

oxy-gen<sup>®</sup>  
POWERED

# natura

## Air-Sanitizer





# Improving Indoor Air Quality

-  The enforcement of lockdown across the countries globally has led to the increased demand for air sanitizers and purifiers in the past couple of months. Moreover, as air sanitizers and purifiers are effective against various viruses, the demand in several countries is expected to witness significant growth due to the ongoing outbreak of COVID-19.
-  Consumers are buying air sanitizers and purifiers across the globe as a precautionary measure to mitigate indoor air pollution and to clean indoor air. These factors are expected to drive the demand for air sanitizers and purifiers across the globe.

# Air Purifier Market

10.8 %



The global air purifier market size is expected to reach USD 18.21 billion by 2027, exhibiting a CAGR of 10.8% over the forecast period, according to a new report published by Grand View Research, Inc.



Factors such as the increase in industrial activities, rise in urbanization, increase in air pollution due to high emission from factories, and household activities are the key market drivers. APAC, Europe, and North America are major regions with a high demand for air filters.

37.8 %



HEPA emerged as the largest technology segment in 2019 with a market share of 37.8%, owing to improved efficiency of the technology when it comes to trapping dust, dust mites, pollens, and other indoor allergens



# Air Purifier vs. Air Sanitizer

-  **Air Purifier** – An air purifier cleans the air by using a purifier filter or otherwise trap particles within an air circulator that takes significant time to reduce the count of the airborne microorganisms.
-  **Air Sanitizer** - An air sanitizer uses active ingredients to reduce or kill airborne microorganisms in the room by continuously mitigating growth or development of toxins (gases and off-gassing, bacteria, viral or fungal matter, toxic pathogens, etc.) thereby improving indoor air quality.

# What are some of the most common air-cleaning and surface technologies and what they do to improve Indoor Air Quality?



# Key Points and differences

- ❌ None of the air purifiers sanitizes the air 'continuously' by reducing the count of microorganisms.
- ❌ None of the air purifiers use pure, natural and chemical-free content to improve the air quality.
- ❌ Most of the air purifiers and surface disinfectants such as electro-static sprayers are not continuous and effective at that moment of time.
- ❌ Most of the air purifiers have specific target microorganisms group and do not eliminate all kinds of impurities in the air.
- ❌ Air purifiers using filters need frequent replacement leading to higher costs.
- ❌ Consistent exposure to some of the air purifiers may lead to health issues like irritation of the eyes, nose, and throat; headaches, dizziness, and fatigue; and in some cases, respiratory diseases, heart disease, and cancer.

# How to achieve clean and pure indoor air?

Introducing  
**oxy-gen**<sup>®</sup>  
POWERED  
**natura**  
Air-Sanitizer



- Develops, manufactures and sells revolutionary odor-elimination products for the “**Away from Home**” markets
- Innovative technological** solutions
- Odor Control & Air-Purification is history. **Odor Elimination & Air-Sanitization** is the present.
- Air freshening based on patented ‘**Oxy-Gen fuel-cell technology**’
- Emission free and **precise fluid delivery**



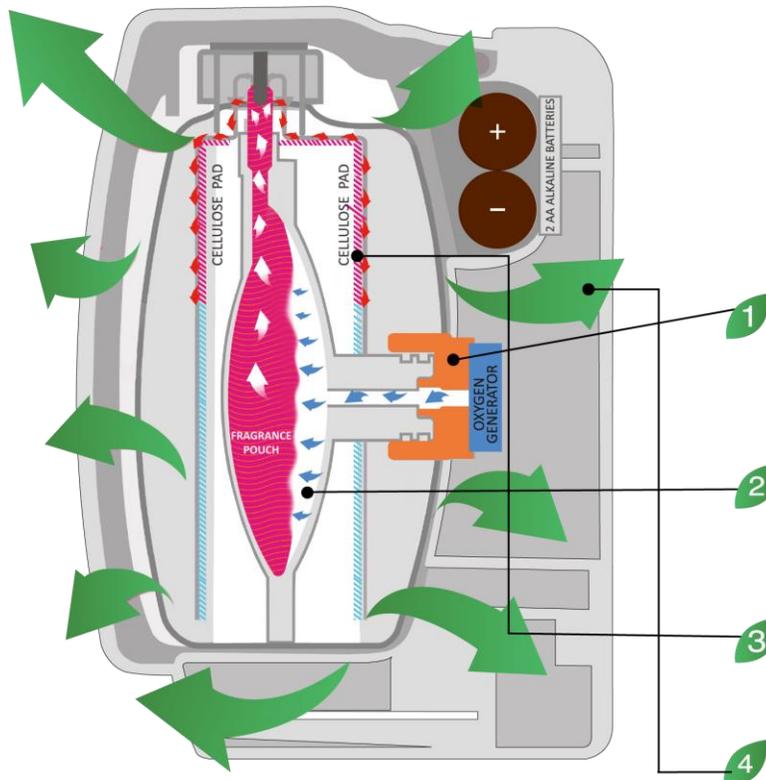
Oxy-Gen Powered range of products

# What makes Natura the only 'go-to product' in the market?

- ✦ Continuous and Consistent Air-Sanitizing technology
- ✦ Reduce the count of microorganisms naturally – Made up of 100% pure and natural, herbal fragrance oil
- ✦ Anti-fungal, Anti-bacterial, Anti-viral ingredients
- ✦ No Adverse Health Effects
- ✦ Use Natura in Occupied Spaces
- ✦ Economical Programmable System



# Continuous and Consistent Air-Sanitizing Technology



natura uses the **Oxy-Gen Powered** technology – A continuous and consistent air sanitizing system that pushes pure oxygen to release 100% pure and natural herbal fragrance oil in the form of vapor to reduce microorganisms in the air.

- 1 The oxygen generator continuously releases a precise dose of oxygen, non-stop.
- 2 The oxygen squeezes the fragrance pouch, displacing the anti-microbial, herbal fragrance.
- 3 A continuous, measured dose of fragrance is delivered onto the cellulose pad.
- 4 Pure and natural, herbal, anti-microbial fragrance is released, reducing the spread of microorganisms in the air.



# Reduce the Count of Microorganisms Naturally. Made up of pure & natural, herbal fragrance oil

- ❌ Many air purifiers use a chemical substance agent that can be of toxic or harmful formulation. Most common types of chemicals used - Triethylene glycol, Dipropylene glycol, Isopropyl alcohol Hypochlorous acid, Quaternary ammonium salts.
- ❌ Natura uses 100% pure and natural, herbal fragrance oils to detoxify the environment by neutralizing odors and killing airborne microorganisms.



# Anti-fungal, Anti-bacterial, Anti-viral ingredients

-  The purpose of each air purifier is same i.e. improving the air quality, but they have different mechanisms that target '**specific**' indoor air pollutants like bacteria, virus, microbes etc. and are ineffective in reducing '**ALL**' airborne microorganisms.
-  Natura is anti-fungal, anti-bacterial and anti-viral. It is super effective against all kinds of airborne microorganisms.





# No Adverse Health Effects

-  Some types of air purifiers may cause serious health implications - Ozone generators, electrostatic precipitators and ionizers. The EPA states that ozone exposure is harmful to cells in the lungs and airways. Side effects of exposure to the gas can include shortness of breath, coughing and chest tightness. Patients with asthma or other preexisting health conditions may experience intensified symptoms of those conditions as a result of ozone exposure.
-  Other air purifiers that use ultraviolet (UV) technology may also produce ozone in small quantities; however, prolonged exposure to ozone is harmful to humans, plants, and animals.
-  Natura does not use any harmful chemicals. It is bright, fresh and green!
-  The herbal oils used in Natura uplift one's mood and act as immunity boosters.



# Use Natura in Occupied Spaces

- ❖ Some of the air purifiers like Ozone generators and Ionizers produce ozone. These products are not safe to use when people are present in the same room. **Once the cleaning process has started, it is recommended to stay away from the room for at least a couple of hours until the ozone clears off.**
- ❖ Several brands of ozone generators have **Environmental Protection Agency (EPA)** establishment number on their packaging. This number helps EPA identify the specific facility that produces the product. The display of this number does not imply EPA endorsement or suggest in any way that EPA has found the product to be either safe or effective.
- ❖ Natura does not produce ozone or any other harmful chemicals and is safe to use, without having to leave the room. The Natura dispenser can safely be installed in different facilities **like hospitals, hotels, educational institutes, fitness centers, garbage rooms, smoking lounge, etc.**



# Economical Programmable System

- ✦ **Pay less and get more!** The Oxy-Gen Powered '**Natura**' Air Sanitizer cartridge works continuously for 30 days, reducing the airborne microorganism count considerably. The other air-cleaning machines involve a high cost of replacement without guaranteeing continuous reduction/elimination of these pollutants in the air.
- ✦ Natura fits easily into a maintenance schedule. It is simple to install and service. The simple 'push & go' format ensure that it is easy to replace cartridges and batteries.
- ✦ The 'Natura' dispenser uses 2 AA alkaline batteries that last for about 6-8 months.
- ✦ You can choose a silent operation or activate the audio buzzer ON/OFF switch to get notified about the cartridge and battery life.
- ✦ The programmable air sanitizing system comes with visual light indicators that provide valuable info on when to change the refill or battery.

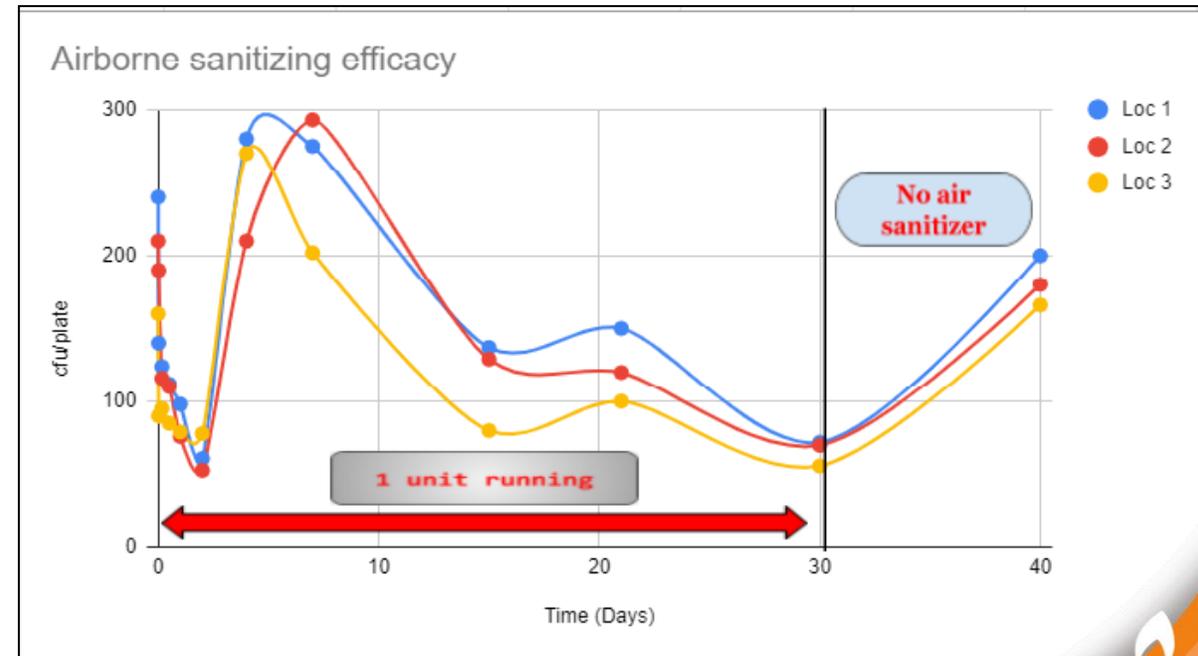
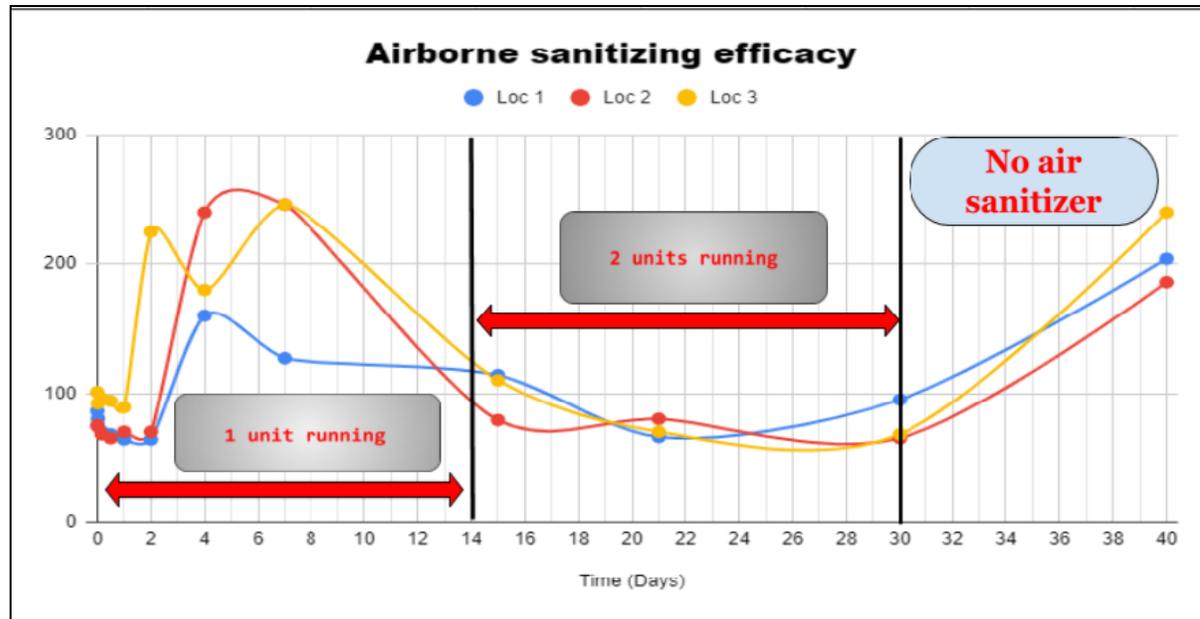


# Why do you need natura

	natura	Others
Continuous and Consistent Air-Sanitizing technology	✓	✗
Anti-fungal, Anti-bacterial, Anti-viral ingredients used	✓	✗
Pure and natural, herbal fragrance oil	✓	✗
Use in occupied spaces	✓	✗
No harmful chemicals used	✓	✗
Economical dispensing system	✓	✗



# India Lab Test Results – 30-days graph

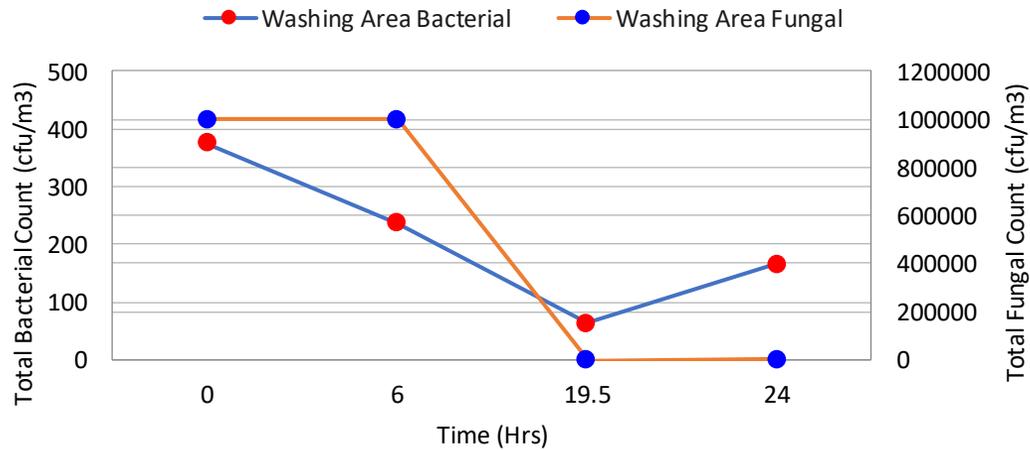


# Dubai Test Reports – FDT Washroom & Toilet Areas

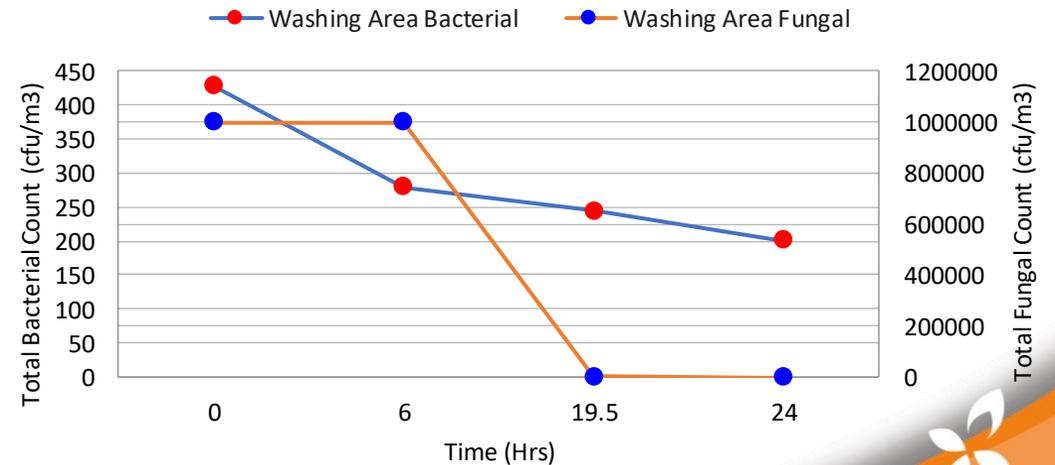
Time (Hrs)	Washing Area	
	Bacterial	Fungal
0	376	1000000
6	236	1000000
19.5	63	29
24	166	35

Time (Hrs)	Washing Area	
	Bacterial	Fungal
0	428	1000000
6	280	1000000
19.5	245	13
24	201	5

Microbial Test Report - Washing Area



Microbial Test Report - Toilet Area





# Areas where you should use natura

## Market Segments

## Locations



### Health Care

- ✘ Birth Centers
- ✘ Hospitals
- ✘ Blood Banks

- ✘ Treatment Facilities
- ✘ Pharmacies
- ✘ Clinics



### Managed Properties

- ✘ Commercial Buildings
- ✘ Offices
- ✘ Day Care Homes

- ✘ Senior/Assisted Living
- ✘ Real Estate
- ✘ Car Showrooms



### Educational Institutes

- ✘ Nurseries
- ✘ Schools
- ✘ Colleges

- ✘ Universities
- ✘ Hostels
- ✘ Training Centers



### Hospitality & Food Service

- ✘ Hotels
- ✘ Guest Houses

- Hotel Apartments
- Restaurants



# Areas where you should use natura

Market Segments	Locations	
 <p><b>Leisure Facilities</b></p>	<ul style="list-style-type: none"> <li>✘ Shopping malls</li> <li>✘ Retail Stores</li> <li>✘ Luxury Lounges</li> <li>✘ Swimming Pool Area</li> </ul>	<ul style="list-style-type: none"> <li>✘ Golf Clubs</li> <li>✘ Casinos</li> <li>✘ Cinemas</li> <li>✘ Art Galleries</li> </ul>
 <p><b>Transport</b></p>	<ul style="list-style-type: none"> <li>✘ Airports</li> <li>✘ Railways</li> <li>✘ Buses</li> </ul>	<ul style="list-style-type: none"> <li>✘ Stations</li> <li>✘ Metros</li> <li>✘ Public &amp; Private Taxis</li> </ul>
 <p><b>Health &amp; Fitness</b></p>	<ul style="list-style-type: none"> <li>✘ Gym</li> <li>✘ Fitness Training Center</li> <li>✘ Dance Institutes</li> </ul>	
 <p><b>Pet Care</b></p>	<ul style="list-style-type: none"> <li>✘ Veterinary Clinics</li> <li>✘ Pet Supplies</li> <li>✘ Adoption Centers</li> </ul>	

# *Be the Timely Healthy Solution for Natural Air-Santization!*

Time is of the essence, show your customers today!

Addition testing data is available upon request.