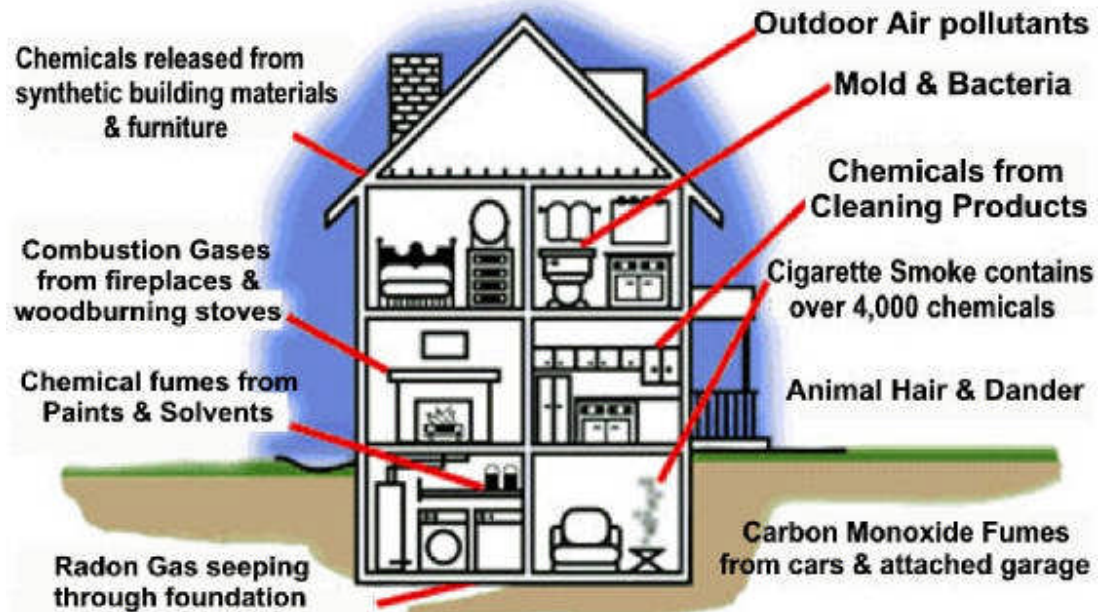


Before you buy an air purifier, before you try a new furnace filter, or before you spend another minute trying things that don't work..... Learn the real truth about air purifiers, filters and air quality solutions that you need to know to protect your family.

## Source of indoor pollutants



Years of research have shown that there are three very unique and specific types of air quality contaminants.

### Particles.....Chemicals..... and Bacteria

Many filters or purifiers claim a reduction for some of these contaminants. However, there is only one cost effective, easy to install system that has been proven to filter, purify and sanitize all three types of contaminants throughout an entire house. That system is *the Breathe Wright Constant Clean System*. It has been designed by the very best environmental engineers in the world to deliver what many satisfied customers have called their "safe zone". The beauty of the *Constant Clean Power Panel* design is that it installs quickly and easily within your current heating and cooling system. That's right.....it actually takes the place of your current furnace or air conditioning system's outdated filter. With the *Breathe Wright Constant Clean System*, you'll be confident that all of the air that travels through your ventilation system has been "Constantly Cleaned" to let you "Breathe Wright". For those special situations where you need the "Constant Clean" technology and performance for a particular room or a home without a ventilation system, a portable version of the *Breathe Wright Constant Clean System* is also available.



Let us help your home "breathe right" with a Breathe Wright Air Purification System Today!

Even in the cleanest homes, the air is loaded with microscopic particles, chemicals and bacteria that can trigger allergic reactions or negatively impact indoor air quality. According to recent U.S. Environmental Protection Agency studies, indoor air can be up to 100 times more polluted than outdoor air. These levels are of great

concern because it is estimated that most people spend as much as 90% of their time indoors. Over the past several decades, our exposure to indoor pollutants has increased. Construction of homes and office buildings using more insulation and energy efficient windows have decreased the ability for fresh air from outside to enter and exchange with the stale air from within. This also traps moisture within the building, creating greater opportunities for mold and bacteria to grow. The use of synthetic building materials, chemically formulated personal care products and household cleaners put us right in the middle of a toxic soup of airborne contaminants. The Breathe Wright Constant Clean System purifies these contaminants in a way no conventional air filter can. In fact, the Breathe Wright system combines the Breathe Wright Constant Clean Power Panel Filtration technology with the patent pending exclusive Air Oasis nano Nickel HCT catalyst PCO oxidation technology and actually destroys the contaminants, not just catch them. The other unique and extraordinary feature of the Breathe Wright System is that it actually improves the air flow, which balances temperature throughout the house more evenly and reduces the operating expense of your current heating and cooling system. Better air, better comfort, better energy savings. All "better" reasons to get a Breathe Wright Constant Clean System today.

Imagine having clean, fresh air all the time!



By effectively reducing the level of molds-bacteria, particles and chemicals throughout your home, you will have constantly clean, healthier air. You need to discover what the Breathe Wright Constant Clean System can do for you, as it has for thousands of satisfied customers since 1983. The Breathe Wright System creates a oasis of pure air throughout your entire home or office.

The Breathe Wright technology can help your home be your oasis from air pollution!

For nearly three decades, we have been in the business of solving indoor pollution problems.

We can help you.....

- get relief from the health shattering effects of allergies or asthma that may be related to your indoor air quality problems.
- reduce the time consuming and aggravating problems with dust
- get that "clean & fresh" naturally pure air in your home or office with the help of a simple, but powerful technological miracle available from the *Breathe Wright Constant Clean System*.

Learn how you can get a Breathe Wright Constant Clean Air Filtration-Purification- Sanitization System today and have better air tomorrow.

Breathe Wright Constant Clean Air Systems.....The Key to Pure Air!



**I've tried several filters, but never get the results I want. What's the problem, and how can the Breathe Wright system help?**

**If you're frustrated with the poor results from previous attempts to improve the air quality in your home or office, let me share the top two reasons why they haven't worked, and what you can do to immediately solve the problem.**

## Problem #1.....Furnace and Air Conditioning Filters.....

There are two basic goals for a filter:

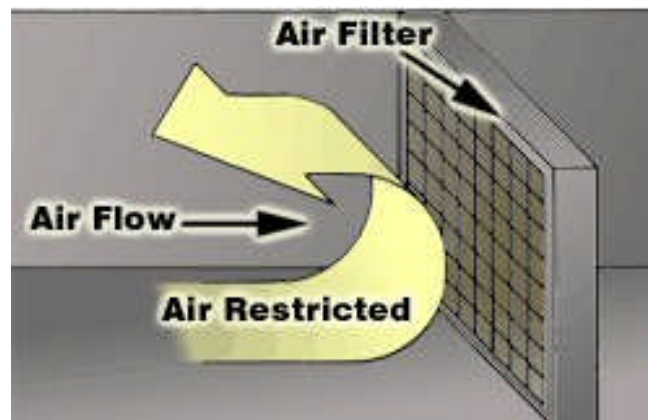
1.) Be effective enough to stop particles from flowing through the filter,

and yet.....

2.) Allow enough air flow through the filter to efficiently provide your heating and cooling system optimal flow to control temperature, humidity and comfort.

**These two goals as you can see, completely conflict with each other, which spell out the problems with air filters in general.**

I'm sure at one time or another you have used one of the inexpensive "see-thru" fiberglass filters in your furnace or air conditioner. Now, this type of filter certainly allows a great deal of air flow to go through, however it does not capture many contaminants. You may also have tried some of the thicker pleated media filters or washable electrostatic filters. They supposedly capture more particles, but drastically cut the airflow. It seems like a never ending problem.



**Dirty Filter Restricts Air**

**To get an idea of what is taking place in a flow restrictive “Air Filter”, try this at home...** Take two paper towels, then lay one on top of each other. Now fold them in half, and then fold them in half again. There are now EIGHT layers of paper towel. Hold the multi layered paper towel over your mouth and nose and try to breathe. Now, you may have less contaminants that you are breathing in, but try breathing through the 8 layer paper towel all day long and I'm sure you will get a good idea how hard it is for your heating and cooling system to perform through a flow restrictive filter. It is this AIRFLOW RESTRICTION, which causes furnaces and air-conditioners to run up to THREE TIMES LONGER and cost HUNDREDS OF DOLLARS IN WASTED ENERGY per year compared to the energy efficient design of the Breathe Wright *Constant Clean System*.

**Here are just a few additional disadvantages with regular furnace filters:**

1.) At some point, you have to CHANGE the FILTER...but when? Some manufactures suggest this be performed once a month, however, depending on the environment, this could be required more frequently. Some thicker filters may specify a longer interval because the manufacturer assumes there is more surface area to hold more contaminants longer. In this case, your filter becomes a bacteria breeding ground. When this occurs your heating/cooling system emits even more harmful bacteria and contaminants into the air, which will spread them throughout the home.

2.) Most filters do not address chemicals or microbiological contaminants which make up at least 60% of the contaminants that impact asthma, allergies and indoor air quality problems.

3.) Most filters don't do a very good job of even removing particles. Especially the one's that are small enough to get into your lungs. Have you ever looked near a window and seen particles floating in the sunlight? Though many are visible, this is actually less than 5% of the total number of particles in the air. There are about 95% more, that are microscopic in size, smaller than you can see. These are the “bad guys” that you are breathing in. Larger particles will be what many people refer to as "dust" that they can visibly see on a table or surface. That size particle is typically too large to enter your respiratory system. Most typical air filters, at best, are designed to capture the “big stuff”. Are you really satisfied with leaving at least 95% of the remaining contaminants in the air you are breathing? I didn't think so.

## Problem # 2....

If you have air conditioning within your ventilation system, you just added one more “piece of the puzzle” to your air quality problem that even a filter will not solve. I will frequently ask a homeowner where their air conditioning system is located. They will almost always respond “outside”. What they don't realize is that that's only half of the air conditioner. The other more critical part sits above your furnace or air handler. It is called an A-coil or condensing coil.

This is one style of an air conditioning A-Coil



Now, this might seem like more than you want to know, but stick with me for just one minute, and you'll see just how important it really is to helping you solve your air quality problem. Did you ever set a glass of ice water on a picnic table outside on a hot summer day. If you did, you probably noticed that condensation started to form on the outside of the glass. Well that's exactly how your air conditioner works. It doesn't really make the air cold....it condenses (pulls) the moisture out of the air and the air then “feels” colder. The A-coil is cold and when the warm humid air flows over and through it, moisture starts to condense on the surface of the A-coil. Well, now I'm sure your asking yourself....”how does that affect my air quality”?

**Now the rest of the story.....**

That moisture has got to go somewhere, and that's the problem. The majority of the water sits in a pan about the size of a cookie baking pan, right below the coil, in the middle of the pathway that all of your air flows through. **Can you imagine how much mold, bacteria and slime is sitting in that pan and on the coil?** **When was the last time you did a great cleaning job on that pan. How about just an "ok" cleaning job? How about just a quick look?** If you're like most people..... you didn't even know the pan was there! Even if you did, you really can't get to it because the pan and A-coil are sealed up inside the ductwork. Now you might ask, "why don't they put a drain line on the pan to let the water flow out"? Well, somebody did..... but they put it in the wrong place! Quite often, they put the drain line on the side of the pan instead of the bottom. It does stop the water from overflowing, but it never empties it out completely. Now you are breathing air that has passed through a moldy, slimy puddle of mucky water. Are you getting the picture yet?

Do you want to breathe air flowing through this?



The Breathe Wright Constant Clean solves this problem!

**OK, now I know what the problem is,**

**WHAT'S THE SOLUTION?**

Well, there are two, easy to solve, parts to the solution.....

### Solution Part 1.... Replace your existing furnace filter with the Breathe Wright Constant Clean Power Panel.

The Breathe Wright Constant Clean Power Panel



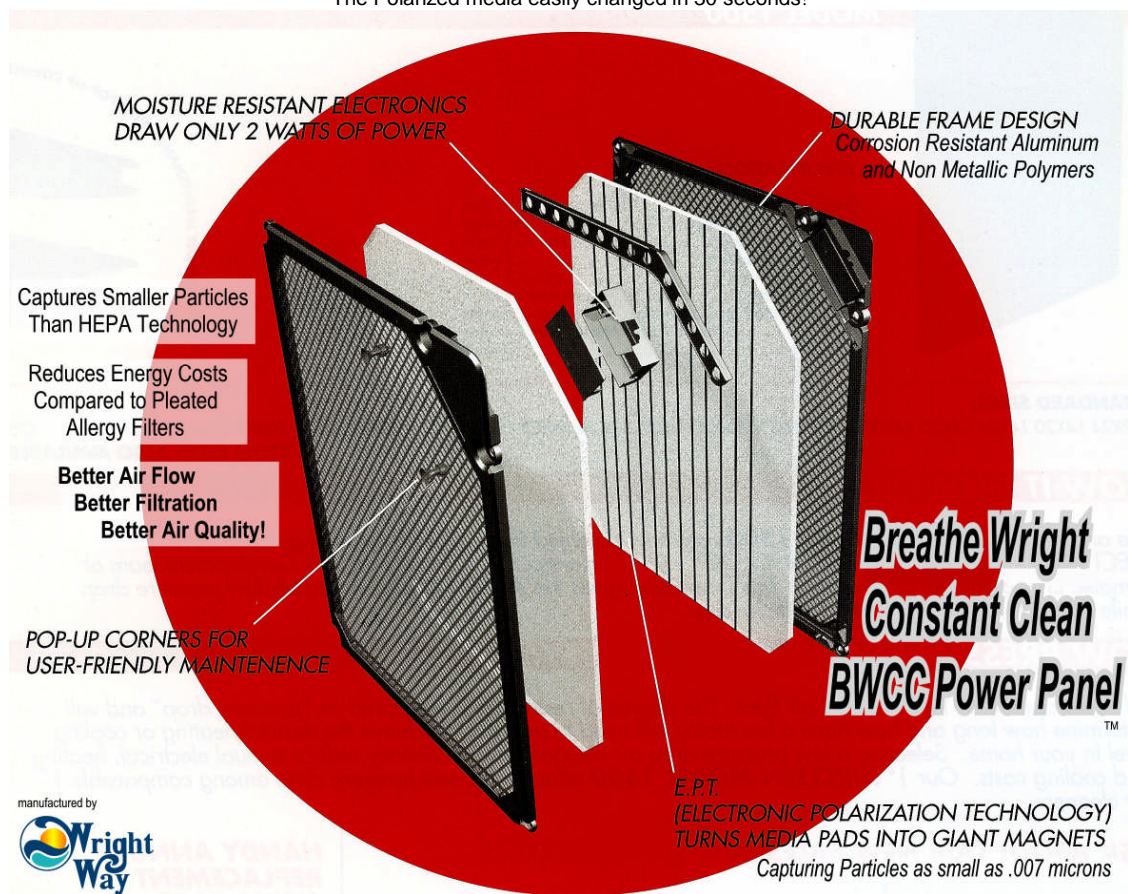
Fits in a standard 1" furnace/ air conditioning system opening!

The Breathe Wright Power Panel provides **better** than HEPA quality air cleaning. That's the type of filtration used in hospitals. You can soon have that quality of air in your entire home by easily installing the system into your existing heating or air conditioning system. It does not require any ductwork reconfiguration. It simply replaces your existing 1" furnace filter. But let me point out, this is NOT an ordinary furnace filter. It is NOT an electronic air cleaner. It is NOT an electrostatic filter. It IS a micro polarizing air purification system that imparts an energized, 7000 volt charge (only 2 watts) into a patented polarized filtration media within the unit. The performance is so superior, it has been used in casinos due to its amazing ability to remove cigarette smoke and very small breathable size particles as low as 0.007 microns. It is a high security prison for dust mites, bacteria, mold, viruses and other harmful microscopic airborne particles and organisms. It evenly delivers just the right amount of charge to our proprietary virgin quartz media. Our media is also environmentally friendly and can be recycled. Once charged, the media acts as a powerful magnet quietly attracting sub micron particles. The Breathe Wright Power Panel, in addition to having amazing particle capturing abilities, has the lowest air flow resistance rating in its class. This low pressure drop saves you hundreds of dollars annually on your heating and cooling costs.

**The Breathe Wright Constant Clean Power Panel System is continually rated as the most cost effective, high purity, easy to install filter available today.**

The polarized panel only uses 2 watts of electricity, plugs into a standard electrical outlet and the cost is just pennies per day to operate. Maintenance is a breeze. For the average home, only about 4 times per year, you simply slide out the power panel, lift out the old polarized media from the unit, and replace with the new media inserts. It takes about 30 seconds and the cost is typically less than what you're currently paying for replacing a 1" allergy rated filter.

The Polarized media easily changed in 30 seconds!



Lowest cost, best air quality possible throughout your entire home or office!

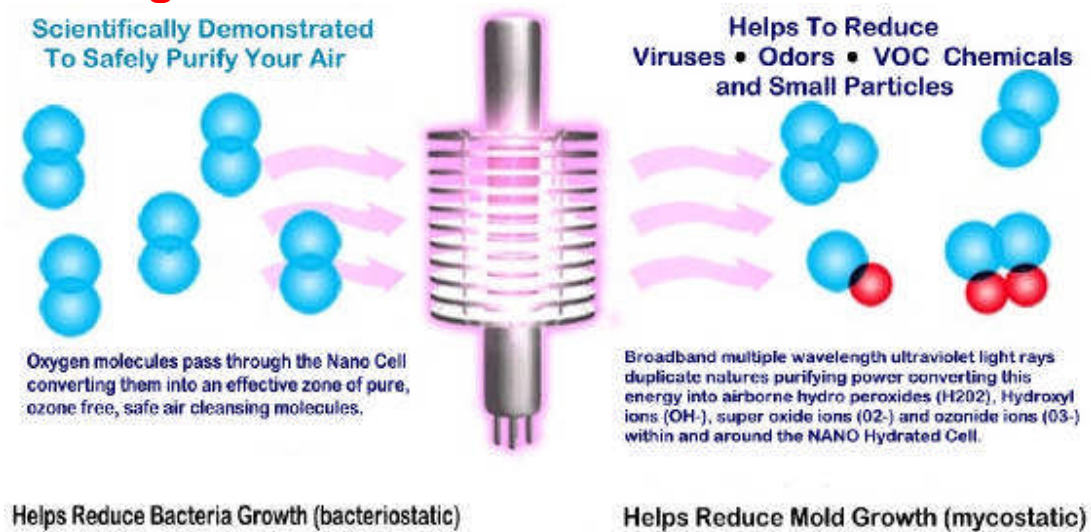
**No fiberglass furnace filter, washable furnace filter, electronic, or any other furnace filter can compete in performance and price compared to the pure air provided by the Breathe Wright Constant Clean Power Panel System.**

With a Constant Clean system, your home will be cleaner and fresher with less dust, pollens, molds, germs and odors. Allergy and asthma sufferers, and those suffering other indoor air quality problems will experience immediate, dramatic improvements to their indoor air quality.

## Clean, Healthy Air for You and Your Family

The key to cleaner, healthier air is simple. Remove harmful particles, chemicals and bacteria from the air you and your family breathe. With allergies and asthma affecting nearly 1 out of 4 children and adults, indoor air quality should be a major concern. The incidence of Asthma is up over 50% in the past 10 years alone.

### Part two of the complete air purifying solution is amazing!



The Breathe Wright System utilizes the sanitization and purification power of the Air Oasis nano Nickel HCT catalyst PCO induct probe. This technology was created to reduce mold, bacteria, viruses, VOC's (chemicals) and odors in areas up to 3000 square feet and is installed in your heating and air conditioning systems ductwork. Other models are available for larger applications or commercial buildings. Some competitors

attempt to solve air quality problems using simple generic germicidal UV lamps or ozone generators. UV germicidal lamps have a proven track record against mold and bacteria, but do not help to reduce

VOC's or odors, and frequently are not designed and engineered to be used in a ventilation system. When competitors use high ozone levels, it can cause many health side effects and has been recently banned in the State of California as a means of air treatment in occupied areas. The Air Oasis Purification-Sanitization Probe avoids these pitfalls utilizing 7 of the most advanced technologies fused into one.



The typical installation position of the unit is above the air conditioning condensing coil. This reduces the energy cost and air flow restrictions created from excessive mold and bacteria sludge building up on the air conditioning condensing coil and drain pan area as described earlier. The powerful, but safe, sanitizing effect of the hydro peroxide ions and oxidizers bubble the coil clean the same way hydrogen peroxide bubbles and sanitizes a cut on your finger.

The proven choice and solution is the Air Oasis Purification-Sanitization Probe combining the use of a proprietary broad band germicidal UV lamp, and our nano sized PCO hydrated catalyst to effectively provide the very best air cleansing results possible. The Air Oasis Purification-Sanitization In duct Probe is specifically designed and engineered for a ventilation system. It easily installs in your heating/ cooling system to ensure that the duct work constantly delivers purified air throughout your home or office. Portable units of this technology are available as well.

**Wright Way now offers this advanced and innovative** air purifying technology that is **not a filter**. It actually **destroys** airborne bacteria, mold, fungi, viruses, chemicals (VOC's), odors and organic particles. If you are satisfied with your current filtration system, it can even be used as an additional technology to address contaminants that a filter is unable to. This amazing technology actually breaks the contaminants down to simple carbon dioxide and water vapor. It doesn't just mask the contaminant, it actually destroys it on a molecular basis. This "destruction" of the contaminants allows your air quality to become optimal in the shortest time possible, while allowing your entire purifying system to be as efficient and maintenance free as possible. Your Breathe Wright Constant Clean Air Purification System creates a "pure zone" of air within your home or office, faster and more effectively than any single technology discovered in the world.

Automobile smog reduction  
technology in your home!



The Purification Probe utilizes a purifying technology similar to a cars' catalytic converter!

Let me give you an example of how you use a similar form of this technology every day. Of course, you are familiar with the vast amount of chemical pollution produced by the exhaust of an automobile. Over the years, technology was developed to clean this exhaust with the use of an "exhaust purifier" called a catalytic converter. This device allows chemical and petroleum vapors to be sent through a chamber filled with very special metals and coatings. When activated by the heat of the exhaust, it results in a catalytic reaction converting harmful chemicals into acceptable compounds such as carbon dioxide and water vapor. The technology has been used in the NASA Space Program, medical applications and our military for defense against volatile airborne contaminants. It is now available for use in your home or office to provide the very best in air quality. We utilize very special metal compounds formulated with nano catalytic and hydrating coatings that are activated by unique wavelengths of light rather than heat. They are safe, energy efficient and extremely effective at purifying your air.