

## **HOW POLLUTED IS HAIR SALON AIR ?**

Volatile organic compounds (VOC) are usual ingredients in cosmetic products and they affect human health in many dangerous ways.

Firstly, there are halogenated, oxygenated, aliphatic and aromatic compounds which are everyday used throughout the work days.

Moreover, compounds which are widely used in hair products such as hair sprays and mousses (butane), shampoo, hair conditioner, hair masks and oils (camphene, camphor, limonene, eucalyptol, alpha – pinene, 1-methoxy-2-propanol, n-butanol, menthol) are rather dangerous, whereas the levels of tint are predominantly higher than the recommended levels. The importance of this finding is linked to possible health risks for both employees and salon clients. In addition to this, salons are filled with formaldehyde which is constantly released from laminate floors, furniture, paint and walls.

Aggressive and unpleasant smell, particles, pollen, allergens and various gases are common ingredients in hair salon air.

All of those do not belong at all to human lungs or natural and healthy human environment.





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## **PROTECT YOURSELF FROM OCCUPATIONAL DISEASES**

According to European Agency for safety and health at work,

- 50% of all hair salon employees end up with occupational diseases of respiratory system such as asthma, bronchitis and hypersensitivity to certain compounds
- 30% of all hair salon employees get pneumonia at least once every two years
- 90% of all hair salon employees feels the consequences of breathing polluted air on daily basis : loss of concentration, exhaustion and migraine

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## What can iTherapy® do for you?

iTherapy® air purifier not only purifies, but also enhances the air, and is designed to improve salon's air. It not only instantly, but also if we talk longterm, helps to decrease the number of health issues related to polluted air. The studies on iTherapy®'s effects show decrease in all air pollutants which would otherwise be inhaled into our lungs. Convince yourself by improving work atmosphere which positively affects your general mood, at the same time creating safe environment and that brings more clients, making your employees more satisfied.



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iTherapy® uses UV sterilization, ozonization, negative ion generator, active-passive iThe100®, all of which:

- Destroy microorganisms, bacteria, viruses, formaldehyde, benzene, ammonia
- Absorb wide range of gases, VOC, cigarette smoke, bad smell
- Remove dust, mites, mold spores and pollen
- Release antioxidants and vitamin C into the room

All of this:

- Reduces respiratory problems up to 40%, and smokers' breathing problems are decreased up to 60%
- Creates ideal air environment for people
- Increases focus, concentration, immunity and efficiency for all users

iTherapy® is completely automatic and is ran by a microprocessor connected to sensors in order to track various parameters in your space.



*GOLD MEDAL AWARD iENA 2108. , NURNBERG*



*GRAND PRIX AWARD iENA 2108. , NURNBERG*



*INNOVATION MEDAL GENEVA 2018.*



*UNIVERSITY AWARD, SAUDI ARABIA 2018.*



*GOLD MEDAL, KUWAIT , IIFME 2019.*



*GOLD MEDAL, ISTANBUL , ISIF 2019.*



*EUROPEAN PARLIAMENT -VISIONAIRES, STRASBOURG 2019.*



*WORLD'S BEST INNOVATION WIPO GRAND PRIX 2019.*

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The device is available right now and the ready-to-use package includes

- iTherapy® device with power cable
- Full set for wall mounting (rack, screws, anchors)
- Manual, warranty, remote control
- iThe100® filter
- 5 stars certificate – air quality sticker

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Voltage	110V-240V
Power	8.5W
Unit Weight	2.5KG
Product Dimension	L335×W120×H290(mm)
Type of Purification	Pre-filter, Nano silver fiber filter, Active vitamin C filter, Low temperature catalyst , Anion generator
CADR	400
Anion Concentration	5,000,000 pcs/cm <sup>3</sup>
Ozone Concentration	≤ 0.02 ppm
Timer	1/3/24 hour(s)
Indicators	Particulate matter sensor, Odor detector, Filter replacement indicator
Working Noise	30-50 dB
Model type	Model1
Applying Space	60 m <sup>2</sup>
Applicable Places	Home,Office ,Hotel
Certificates	CE

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