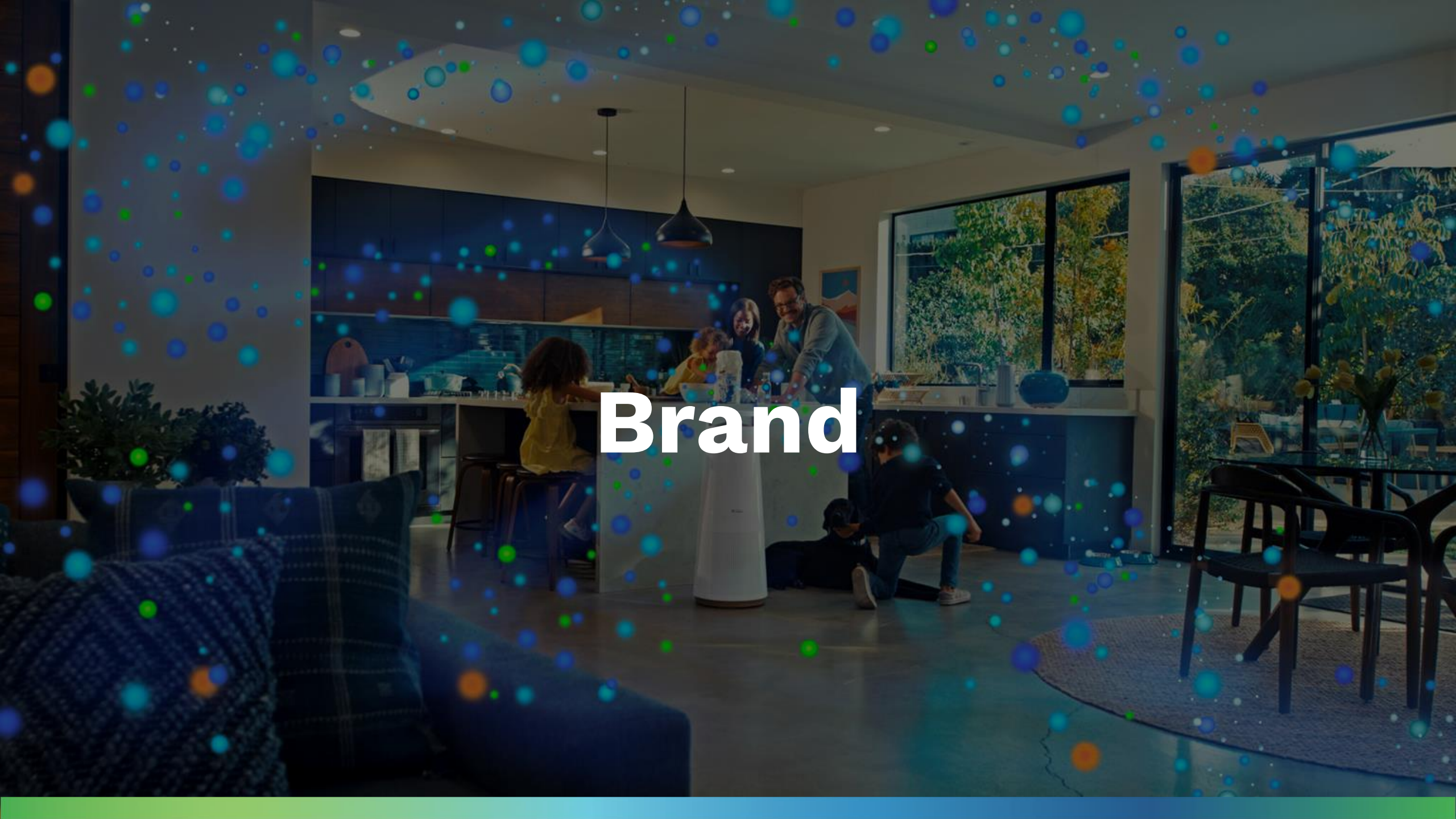


Created by
Nature.
Engineered by
Science.



A family of four is gathered in a modern, open-plan kitchen and living area. A man and a woman are standing near a white, cylindrical air purifier, while two children are sitting at the kitchen island. A dog is lying on the floor nearby. The room features large windows, a blue sofa, and a dining table. The entire scene is overlaid with numerous colorful, out-of-focus bokeh lights in shades of blue, green, and orange. The word "Brand" is centered in the image.

Brand

Sciaire Series



Sciaire Portable
£99.99



Sciaire Mini + Plasma
£199.99 (Non-Wi Fi)



Sciaire + Plasma
£549.99 (With Wi Fi)



Sciaire Pro + Plasma
£1799.99

Prices shown are Retail Prices to consumer Including VAT

PLASMA
SHIELD 

pHEPA

Siaire PlasmaShield +pHEPA Technology

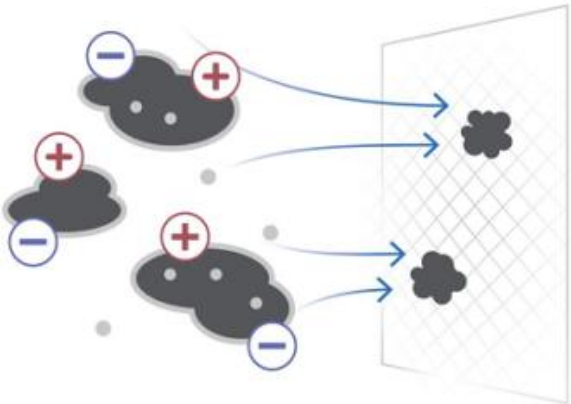
The Science Behind

Sciaire PlasmaShield Technology

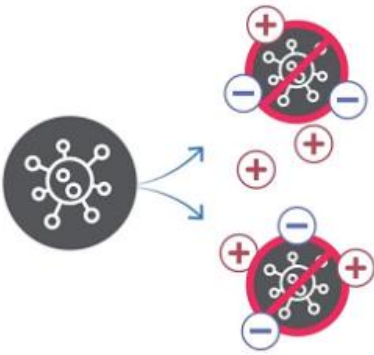
► How it Works



Powered by nature
Delivered by science



Plasma Charged, Pollutant Cluster



Antivirus & Sterilization



Eliminate Odors

Break Down VOCs



Fresh Air Indoor

Sciaire Portable

*PLASMA
SHIELD*



White
£99.99



Black
£99.99



Plasma



Filtering



Kills 99.9% of Virus
& Bacteria



Deodorising



Disinfecting



Low Energy Use



360° Protection

Sciaire Mini + Plasma

**PLASMA
SHIELD**



£199.99 (Non-Wi Fi)



Kills 99.9% of Virus
& Bacteria



Plasma



Filtering



Timer



Deodorising



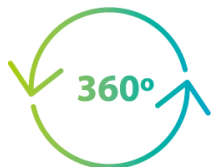
Disinfecting



Sleep Mode



Low Energy Use



360° Protection

Sciaire + Plasma

PLASMA
SHIELD



£549.99 (With Wi Fi)



Kills 99.9% of Virus
& Bacteria



Plasma



Filtering



Timer



Deodorising



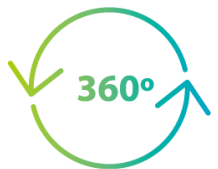
Disinfecting



Sleep Mode



Low Energy Use



360° Protection

Sciaire Pro + Plasma

**PLASMA
SHIELD**



£1799.99



Kills 99.9% of Virus
& Bacteria



Plasma



Filtering



Timer



Deodorising



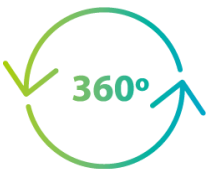
Disinfecting



Sleep Mode



Low Energy Use



360° Protection

Packaging

PlasmaShield™ Technology

Air ionization is a natural process that keeps the outdoor air clean and smelling fresh. It occurs during thunderstorms, in waterfalls, and when waves crash on the beach. They release large amounts of positive and negative ions into the air.

PlasmaShield™ brings this natural process into your home. This technology generates positive and negative ions to kill airborne bacteria and viruses. It also reduces allergens, pollutants and deodorizes indoor air.

The result? Your space is clean and fresh...just like nature intended.

Sciaire Portable

AIR PURIFIER WITH PLASMA SHIELD™ TECHNOLOGY



Clean Air Wherever You Go

Car | Travel | Nursery | Work | Desk | Office

Kills 99% of Bacteria & Viruses*
Negative and positive ions attack germs on a molecular level.

3-Stage Filtration
Filters up to 98% of airborne particles 0.3 microns in size.¹

Removes Airborne Allergens, Pollutants & Mold
Including dust, pollen, smoke, pet dander, and black mold.²

Natural Deodorizer
Reduces odors caused by ammonia, formaldehyde, hydrogen sulfide, and VOCs.³

Product Features

- Plug & Play
- Light Weight (<1 lb)
- 2 Fan Speeds
- Whisper Quiet (<25 dB)
- 360° Delivery System

UL ETL LISTED NO. 60727-0001-1
FCC IC
MODEL NO. CAMP-001WHIS
PART NO. 58167010



* WARNING: This product may expose you to chemicals including lead, which is known to the State of California to cause cancer. For more information, go to www.P65Warnings.ca.gov



Aaira Series



Aaira Mini
£249.99



Aaira + Humidifier
£349.99



Aaira + HEPA
£799.99



Aaira Surface
£129.99

Prices shown are Retail Prices to consumer Including VAT



03 — Active Protection

A purifier that just passively filters the air isn't enough anymore.

The next generation of purifiers is here. Aaira delivers HOCI around the room to actively kill airborne germs, and stop the spread on surfaces. So nasties can't hide. And for the best of both worlds, disinfecting plus filtering, choose Aaira + HEPA.

Protecting everyone we invite to share our lives.

Aaira disinfects & deodorizes the room. Continually. No matter who is coming and going through the house.

[LEARN MORE](#)



Active Protection

**HOCl is essential in hospitals,
restaurants, airports,
agriculture, and grocery
stores around the world.**



**Proven science.
Uniquely re-engineered.**

HOCl has been part of our lives for decades.
But it took Aaira to bring it home



Aaira sterilizers use lower concentrations of HOCl to
disinfect throughout the room. Aaira + Surface generates
both lower and higher concentrations to sanitize
anywhere, anytime on demand.

**Strong,
Simple
and Safe**

Aaira Surface



Aaira Surface

A SMARTER WAY TO DISINFECT SURFACES IN YOUR HOME WITHOUT HARSH CHEMICALS. TRANSFORM NON-IODIZED SALT, WATER AND VINEGAR INTO A MULTI-PURPOSE CLEANER AND DEODORIZER.

No Harsh Chemicals

Aaira Surface creates HOCl disinfectant from non-iodized salt, water and vinegar. No ammonia or bleach.

Sustainability

Enjoy the convenience of making your own multi-purpose cleaner whenever you need it. Reduce waste with reusable bottles.

Two Levels of Clean

Choose between low concentration (100 PPM) for everyday cleaning and high concentration (200 PPM) for disinfecting surfaces.

HOCl TECHNOLOGY

Non-iodized Salt
+
Water
+
Vinegar
+
Electrolysis



Features

Multi-Purpose Cleaning System
100 PPM, 200 PPM Spray Bottles
Light, Clean Scent, No Added Fragrances
Self Clean Setting
1 Liter per Batch

Device Specifications

Dimension 6.9" w x 6.4" d x 9" h
Net Weight 1.87 lbs (0.85 kg)
Power Consumption 18 Watts
Pitcher Capacity 1000 ml (33.81 oz)

What's Included

1 1000 ml Pitcher, 1 Base, 1 Power Cord, 2 160 ml Spray Bottles, 1 Salt Bottle with Scoop, 1 Vinegar Measuring Cup, 1 Stirring Stick, Quick Start Guide



EPA EST NO. 9917-CHN-1
MODEL NO. ASE-009H07

WARNING: This product can expose you to chemicals including phthalates, which is known to the State of California to cause cancer. For more information go to www.P65Warnings.ca.gov.

WARNING: Do not drink.



Aaira Mini



Aaira Mini

CARE FOR YOUR AIR. DESTROY GERMS, VIRUSES AND BACTERIA USING HOCl TECHNOLOGY. WITH NATURAL INGREDIENTS, JUST NON-IODIZED SALT AND WATER, KILL AIRBORNE PATHOGENS AND STOP THE SPREAD OF VIRUSES ON THE SURFACES IN YOUR HOME.^{1,2}

Active Protection
Aaira Mini air purifier actively kills airborne viruses and bacteria in the room using HOCl technology.

Simple & Strong
HOCl is made with non-iodized salt, water and electrolysis. Aaira Mini brings this powerful disinfectant into your home.

Natural Deodorizer
Refresh the air. Deodorize even the most pervasive odors.

HOCl TECHNOLOGY

Non-iodized Salt
+
Water
+
Electrolysis

323 ft²
MEDIUM ROOM
(9.7 m²)



Features

- Compact HOCl Technology
- Smart Control Panel
- 360° Delivery System
- 3 Fan Speeds (With Night Mode)
- 14-Hour Run Time

Device Specifications

Dimension (Device)	8.7" w x 11.8" h
Net Weight	5.59 lbs (2.4 kg)
Power Consumption	51 Watts
Night Mode Sound Level	35 dB
Water Tank Capacity	1800 ml (60.8 fl.oz.)

What's Included

1 Main Body, 1 Top Cover, 1 Cold Evaporation Filter (CEF), 1 CEF L&L, 1 Salt Bottle with Scoop, 1 Power Cord, 1 Pre-Filter, Quick Start Guide



EPA EST NO. 99107-CH01-1
MODEL NO. A46-100P010
PART NO. 619-000100



Aaira + Humidifier



Aaira + Humidifier

CARE FOR YOUR AIR. DESTROY GERMS, BACTERIA AND VIRUSES, INCLUDING COVID-19, USING HOCl TECHNOLOGY.¹ WITH NATURAL INGREDIENTS, JUST NON-IODIZED SALT AND WATER, KILL AIRBORNE PATHOGENS AND STOP THE SPREAD OF GERMS ON SURFACES.^{2,4}

Active Protection
This air purifier actively kills airborne viruses and bacteria in the room using HOCl technology.¹

Simple & Strong
HOCl is made with non-iodized salt, water and electrolysis. Aaira + Humidifier brings this powerful disinfectant into your home.

Deodorizer & Humidifier
Refresh the air. Deodorize even the most pervasive odors. Monitor the moisture in the air to keep the optimal level of comfort.

HOCl TECHNOLOGY

Non-iodized Salt
+
Water
+
Electrolysis

UP TO
538ft²
LARGE ROOM
(50 m²)



Features

- HUMIDIFIER MODE
- SMART CONTROL PANEL
- 360° DELIVERY SYSTEM
- 3 FAN SPEEDS (WITH NIGHT MODE)
- 12-HOUR RUN TIME

Device Specifications

Dimension (Device)	10.4" w x 13.4" h
Net Weight	7.28 lbs (3.3 kg)
Power Consumption	92 Watts
Night Mode Sound Level	35 dB
Water Tank Capacity	9500ml (84.54oz)

What's Included

- 1 Main Body, 1 Top Cover, 1 Cold Evaporation Filter (CEF), 1 CEF Lid, 1 Salt Bottle with Scoop, 1 Power Cord, 1 Pre-Filter, Quick Start Guide



PLEASE RECYCLE PROPERLY
MODEL NO. A46-000000
PART NO. 000000
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Aaira + HEPA



Aaira + HEPA
AIR PURIFIER WITH
HOCI TECHNOLOGY
PLUS H13 TRUE HEPA FILTER

Eliminates up to 99.9% of Bacteria & Viruses
Removes 99.97% of Microscopic Particles
Removes 99.97% of Pollen, Dust, Smoke, Odors
Removes 99.97% of Household Chemicals & VOCs
Protects the Air You Breathe



Aaira + HEPA

THE ULTIMATE IN AIR PURIFICATION. HOCI TECHNOLOGY
FILTERED WITH AN H13 TRUE HEPA FILTER ALONG WITH
ADDITIONAL MICROBIAL, VIRUSES, POLLUTANTS, AND ALLERGENS
CONCLUDING DUST, POLLEN, SMOKE, AND PET DANDERS. TWO
LEVELS OF PROTECTION FOR MAXIMUM EFFECTIVENESS.

HOCI TECHNOLOGY
Non-chemical
Active
Electrolysis
H13 TRUE HEPA FILTER



Air Quality Indicator
REAL-TIME UPDATES

HOCI Disinfectant
ACTIVE PROTECTION
HOCI is made from a mixture of
non-toxic salt and water activated
by electricity. A 360° delivery
system sends 8 ions per room to
actively remove bacteria and viruses.

H13 True HEPA Filter
EVERYDAY PROTECTION
Catches all 0.3 micron particles or
larger. 99.97% HEPA filter to purify
indoor air and remove 99.97% of
all other particles as small as 0.3
microns.



Features
• 360° HOCI Disinfectant Technology
• 99.97% HEPA Filter
• 460' Coverage
• 360° Delivery System
• 8 Ions per room
• 360° HEPA Filter
• 99.97% HEPA Filter
• 99.97% HEPA Filter
• 99.97% HEPA Filter

3-Stage H13 True HEPA Filter

Pre-Filter
Catches large dust particles including sand
and lint.

HEPA Filter
Catches all 0.3 micron particles or larger.
99.97% HEPA filter to purify indoor air and
remove 99.97% of all other particles as small
as 0.3 microns.

Activated Carbon Filter
Removes odors, gases, and VOCs (Volatile Organic
Compounds).

- Compelling in store retail packaging
- Training for store staff
- Employee incentives for launch campaign
- Support of your promotional calendar and commercial programs
- Replacement filters on shelf for select retailers
- Commitment to carry stocks in UK for shorter lead times
- Extensive media and promotional campaign to increase brand awareness
 - Partner with iHeartMedia (Clear Channel) nationally & locally
 - NPD sharing
- How would you like us to drive traffic to you?

**How we
Partner
with you**

Why We Are Different

NEW + NATURAL TECHNOLOGIES

HOCl

With natural ingredients, just non-iodized salt and water, kill airborne pathogens and stop the spread of viruses on the surfaces.

Plasma

Bipolar ionization technology effectively neutralizes particulate matter, bacteria, viruses, odorous gases & aerosols, and VOCs

UNCOMPROMISING PERFORMANCE

Peace of Mind

Rigorous performance standards: safety, efficacy and integrity.

Proactive

Traditional end-of-pipe solutions utilize a passive "pass-through" or "filtered" approach. Our devices go out into the room to proactively clean the air.

TESTING VALIDATION

The Extra Mile

Our devices have gone through extensive COVID-19 testing to protect you and your family.

Trust

The brand is founded on a commitment to transparency. We are driven by a passion for responsible action, courageous change, and clean air.

Social Media Campaign



Social Media Campaign



