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FOR IMMEDIATE RELEASE

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New fresh² odor-eliminating light bulb is safe alternative to indoor air-quality hazards cited by EPA

EPA exposes problem. Fresh² provides a solution.

CLEVELAND, OHIO -- The Environmental Protection Agency (EPA) recently released results from a study warning that the combination of traditional indoor air fresheners and ozone can lead to a harmful indoor smog.

The problem is that the reaction between air fresheners and ozone generates formaldehyde, classed as a probable carcinogen, and related compounds that can result in respiratory problems. Air fresheners mask odors, and ozone generators are specifically marketed as tools to remove odors and clean indoor air.

"If you're concerned about your indoor air quality, you should not introduce any extra chemical sources to your home," warns Frank Princiotta, director of the EPA's Air Pollution Prevention and Control division. Ken Giles of the U.S. Consumer Product Safety Commission, which regulates products such as air fresheners, adds, "We don't believe that 'freshening' air is a good way to deal with inside air pollution. It's better to prevent the smells you're trying to disguise in the first place rather than covering them up with more chemicals."

The new fresh² odor-eliminating compact fluorescent light bulb is a viable and natural alternative to the EPA's discovery and warnings. Instead of emitting any dangerous substance, fresh² eliminates odors altogether – creating no adverse compounds to taint inside air.

Fresh² has a special coating that enables it to break down odors. "We dip the glass part of the light bulb into Titanium Dioxide, which forms a thin transparent film," explains Ellis Yan, CEO of Technical Consumer Products which manufactures fresh². "When this coating is exposed to fluorescent light, which is given off by the bulb itself, it produces a photocatalytic reaction." The reaction emits electrons, which are negatively charged particles. Simultaneously, positively charged holes form in their place on the glass surface, he explains. "This creates very strong oxidizers that completely break down odors. The purifying process begins to work 10 minutes after the bulb is turned on."



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Fresh² was put through extensive independent testing using two of the strongest and most recognizable elements available – ammonia and trimethylamine. The residual gas concentration was measured at different intervals. Overall, the results demonstrated the absorption rate of the ammonia and trimethylamine at nearly 90 percent within just 10 minutes.

Fresh² is available only through a toll-free number – 1-866-fresh2x – and at www.fresh2.com. A package of two 23-watt fresh² bulbs (comparable to 100-watt incandescent bulbs) is \$19.99, plus shipping, handling and sales tax.

fresh² }
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