

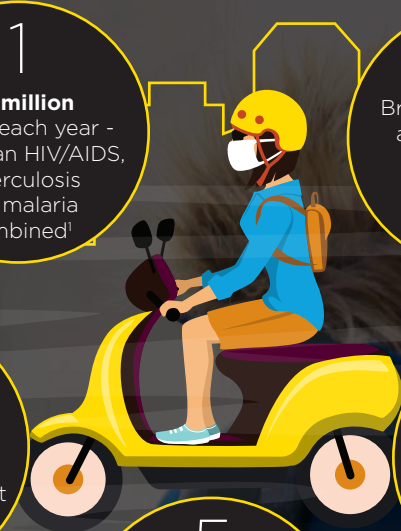


# AIR POLLUTION... ...AND YOUR BODY

Take action to prevent and protect



## 5 reasons not to ignore air pollution...



1

**6.5 million** deaths each year - more than HIV/AIDS, tuberculosis and malaria combined<sup>1</sup>

2

Breathing polluted air is equivalent to smoking **2.4 cigarettes** per day<sup>2</sup>

3

Children and unborn babies are **more susceptible** - it affects development of body and brain

4

Just because you can't see it - tiny particles called **PM2.5** are microscopic, odourless and invisible

5

In India air pollution causes **3,283 premature deaths** per day<sup>3</sup>

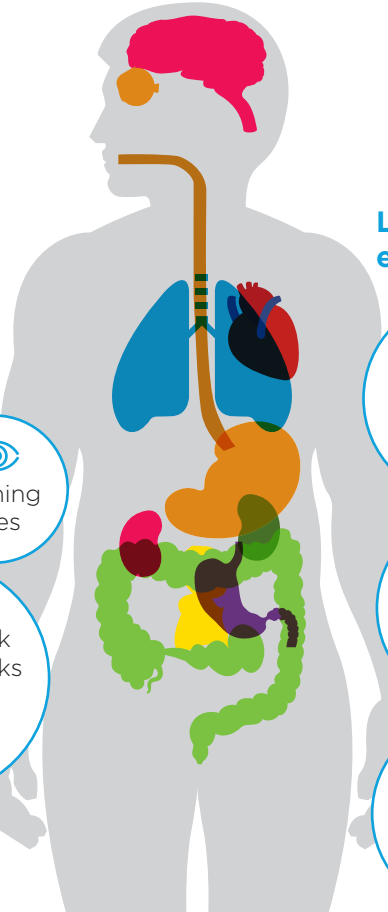
**Pollution Protection to fit your lifestyle**

### Short-term exposure (few hours to days)<sup>4,5</sup>

- Shortness of breath, wheezing, coughing
- Headache
- Sore throat
- Burning eyes
- Lung inflammation, increased risk of asthma symptoms or attack
- Increased risk of heart attacks in people with heart conditions

### Long-term exposure<sup>4,5</sup>

- Heart disease and strokes
- Respiratory disease such as asthma and COPD
- Reduced lung function, Lung cancer
- Diabetes and hypertension
- Premature birth, birth defects including cleft palate
- Cognitive impairment, autism



**Wearable Monitor & App** measures PM2.5 around you



**Smart Mask & Micro Fan** filters 98% PM2.5\* and 99% bacteria



**Discreet+ Nasal Filter** captures up to 80% of PM2.5\*

#### REFERENCES

1. International Energy Agency, Energy and air pollution report 2016. Available at: <http://www.iea.org/publications/freepublications/publication/WorldEnergyOutlookSpecialReport2016EnergyandAirPollution.pdf> Last accessed September 2017.
2. Richard A. Muller and Elizabeth A. Muller, Air Pollution and Cigarette Equivalence, Berkeley Earth. <http://berkeleyearth.org/air-pollution-and-cigarette-equivalence/> Last accessed September 2017.
3. Global burden of Disease Project, University of Washington. <http://ghdx.healthdata.org/gbd-results-tool?params=querytool-permalink/8f5b2231ed20243e1edda8e56f3d0f49> Last accessed September 2017.
4. Royal College of Physicians. Every breath we take: the lifelong impact of air pollution. Report of a working party. London: RCP, 2016. Last accessed September 2017.
5. RB data on file.

DETTOL SiTi SHIELD™ - A connected range of cutting edge pollution protection products for you and your family. Find out more: [www.DETTOLSiTISHIELD.co.in](http://www.DETTOLSiTISHIELD.co.in)

\*Of non-oily particles