

# LifeThreads Appoints Feintuch Communications As Agency of Record

NEW YORK, Oct. 28, 2014 /PRNewswire/ -- LifeThreads LLC ([www.life-threads.com](http://www.life-threads.com)), a start-up life sciences company focused on infection control and management in clinical healthcare settings, has appointed Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) to provide launch support and lead its integrated communications campaign.

Headquartered in New York City and with R&D and manufacturing in India, LifeThreads is manufacturing a line of professional healthcare apparel (lab coats and scrubs) and patient gowns treated with an EPA-registered anti-microbial agent. The active ingredient in these products has been proven to inhibit the growth of bacteria that may lead to healthcare-associated infections (HAI).

"Healthcare associated infections remain one of the world's leading healthcare challenges," said Karan Jhunjhunwala, founder and CEO, LifeThreads. "According to a Centers for Disease Control and Prevention [survey](#), HAIs in U.S. acute care hospitals resulted in an estimated 75,000 fatalities in 2011 and nearly three-quarters of a million secondary infections in patients as a result of surgery or visiting a hospital, doctor, dentist or healthcare facility."

"As we prepare to enter the marketplace, it became clear we needed a strong communications partner equally passionate about their work and results as we are about trying to reduce the incidence of HAI. We're confident we've found that partner with the Feintuch Communications team," said Mr. Jhunjhunwala.

"LifeThreads is preparing to launch a first of its kind family of anti-microbial textiles treated with an ingredient that inhibits the growth of dangerous and harmful pathogens commonly found in textiles. Eliminating this bacteria from healthcare environments can help to save lives, shorten patient recovery and generate significant savings to healthcare institutions, insurance companies and consumers," said Henry Feintuch, president, Feintuch Communications. "We will work closely with the LifeThreads team to educate professional audiences to the many benefits provided by LifeThreads' product innovation."

## **About Feintuch Communications**

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance ([www.PRWorldAlliance.com](http://www.PRWorldAlliance.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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