

*Press Release*

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## **Modern Car Care with Photo-Catalytic Power**

**Singapore company Nanoaq introduces new car-clean technology emphasizing health**

You've tried air purifiers, air fresheners, pandan leaves and even waffing incense with the hope of revitalizing the air in your car interior. A temporal and a superficial solution to your problem, but do they really eradicate the real state of difficulty?

The second most pressing question: How can these products safeguard your health when you still absorb pollutants like smoke, smog and pollen while driving?

The truth is that you and your passengers continue to suffer from all kinds of treacherous pollutants accumulating in your car interior. Dust, bacteria, viruses and other airborne organic pollutants simply flourish in enclosed area, courtesy from the perforated areas and ducts inside your car.

No matter what car you drive, no matter how sophisticated the vehicle engineering, you are not safe from the waste matter that penetrate the weak spots of your car. As most people spent much of their time indoors, whether in a building or in their car, they are exposed to polluted indoor air. This may cause irritation of the eyes, nose, and throat, headaches, dizziness and fatigue.

The air-con duct of a car, for example, serves as a conduit for pollutants. When not cleaned, they are collected and remained stagnant, permeating the air with unfriendly ions. What comes next is a recipe for human disaster. Drivers and passengers feel stressed and tired and the journey becomes a real hazard because your body may not be up to speed.

So here's the thing: People spend lots of money making their car look slick, some even spend thousands of dollars refurbishing the car exterior and interior. Yet they elude the real factor on how the car can relate to them better. Why take your life for granted?

## **IOGENIC™: A POWERFUL TREATMET**

No doubt, a car clean on the inside and out will feel more harmonious. Being healthy makes for a safer, happier drive. To do that, **IOGENIC™** has the perfect solution for you and your car.

**IOGENIC™** is not a product in a cannister. It is a new photo-catalytic spray technology that can be applied everywhere inside the driver and the passenger compartment by a consultant. It breaks down odour and cleans the air of pollutant by photo-catalytic power, set off by ultra-violet or visible light to react. Titanium dioxide, the photocatalyst used in **IOGENIC™**, is approved by the food testing laboratory of the United States Food and Drug Administration (FDA) and considered a safe substance, harmless to human.

"I have tried to keep the interior of my car as clean as possible but without success. So I got my car treated by an **IOGENIC™** consultant. Ever since then, my driving experience has changed – the air is clean and I don't feel any dust particles in the car," says Ms Doreen Tan, a marketing manager.

Sharing her sentiments is Mr. Loh Kok Meng, whose wife is sensitive to dust. "Every morning when my wife gets into my car, she starts to sneeze and have a runny nose. However, after we gave the car an **IOGENIC™** treatment, my wife stopped sneezing and no signs of a runny nose either. Amazing."

An environment friendly treatment, **IOGENIC™** is the perfect solution for systematically eliminating odours, dust, bacteria and viruses that cling in your car. It is an invisible disinfection that leaves you and your passengers stress-free and energetic.

No longer do you have to worry about the rancid stench of cigarettes or trouble-making pollutants as **IOGENIC™** will transform your car into a healthy environment, making it easier for people with allergies and asthma to breathe.

A popular treatment in Japan among taxis, buses and private cars, Nanoaq has clinched a deal with CYCLE & CARRIAGE to treat the Mitsubishi Grandis, a family MPV, as part of a value-added sales package for car buyers.

“It’s an excellent form of treatment for extreme conditions. The feedback I’ve heard from customers is that **IOGENIC™** works perfectly to get rid of the smell of durian and cigarette stench,” says a Sales Manager of Cycle & Carriage.

Nanoaq issues a sticker and a certificate to a car to certify that it has been treated with **IOGENIC™**. Imagine this: No more viruses, exhaust gas, cigarette odours, pet odours, vomit stains, mold pores and bacteria. With **IOGENIC™**, you can achieve outer drive and inner peace.

logenic™ is already a popular treatment in Japan among taxis, buses, trains and private cars.

### **NEW TECHNOLOGY FOR BETTER HEALTH AND DRIVE**

**IOGENIC™** is a thorough treatment that neutralises and breaks down the charged pollutants that penetrate your car.

The chemical composition of the air entering the passenger compartment of today’s cars includes petrol fumes, smog, diesel smoke, exhaust gases, industrial smoke, nitrogen dioxide, sulphur dioxide, ozone and a mixture of other chemicals.

“When your car moves from point to point, it attracts a coalition of pollutants like a swarm of bees attacking a flower bed. The pollutant contaminates the air we breathe and sticks to the interior of the car causing reduced visibility, especially at night.” explains Mr. Chua Hwee Woon, chief executive officer of Nanoaq, the company providing the **IOGENIC™** treatment.

Nanoaq conducted an experiment by treating a plastic container with a slice of bread placed inside. They also placed another slice of bread in a separate container untreated. The breads were examined after seven days and again after 18 days. The former, which they had treated, was spared of moulds while the latter contracted fungi.

The **IOGENIC™** process systematically disinfects and sterilizes the interior of your car, removes odours and revitalises the air, making your journey pleasant.

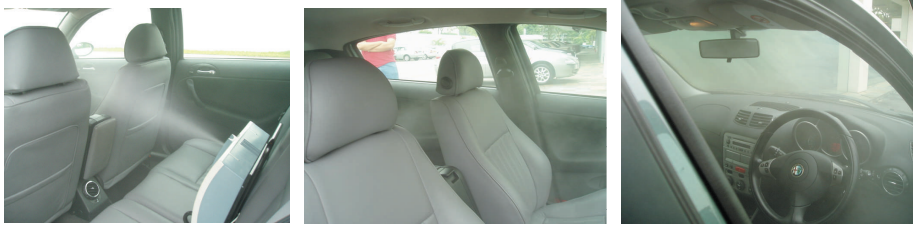
In the presence of light and moisture in the air, **IOGENIC™** form Active Oxygen on the treated surface. When organic pollutants like smoke, smog germs etc., contacts the Active Oxygen, they are oxidized and broken down into harmless carbon dioxide and water vapour.

**IOGENIC™** protects you from absorbing any pollutants. Once your car is coated with the **IOGENIC™** armour, the effect will stay for at least three years, protecting you and loved ones from the hazards of daily driving.

#### **THE TREATMENT PROCESS:**

In the first phase of the **IOGENIC™** treatment, an **IOGENIC™** consultant wipes lightly over the interior with a mild detergent to remove any oil particles that are present on the surface.

The consultant then places a device called an IO-Jet in the back seat of the car. The consultant turns on the device between five and seven minutes, depending on the size of the car cabin, before he turns on the air-con again. The car doors are shut and the IO-Jet starts to operate to treat the interior.



The consultant then turns off the IO-JET for about 10-15 minutes to allow the **IOGENIC™** treatment to settle and coat the car interior surfaces evenly before the car air-con is turned on. Then, the air-con is turned onto its maximum to clear up the fog and dry the interior surfaces, which may be wet from the treatment process.



With the air-con still running, the consultant uses a spray-device to treat the driver and passenger's foot-well area. The air-con sucks in the **IOGENIC™** solution into the filter, coating it in the process.



The air-con is then turned off. The Consultant then sprays the **IOGENIC™** treatment into all the air-con outlet vents. This is to treat the interior surfaces of the air-con system. The air-con is not turned on for the next 10-15 minutes to allow the proper drying in the air-con ducts.

The car is now **IOGENIC™** treated. All the treated surfaces immediately start to work, killing bacteria, inhibiting viruses, eliminating odours and revitalising the air.

## HEALTHY CAR EQUALS HEALTHY LIVING

A solid treatment using new technology and the power of ultra-violet lights, **IOGENIC™** is a treatment that shields you and your car.

- Kills Bacteria & Inhibits Viruses that passengers have brought into the car
- Removes the stench of Air-Conditioner Dampness
- Oxides organic pollutants such as smog, smoke, petrol fumes that get into the car cabin
- Deodorisation of pet odour, tobacco stench and other foul smells
- Neutralises charged pollutants and other harmful gases in the car cabin
- Produces healthy drivers and passengers
- Creates comfortable driving experience
- Encourage pleasant and safe journeys

*NOTE: Photos available at [www.nanoaq.com](http://www.nanoaq.com) or upon request.*

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