."

Caleb Pheneger, President of Cortec®, also praised Diana's skills: "Diana does a great job creating strategies and plans for the growth and development of Bionetix®. We're excited to see her lead action planning and goal setting for each department as we seek to accomplish our objectives collaboratively." Caleb believes Diana's management and decision-making will prove to be well-balanced and valuable to all stakeholders—employees and customers alike—because of her strong leadership and customer minded approach.

Please join us in congratulating Diana and looking forward to exciting developments ahead!



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DAVID S. LLANO PROMOTED TO INSIDE TECHNICAL SALES MANAGER

We are pleased to announce the recent promotion of David S. Llano to the position of Inside Technical Sales Manager. This new role allows David to act as a bridge between research and application, which is especially important in sensitive and technical markets like wastewater treatment and pet care. David was a natural fit for this role thanks to his background in microbiology and field applications, which has shaped his science-first approach to client engagement, solution design, and product adaptation.

In reflecting on the promotion, Diana Di Marco commented, “From the very first day David joined Bionetix®, it was clear he would become a valuable technical resource for both our team and our customers. He brings a rare combination of scientific depth, customer focus, and product insight. His ability to translate complex data into practical solutions is exactly what we need right now to drive customer growth and long-term success.”



David’s own philosophy of progress, which includes a strong emphasis on collaboration and real-world application, speaks to his high level of readiness for this new realm of responsibility and shares important principles for us all: “In science, progress happens not just in the lab, but in every conversation where knowledge is shared and applied to solve real problems. That’s where I believe we make the biggest impact.”

Congratulations, David!

EXCITING GROWTH IN THE BIONETIX® LAB TEAM!

Innovation never stops at Bionetix®, and neither does our commitment to delivering exceptional value to our customers and distributors. That’s why we’re thrilled to announce two amazing additions to our lab team!

Monali Patel joins us as our new Quality Specialist. With her strong chemical engineering background and expertise in process control and regulatory compliance, Monali is ready to take our quality systems to the next level—ensuring that every product we deliver



exceeds expectations. Reflecting on her new position, Monali commented, “Good people – Meaningful work– a growing field. Hoping to see my biocareer thrive with Bionetix®.”

We’re equally excited to welcome Mina Yavari as a Lab Technician intern! With her microbiology and parasitology background, Mina brings curiosity and a fresh perspective as she supports our product testing and development efforts. “Thrilled to join Bionetix® and to bring my academic background into real-world applications! I’m excited to help push scientific boundaries even if it’s one petri dish at a time. Who knows? Maybe the next world-changing innovation will come from our lab!” she stated.



Our Lab Manager, Mathias Benitez, said he is “thrilled to have Monali and Mina on board. Their skills and enthusiasm will strengthen our technical foundation and help us deliver even more value and innovation to our customers worldwide.”

Both Monali and Mina are smart, driven, and passionate about learning. Their energy and talent will fuel innovation, speed up product development, and enhance the quality and reliability that our customers count on. For our partners and distributors, this means more cutting-edge solutions, stronger technical support, and exciting new opportunities to grow with us!





CASE HISTORIES

BUBBLES SHOW THE BUGS: RAPID SYSTEM ACTIVATION AT SWINE FARM

Lack of microbial inoculation in a swine wastewater tank resulted in poor anaerobic digestion. The underperforming lagoon was stagnant and turbid and increased the risk of environmental non-compliance.

BCP12™ (supplied by our friends at Tondalee Trading Co., Ltd.) was added to solve the problem and in just 40 minutes, the wastewater started bubbling, indicating rapid microbial activation. To keep the momentum going, one pack of BCP12™ was applied twice weekly for four weeks (eight packs total). Within the first week, better biogas production and organic breakdown was observed, and by the end of the cycle, clear stratification was observed. A periodic maintenance dose of BCP12™ in subsequent months was used to ensure ongoing efficiency and compliance.

Log in to read the full Case History #56 at www.bionetix-international.com/login



READY FOR A \$100 CREDIT BONUS?

Have you seen the success of Bionetix® technology right in front of your eyes? Would you like to receive a \$100 credit on your next order? Then it's time to get busy submitting your Bionetix® Case History!

This is a great opportunity to highlight real-world product applications that educate and inspire confidence in the benefits of biotechnology. Customers who submit a qualified success story can redeem a \$100 credit on their next order and look forward to seeing their company name and story in print!

Be sure to follow these guidelines when you submit your story:

1. Include **photos** from the **actual application** (before and after photos are some of the best) with permission to republish them on any of our media channels.
2. Include the **date** of application, **location**, and **customer** (keep generic if confidential).
3. Include **product names** and **doses**.
4. Explain the **problem**, **treatment**, and **results**.
5. Send photos and text to **David S. Llano**.

Thanks to those who have already submitted success stories under our Case History Credit Program! Submissions are always open, but the credit won't last forever, **so don't miss this limited window of time to get an extra bonus for your company!** Contact **David S. Llano** for a Case History submission form and more details: dsllano@bionetix.ca.



UPCOMING EVENTS

2025 BIONETIX® INTERNATIONAL SALES MEETING

We're excited to invite our global partners and distributors to the **2025 Bionetix® International Sales Meeting!** This will be a fantastic opportunity to:

- **Connect face-to-face** with colleagues and distributors from around the world.
- **Learn firsthand** about our latest product innovations and the future direction of Bionetix®.
- **Hear customer success stories** and real-world results using Bionetix® solutions.
- **Deepen your technical knowledge** through hands-on product sessions and in-depth training.

Whether you're new to Bionetix® or have been part of our journey for years, this meeting is designed to **equip you with insights, tools, and connections** to grow your success.

Stay tuned for our hotel booking link to go live! We can't wait to see you in Miami for a memorable and impactful week.

When: Nov 19th-21st, 2025

Where: Miami, Florida

Details & Registration:

www.cortecvci.com/2025-bionetix-international-sales-meeting



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