



FAQs Regarding Air Quality and pureAir Purification



Why indoor purification is so desperately needed?

Some ask “what’s the big deal? No air purifiers were needed 50-years ago. Why now?” This is a good question, and the reason lies in how we seal up our buildings; 50-years ago we didn’t worry about energy efficiency. Homes and offices breathed, allowing the purification created by nature to clean our homes and businesses. Today we are focused on energy savings, but in doing so we have blocked the purifying power of nature, effectively “sealing our buildings with deadly precision”. Without nature’s purification including Cluster Ions, we allow our buildings to be a haven for microbes and chemical contaminants. It should be no surprise we now even have a name for this dangerous condition: *Sick Building Syndrome!*

Why pureAir products help solve indoor pollution?

Traditional methods of air purification use passive devices like filters or UV lights, requiring the pollution to come to the solution. Our pureAir product technologies are active, meaning we create the solution so it can go to the pollution. Think of it as catching a mouse--you can use a trap, and this requires the mouse to find the trap. The better solution is to get a cat who will hunt down the mouse wherever they are hiding. Our pureAir technologies include natural hydrogen and oxygen based oxidation and Cluster Ions which travel throughout the indoor environment, killing mold, bacteria and viruses, breaking down thousands of dangerous chemical compounds, eradicating odors and clumping particles so they drop from the air, and it does it at their source. The bottom line: a much cleaner and healthier indoor environment!

If pureAir is so effective, is it safe for my family?

Scientific studies have shown the ability for pureAir technology to kill even the deadliest forms of mold, bacteria and viruses. We understand the question – how can something so effective also be safe? The answer lies in the what pureAir produces and most importantly at what level. You already know that pureAir replicates nature’s purification in the form of Cluster Ions and Oxidation. The levels of these purifying agents produced by pureAir products is no different than the levels found outdoors. The last 50-years has shown the only danger is living in an environment without the protections provided by nature - a living space where the levels of energy and oxidation in the air are ZERO.

Should I run pureAir products only when I notice odors?

Our pureAir products are designed to be run continuously and your indoor environment needs continuous cleaning just as nature continuously cleans outdoors. There is no reason to turn off your purifier. The only action may be to adjust the output based upon the problems in your indoor environment.