

Press release
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New Advanced Ionization Technology against Allergy

Millions of people are now preparing themselves for the hay fever season. LightAir IonFlow 50 air purifier effectively reduces the particle concentration in the air and can thereby help people who suffer from allergy and asthma to create an allergy safe environment at home and at work. The IonFlow Technology is an advanced ionization technology specialised in removing the smallest particles that scientists confirm to aggravate and cause allergic reactions.

The alarming number of people with allergy in the U.S has during the last decennium more than doubled. Today 1 in 5 suffers from allergy or asthma and many of them are children. Allergy has become a national disease imposing an estimated annual cost to the health care system and businesses of \$7.9 billion.

One of the main reasons for the dramatic increase of people suffering from allergies is the poor indoor air quality. As we breathe 20 000 liters of air every day and spend 90% of our time indoors it is essential to improve the indoor air quality.

The air is full of particles from a great variety of sources. Dust, pollen, pet dander, car exhaust are some examples of allergens that exist indoors. The overwhelming majority of the particles are so small that they actually enter our blood stream. Scientific evidence has proven that the combination of small carbon based particles from fossil combustion such as car exhaust as well as other organic substances in the air in fact multiplies the hazardous effects of allergic reactions and cause several life threatening diseases (e.g. GSF National Research Center for Environment and Health, Germany).

LightAir IonFlow 50 can provide allergists the possibility to create a healthier indoor environment that can considerably decrease allergic symptoms. Tests conducted by the Swedish National Testing and Research Institute (SP), part of the Swedish government, verifies the efficiency of LightAir IonFlow 50 air purifier. In addition it offers an unbeatable combination of user benefits; ozone free, silent, energy efficient and without expensive filter change.

Press contact:

Ebba Wikström, +46 (0)709 61 51 10, ebba.wikstrom@lightair.com, www.lightair.com