

# AIR EXCELLENCE

Negative Ion Paint



Think green  
and breathe  
fresh air



*eighty7*  
DESIGN AND INNOVATION



## AIR EXCELLENCE

The air in the mountains, near waterfalls and watercourses has always been considered healthy and invigorating. In these places, we have the sensation of breathing better and of feeling healthier. This comes from the beneficial effect of the negative ions.

Vice versa, in closed city environments, exhaust gases, pollution, smoke, heating, air conditioned air, monitors and televisions reduce the negative ions and this often leads to breathing difficulties, stinging eyes, fatigue and other physiological alternations.

For many years, ionisers and other electric devices were available on the market to improve the quality of air inside our homes, but nanotechnologies now allow adopting new solutions that act everyday in an effective way without the need to install anything and without consuming energy.

AIR EXCELLENCE, the ionising water paint that purifies the air inside a room. Thanks to the additive nanoparticles, the ionising action of the Living water paints is constant and renews itself each day.

Living improves the daily comfort of our domestic environment: an effective ionising effect means healthier rooms and greater wellbeing. Now you can breathe clean mountain air in your own home.

Living also protects surfaces because its special formulation prevents the adhesion of organic and inorganic particles that are responsible for dirt and unpleasant odours.



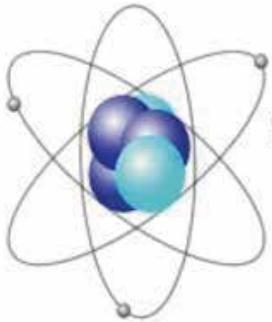


## WHAT DO NEGATIVE IONS DO

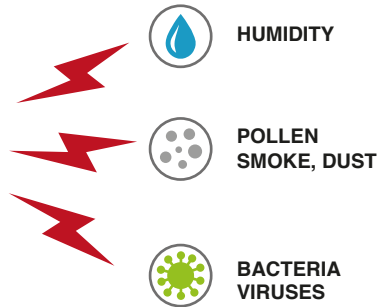
In high enough concentrations, negative ions clear the air of mold spores, pollen, pet dander, odors, cigarette smoke, bacteria, viruses, dust and other hazardous airborne particles.

They do this by attaching to these positively charged particles in large numbers. This causes the germs, mold, pollen and other allergens to become too heavy to stay airborne.

At this point they drop to the floor or attach to a nearby surface. This removes them from the air you breathe and prevents them from causing respiratory problems and other health issues.



NEGATIV ION





## NEGATIVE ION BENEFITS FOR YOUR HEALTH

1. Negative ions increase your sense of well-being and mental clarity by removing the debilitating effects of excessive positive ions in your environment. They are often described as a natural anti-depressant.

2. Negative ionizers are proven to clear the air of dust, pollen, pet dander, mold spores and other potential allergens.

3. **AIR EXCELLENCE** can significantly decrease airborne viruses and bacteria in your home.

4. Improves the function of the cilia in your respiratory tract that protect your lungs from irritation and inflammation, thus leading to less instances of respiratory illnesses like colds and flu and even hayfever and asthma.





5. Negative ionizers have a relaxing effect and have been reported to normalize your breathing rate, decrease blood pressure and relieve tension. Because negative ions are absorbed directly into the bloodstream they may help to combat harmful free radicals within your body.

6. Improved energy levels and focus. Research at the University of California showed negative ions normalize serotonin levels in the brain, potentially improving a person's positive outlook and mood.



7. Better sleep. A French study found using negative ionizers could help you to sleep better. This is once again due to their positive effects in normalizing serotonin production in the brain.



8. Reduces instances of headaches and sickness. The company Norwich Union found installing negative ion air cleaners in a work area full computers and other electronic equipment reduced instances of reported sickness and headaches by 78%. Negative ion generators are also routinely used in hospitals in Europe for their beneficial impact on patient's health and healing rates.

9. Elevated mental concentration and performance. Testing has regularly shown that subjects exposed to high levels of negative ions perform better in mentally challenging tasks than those breathing normal positive ion dense air. Pierce J. Howard PhD at the Center for Applied Cognitive Sciences says in the Owners Manual for the Brain – "Negative ions increase the flow of oxygen to the brain; resulting in higher alertness, decreased drowsiness, and more mental energy."



Staphylococcus aureus <b>ATCC 29213</b>	Escherichia coli <b>ATCC 25922</b>	Pseudomonas aeruginosa <b>ATCC 15442</b>	Enterococcus faecali <b>ATCC 49149</b>
Riduzione	Riduzione	Riduzione	Riduzione
100%	100%	100%	100%

Tests carried out by the Institute of Toxicological Hygiene Environmental Sciences dell'Università degli Studi di Urbino Carlo Bo.



**BRING THE FRESH MOUNTAIN AIR  
TO YOUR HOME**



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Negative Ion Paint



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