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Masks with antiviral and antimicrobial technology launched in Singapore

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To date, 14.2 million masks with Livinguard's revolutionary self-disinfecting Technology are already in use globally



Livinguard, a next-generation masks producer has launched novel masks with antiviral and antimicrobial technology in Singapore. Livinguard Technology, proven to destroy viruses and bacteria.

Livinguard Technology, when applied to textiles, has been widely recognized for its unbeatable efficacy. Researchers from the Free University of Berlin have demonstrated that textiles treated with Livinguard Technology can destroy >99.9% of SARS-CoV-2. These scientific results follow similar findings from The University of Arizona, Tucson for efficacy against HCoV-229e.

Available in Singapore starting from 29 Oct 2020, Livinguard masks provide multi-barrier protection, with each textile layer coated with Livinguard's Antiviral Technology. Because every person's need and purpose for wearing protective masks vary, Livinguard has created multiple mask lines - STREET, PRO and ULTRA, allowing customers to choose the right mask for their situation at a reasonable price.

Livinguard masks are made with patented and permanent hygiene technology that imparts a strong positive charge to the textile surface. When microbes come in contact with the textile, the negatively charged microbial cell walls are destroyed, leading to permanent destruction of the microorganism.

These masks can be reused multiple times before washing, as the fabric continuously captures and destroys microorganisms with no compromise on safety or efficacy. The masks are also durable and sustainable since they can be used up to 210 times, when used daily and washed weekly as recommended. To date, 14.2 million Livinguard masks have replaced the equivalent of 3 billion single-use masks globally. Livinguard research shows that the use of one million Livinguard masks saves 36,000 tonnes of waste.

Livinguard Asia's Director and Senior Vice President of APAC, Ankit Mital says, "Through the power of permanent disinfection, Livinguard Technology aims to improve the health and well-being of communities globally. Residents in Singapore can now buy Livinguard masks from local online outlets such as Lazada Shopee and ORO."

Livinguard's hygiene technology has already been applied to multiple applications including water filtration, air filtration, gloves, wipes, PPE, bakery textiles, and apparel. Many more applications across various other industries are in the pipeline.
www.livinguard.com