

Press Information

IFA GPC 2019

Spring clean the air you breathe this World Allergy Week

Berlin, Germany – While it may come as no surprise to hear that we spend more time indoors than out (around 90%)ⁱ, you might be surprised to learn just how many common allergy triggers our homes could be harboring. Common triggers include pollen - which is set to double by 2040 due to global warmingⁱⁱ - pet dander, dust mites, mold spores and cigarette smokeⁱⁱⁱ. If you think that by closing the door behind you means you're shutting everything out, think again as you could be missing troublesome irritants inside your home. Studies have shown that the air quality can be worse indoors than out^{iv}, so it's important to think more about the air we breathe wherever we are.

Annually, the World Allergy Organization (WAO) hosts World Allergy Week to raise awareness of allergic disease and related disorders. This World Allergy Week (April 7-13), [Royal Philips](#) (NYSE: PHG, AEX: PHIA) showed how you can easily enhance your quality of life at home by improving your indoor air with a series of innovative solutions ranging from air purifiers to vacuum cleaners.

Globally, it's estimated that 300 – 400 million people are suffering from allergic rhinitis^v, which is often exacerbated by poorly-ventilated indoor environments^{vi} that can trigger allergies as it creates ideal conditions for mold and house dust mites to thrive in soft furnishings and bedding.

Combating allergy triggers starts at home and prevention is key. Philips Air purifiers and Floor Care ranges can help improve indoor air quality by reducing triggers, such as unseen airborne particles and tackling hidden dirt and dust, helping to ensure that you and your family can breathe easier, always.

The latest offerings from Philips include:

- **Philips 2-in-1 air purifier and humidifier**
Visualize and control your air - anywhere, anytime. This 2-in-1 purifier and humidifier balances its two functions to perform in rooms up to 65 m2 against allergens, dry air discomfort, harmful gases, particles, bacteria & viruses. It removes 99.97% of particles as small as 0.003 microns. Switch between 2-in-1 and Purifier Only modes at the touch of a button. Choose 2-in-1 for cleaner air without dry air discomfort during dry seasons. Purifier Only mode turns off the humidification function when it isn't



required. Maintain a constant humidity level with the automatic humidity settings. Choose 40%,50%, or 60% as your target humidity level, and the humidifier will automatically turn on or off to reach the desired humidity level. Using the Air Matters app you can control your air purifier anywhere, anytime.

- **Philips Air Purifier Series 4500i**

Decorate your home with clean healthy air: Philips' new air purifier Series 4500i is designed to complement your home's design with the efficient and stylish solution to reduce allergens, harmful gases and PM2.5. A smart sensor detects even the slightest change in air and automatically adjusts fan speed for optimal purification performance. The purifier offers 4 specially designed auto modes for you to optimize your air according to your needs: general, allergen, gas and pollution. Powered by the upgraded VitaShield technology, the air purifier efficiently removes 99.97% of particles as small as 0.003um. Certified Allergy-friendly by ECARF (European Center for Allergy Research Foundation). Using the Air Matters app you can control your air purifier anywhere, anytime. Check the air quality in the app to get reassurance wherever you are, and to compare your indoor air quality with the outdoor air quality. You can also use the app to change the fan speed and to check the filter status. The product is also Alexa compatible from summer onwards.

Stay connected

To ensure that you and your family are always in the know about clean air, Philips has collaborated with Air Matters. Air Matters is a free app which monitors in real-time from more than 10,000 monitoring stations in over 50 countries, providing information on both indoor and outdoor air quality.

For further information, please contact:

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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips generated 2018 sales of EUR 18.1 billion and employs approximately 77,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.

ⁱ <https://www.allergyuk.org/information-and-advice/conditions-and-symptoms/320-improving-your-indoor-air-quality>

ⁱⁱ <https://www.newswise.com/articles/the-year-2040-double-the-pollen-double-the-allergy-suffering>

ⁱⁱⁱ [The Global Atlas of Asthma](#), 2013, edited by Cezmi A. Akdis and Ioana Agache and published by the European Academy of Allergy and Clinical Immunology (EAACI). "Typical indoor air pollutants that can trigger asthma symptoms include biologic aeroallergens (house dust mites, cockroaches, animal dander, molds, etc.), environmental tobacco smoke (ETS), irritant chemicals and fumes and products from combustion devices".

^{iv} <https://www.epa.gov/report-environment/indoor-air-quality>

^v http://www.who.int/gard/news_events/1-3.GARD-06-07-K1.pdf?ua=1

^{vi} <https://www.allergyuk.org/about/latest-news/688-allergy-uk-celebrates-clean-air-day-why-clean-air-matters>