



R-Pur's reusable, hi-tech anti-pollution mask | Photo source R-Pur

FRENCH STARTUP DEVELOPS HI-TECH ANTI-POLLUTION MASK

 COMPUTING & TECH

The reusable fabric mask beats the European certificate standards as it removes particles as small as 0.05 micrometers

French startup R-Pur has designed a reusable, hi-tech anti-pollution mask. It has a replaceable filter and is synched with an app that estimates when the filter should be replaced based on the air quality of the user's location.

R-Pur's V2 mask was featured at CES 2019 and the startup says it has sold 10,000 masks, 70 percent of which were in France. It is now aiming its product at Asian countries such as Hong Kong, China, South Korea and Japan.

"People responded well to our online marketing campaign after recent air pollution episodes in Thailand and in South Korea, which reinforced our decision to enter Asian markets," Flavien Hello, R-Pur's CEO and co-founder, told the [South China Morning Post](#).

The mask, which took two years and cost €500,000 to develop, sells for €195, making it one of the more expensive anti-pollution masks on the market.

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Takeaway:

With air quality declining in many large cities around the world, sales of air purification devices are surging. According to the US Environmental Protection Agency, exposure to small particles which are less than 10 micrometers can impact both the lungs, heart, and even the bloodstream which may result in a premature death. Given this mask's ability to filter out tiny particles, the company is betting that enough eco-conscious consumers will pay a premium price for this added protection. "We prefer to see it as a necessary product for good health and keeping this in mind, the price takes on a different meaning," Hello said.