

HK Company Launches World's First Home Air Purifier that Meets and Exceeds WHO Standards for Indoor Air Quality

(Hong Kong, May 20, 2010) – On 16th May 2010, the China Centre for Disease Control and Prevention (CCDCP) released a study on domestic indoor air pollution levels. According to state media, the study reported more than two million Chinese deaths annually from health problems related to indoor air pollution, with nearly half of them under five years of age. It also stated that indoor pollution can often be 5-10 times higher than China's badly polluted outdoor air.

As these alarming results hit home, a Hong Kong Company **Oxyvital** launches the world's first and only home air purification system that meets and exceeds World Health Organization (WHO) standards for indoor air quality. The **Oxyvital Split Unit** has been designed especially for homes and schools, to prevent unnecessary illness and deaths from polluted indoor air.

"Through independent research, government studies and the work of Hong Kong's renowned Professor Hedley, we know that poor indoor air quality is detrimental to health - this new CCDCP study shows exactly how dire the situation is and we have a responsibility to provide a solution", said Siew Kiat Wang, CEO of **Oxyvital** in Hong Kong.

The **Oxyvital Split Unit** is the first 'home' product from Hong Kong-based air purification company **Oxyvital**, which was founded in 1998 by long-term Hong Kong resident and mother-of-two, Ilse Massenbauer-Strafe, originally from Austria. **Oxyvital** products utilize a patented, cutting-edge Zeo Sieve technology that works on a molecular level to produce the freshest, crystal clear indoor air available in the world right now. The product differentiates itself from other air filters by successfully reducing all nine indoor air pollutants listed by WHO to excellent levels, without emitting toxic byproducts.

Home and office air filtration systems are popular in Hong Kong to combat the poor indoor air quality. *"Filthy air outdoors means filthy air indoors",* says Professor Hedley, Hong Kong's leading authority on air quality and head of the community medicine department at the University of Hong Kong. *"Outside ventilation systems bring bad quality air indoors, this, combined with chemical contaminants and microbial pollutants such as volatile organic compounds (VOCs), which are commonly released by carpets, upholstery fabrics and paint, plus indoor tobacco smoke can create a toxic environment that has been linked to poor health, leading to hospitalization and even death. Indoor air can be improved by quality filtering - as this will reduce exposure to pollutants",* he says.

Yet worryingly, even with so much at stake the majority of air filtration products fall short of achieving the full safety levels stipulated by WHO says Ms. Massenbauer-Strafe. *"When consumers purchase air filters, they don't realize they are not getting a complete clean-air solution that meets and exceeds WHO standards. You wouldn't knowingly purchase a product that couldn't provide a complete job – so why should an air filter be any different?"*

says Ms. Massenbauer-Strafe of other models.

Common filters on the market are HEPA filters and Electrostatic filters, which are only effective in reducing one or two out of the nine WHO-listed indoor air pollutants. They are able to trap airborne particles above a certain size (0.3 microns), but they are ineffective when it comes to eliminating smaller Ultra Fine Particles (UFPs), pollutant gases and viruses.

Other indoor air cleaning systems which incorporate UV rays, Ozone-generators and Ionizers have the ability to tackle smaller particles, but often introduce additional dangerous emissions into the environment contributing to overall poor-quality indoor air. These include Ozone, Radon or cause an increase in Carbon Dioxide levels.

The **Oxyvital Split Unit** has a four-stage filtration process. The first three stages consist of a pre-filter, a coarse filter and an ultra-fine media HEPA filter that comb out the larger airborne biologicals (above 0.3 microns in size). The final stage uses **Oxyvital's** patented ZeoSieve technology to tackle UFPs and gases up to 10,000 times smaller than those that HEPA filters can trap.

Working on a nano-molecular level, the ZeoSieve technology destroys polluted particles by 'cracking' them open and altering their molecular structure. When the harmful particle has been disabled, non-toxic, natural elements are released. The technology effectively fights airborne bacteria, mould and viruses that contribute to the spread of diseases such as SARS, Swine Flu, measles and the common cold.

Ms. Massenbauer-Strafe gained the first patent for the pioneering **Oxyvital** technology in 2000. Since then, **Oxyvital** has been installed for commercial use covering over two million square footage of some of Asia's most prestigious listed companies, government properties, five star hotels, airports, trading floors, libraries and spa facilities with impressive results. One company reported a drastic 70% fall in staff absences due to illness (the majority of which were upper respiratory infection complaints) after the **Oxyvital** air purification technology had been installed.

An Independent Hong Kong Government technology comparison test conducted by EMSD revealed that **Oxyvital's** patented ZeoSieve technology is three to six times more effective than the next best air purifier product in reducing airborne bacteria, showing a 60 per cent reduction of pollutants in 72 hours. ¹ *"No other system developers can say that,"* says the company's CEO Siew Kiat Wang.

With the **Oxyvital Split Unit**, Ms. Massenbauer-Strafe wishes to provide these benefits where it matters most, in the home. The unit is suitable for a 1,000 sq. ft room and is the quietest running purifier in the company's range. It is designed to be mounted on the wall, which is ideal for Hong Kong's limited space. It also has a sleek and stylish appearance, which fits seamlessly in any surrounding. The unit retails at HK\$24,000 including installation. It is

available from the OxyvitalShowroom in Central.

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About Oxyvital

www.oxyvital.com

Oxyvital is currently patented in U.S., Europe, China and select Asian countries. It obtained accreditation and certification from the Hong Kong University of Science and Technology (HKUST). It is also a German TUV certified medical device, and is recognised internationally for its stringent quality. The Oxyvital technology is currently widely used in Europe, America, China, Hong Kong and South East Asia. It is installed in government buildings, commercial and residential spaces, schools, fitness centers, medical institutions and more.