



## The sneezin' season is here so reduce hay fever symptoms with an air purifier

Strategy.  
Action.  
Results.

Australians, particularly Victorians, should prepare for a worse grass pollen season than last year, according to botanist Dr Ed Newbigin from the University of Melbourne. As reported by ABC Science\* last week, the 2019 season is looking like it will be worse than 2018 for hay fever sufferers as last year was a low-pollen year. With nearly 1 in 5 Australians suffering allergic rhinitis (hay fever) and the sale of hay fever medicines doubling as a result, it's good to know that an air purifier can trap almost 100 per cent of allergens. Simply using an air purifier could help reduce the need for expensive and invasive medicines such as nasal sprays and oral antihistamines, and they can be used in the home, at the office and even in vehicles.

Simon Haberle, a professor of natural history said that short-term pollen data from around Australia suggests there is a lengthening of the pollen season, and that pollen is increasingly abundant. Hay fever does occur throughout the year but peaks in October and November with the worst states being ACT, Victoria, South Australia and Tasmania, closely followed by Western Australia and New South Wales. Allergy triggers Common triggers include pollens, house dust, animal fur, fungal spores and air pollutants. The highest standard of air purifiers use HEPA filters, which stands for High Efficiency Particulate Air, and designates that the filters are able to trap 99.97% of particles down to 0.3 microns in size. Paul Beggs, an environmental health scientist from Macquarie University, said there's a lot of research showing that increases in CO2 in the atmosphere makes some pollen grains more potent, increasing allergenicity. Unlike many health conditions, allergic rhinitis is most common in the middle years of life: 15 to 59 years and is triggered by an allergic reaction. One of Australia's largest suppliers of portable air purifiers is Andatech with its Ionmax products that range from a personal unit that can be used in cars, trucks and on aeroplanes, to a larger model, the ION390, which can be placed in open spaces at home and in offices. The unit combines three forms of efficient air purification technologies: HEPA filtration, UV light and negative ions.

Five-step filtration process The intelligent Ionmax ION390 UV HEPA Air Purifier utilises a five-step filtration process to completely and efficiently filter and clean indoor air. Starting with the pre-filter, the ION390 removes large airborne particles from the air. The HEPA air purifier filter then removes microscopic particles from the air, while the carbon filter removes undesirable odours and VOCs (Volatile Organic Compounds). The next step is the Titanium Dioxide filter and the UV lamp, which work hand-in-hand to break down harmful contaminants in the air and kill mould, bacteria and viruses. Finally, the ION390 UV HEPA Air Purifier releases negative ions into the air to help revitalise and refresh indoor air. Ionmax air purifiers help to clean and filter the air not only of dust, hair and dander, but also from airborne allergens, bacteria, viruses, odours and harmful chemicals. With added benefits such as negative ionisers, UVC lamps and improved filters, Ionmax air purifiers ensure clean, healthy air anywhere and anytime. By placing an Ionmax air purifier in the home or workplace, users can enjoy healthier, cleaner air free of pollutants. And because they are portable and quite compact, they are easy to move around different rooms. Ionmax air purifiers are energy efficient and affordably priced so clean and healthy indoor air is accessible to everyone. Andatech air purifiers are available from selected stores including JB Hi-Fi, Betta Home Living, Winning Appliances, Sleep Solutions and online at [www.andatech.com.au](http://www.andatech.com.au) <https://www.andatech.com.au/air-purifiers/> Ends Further information & References: Dr Ed Newbigin comments: <https://about.unimelb.edu.au/newsroom/news/2019/october/worse-grass-pollen-season-predicted-for-victoria>

\*ABC Science report: <https://www.abc.net.au/news/health/2019-10-01/climate-change-pollen-hay-fever/11545464> Federal Government statistics: <https://www.aihw.gov.au/reports/chronic-respiratory-conditions/allergic-rhinitis-hay-fever/contents/allergic-rhinitis-by-the-numbers> Melbourne pollen count and forecast: <https://www.melbournepollen.com.au/> Prices of Andatech air purifiers: RRP of ION390 is \$369 (HEPA filter) RRP of ION401 is \$299 (Ionic tower) RRP of ION330 is \$149 (car & desktop model) RRP of ION420 is \$299 (HEPA filter) Marvel Habanero 2 is \$349 (cordless) Marvel Aladdin is \$199 (compact with e-Nano filter) About Andatech: Andatech is a 100% Australian owned company that designs, supplies, supports and services safety and wellness products including high quality alcohol and drug testing equipment, and air quality products. The company has the widest range of Australian Standard-certified breathalysers in Australia, which are designed for personal use, in workplaces, at hospitality venues (wall mounted) and as car interlock devices. Drug testing kits cover saliva and urine testing of 7 drug groups providing error-free results. Air quality products include dehumidifiers, air purifiers, humidifiers and aroma diffusers. <https://www.andatech.com.au/> HIGH RES IMAGES ARE AVAILABLE (products and in-situ): Please send an email to Wendy McWilliams at [wendy@wmcpr.com.au](mailto:wendy@wmcpr.com.au)

### Contacts

Wendy McWilliams  
03 9803 2588  
mailto: [wendy@wmcpr.com.au](mailto:wendy@wmcpr.com.au)