

BROUGHT TO YOU BY VIOLET DEFENSE

Now You See the Light

For fighting germs, UV Rays may be our best defense



When it comes to our health and wellness, most of us can agree on a common enemy: germs and bacteria. These bugs are an unseen source of harm, whether in a healthcare setting such as a clinic or hospital, an athletic center or gym, or even a household bathroom or kitchen.

For many of us, a bottle of disinfecting spray is our weapon of choice. And yet, studies show that chemical cleaners aren't always the most effective way to disinfect. Many cleaning products require that the surface remain wet for five to 10 minutes to truly kill germs, which may require more frequent spraying or wiping. And even people trained in proper disinfecting might reach for the wrong chemical cleaner now and again.

Furthermore, the chemicals themselves likely have harmful side effects on both people and the environment, especially with repeated use. The European Community Respiratory Health Survey found that people who used sprays or other cleaning agents one or more times a week experienced a significant decline in measures of lung function. In a span of 10-20 years, the

UV rays projected throughout indoor spaces have provided sustainable disinfection to hospitals and other healthcare settings for decades.

While the sanitizing effects of sunlight are nothing new — scientists have studied it for more than a century — there have been significant breakthroughs in UV germicidal protection for indoor environments in the last decade.

“Our patented technology allows us to harness broad-spectrum lighting, including germicidal UV-C, UV-B, UV-A, and violet blue, each of which offers powerful germ-killing efficiency, and still make it small enough and cost-effective enough to be used in new and unique ways,” says Violet Defense CEO Terrance Berland.

Puro Lighting is bringing Violet Defense's patented technology to everyday spaces such as restaurants, athletic facilities, hotels and office buildings. These UV disinfecting lights can be installed in the ceiling and scheduled to run daily, or on demand to kill bacteria such as Norovirus, *E. coli*, and Salmonella without the

monitor occupancy in a space and switch on when unoccupied.

In addition to systems that can be installed in a drop ceiling, there are mobile solutions — no bigger than the size of a book in some cases — that make it possible to disinfect different 10-foot by 10-foot spaces with ease from a desk or counter.

“Puro Lighting, powered by Violet Defense technology, brings UV disinfection on demand to any room, any size, at any time. The pulsed Xenon UV disinfection lights can run autonomously to kill up to 99.9% of bacteria and viruses according to independent lab testing,” says Brian Stern, CEO of Puro Lighting.

While they won't take the trash out for you, these lights are making it far easier to sanitize indoor surfaces without the need for harsh chemicals. With proven technology and smart innovations, UV lighting can help protect people's health and wellness, offering a sustainable, chemical-free way to disinfect everyday spaces. ■