

# SINGAPORE TATLER

*The Spirit of High Society*

*April 2014*

## *Fashion Hall of Fame 2014*

*Grace Chng, Tan Min-Li and Paige Parker*





HydroPlus®  
PREMIUM KFDA CERTIFIED  
MEDICAL DEVICE



THE LAMISH CATCH WATER IONIZER NP 9960

## REDEFINES WATER QUALITY STANDARD

HydroPlus® Premium Water Ionizer NP 9960

### DRINK UP WITH THE BEST YOU CAN GET

Novita HydroPlus® Premium Alkaline Antioxidant Water Ionizer NP 9960 provides the finest water quality possible for wellness, for life, for you. Discover the 4 rewarding properties – alkaline water, antioxidant water, smaller water molecule cluster size and energy water. Your indulgence begins for a whole new drinking experience today, everyday.

**novita**

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• Isetan Scotts • Robinsons • Takashimaya • And authorized novita dealers

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aircare<sup>pro</sup>™



| AIR STERILIZATION    |   |
|----------------------|---|
| 99.99%               | Haze Particulate* within 5 mins             |
| 99.60%               | Total Bacteria <sup>□</sup> within 3 mins   |
| 97.60%               | Total Yeast & Mold within 15 mins           |
| 95.50%               | Cigarette Smoke <sup>□</sup> within 15 mins |
| SURFACE SANITIZATION |   |
| 99.99%               | E. Coli & Salmonella within 30 mins         |
| 99.00%               | Yeast & Mold within 30 mins                 |

\*Haze particulate is tested based on PM10.  
<sup>□</sup>Cigarette smoke is tested for Nicotine.  
<sup>□</sup>Actual air-circulation efficiency rate would be better than what is stated due to limitation of analytical equipment. All tests are conducted in specific conditions for testing analysis and measurement purposes. Actual results may vary due to environmental and usage condition.



THE PRO / AIR STERILIZER NAS 6000

## SUPREME AIR QUALITY MANAGEMENT

AirCare Pro™ Air Sterlizer NAS 6000

### PERFECTING AIR QUALITY THE WAY IT SHOULD BE

Novita AirCare Pro™ Air Sterlizer NAS 6000 driven by QuadSystem™ Technology for high efficiency air purification, sterilization and surface sanitization. Combining four functions of 99% HEPA Type Filtration, Advanced UV Nano Photocatalytic-oxidation, Mica Corona Discharge and Electron Spray Ionization, NAS 6000 actively seeks out and eliminates airborne germs, allergens, chemicals, unpleasant odour and even surface-bound contaminants to ensure optimum indoor air quality and beyond.

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# Breathe Easy

Improve the air quality at home with **Novita PuriClean**  
Complete 3-in-1 Air Purifier NAP 2000H

The air we breathe—it fills our lungs and infuses our blood with oxygen to power up the cells in our body. But while our lives depend on it, we take it for granted until something changes and we actually smell or see it, an indication that its quality is severely diminished.

Never had this threat become more apparent until June last year when Singapore experienced its worst bout of haze with the PSI (Pollutant Standards Index) hitting a record high of 401, which is in the "hazardous" range. This year already brought on whiffs of haze as "burning season" in our neighbouring country started early in February, exacerbated by dry weather. What's

up in the air is a mixture of particulate matter, carbon dioxide, carbon monoxide, nitrogen oxides and other pollutants that affect our health.

One way to minimise exposure to poor quality outdoor air is to stay indoors. But get this, according to studies by the United States Environmental Protection Agency, indoor air pollution is two to five times higher—or even more than 100 times—than the air outdoors. Common indoor air pollutants include dust mites, pollen, mould, viruses, bacteria, dirt particles and other chemical fumes. These can cause breathing problems, skin reactions like rashes, nasal congestion, watery eyes, allergies and even flu-like symptoms.

The road to better health starts at home and it's important to keep the home environment clean and improve the indoor air quality. So to decrease your family's risk of falling sick, it makes sense to invest in an air purifier device like the Novita PuriClean Complete 3-in-1 Air Purifier NAP 2000H that works to minimise illness-causing viruses, bacteria and allergens that may be present in the air.

Fitted with an air quality sensor, it conducts a quick diagnosis of the current air quality, the results indicated by the LED display. The PuriClean Complete 3-in-1 Air Purifier NAP 2000H then works with a 3-Stage PuriClean Complete System for air purification, humidification and ionisation to give you better quality air.

Unlike dust particles, bacteria and viruses cannot be seen. The comprehensive four-step filtration process includes a True HEPA (High Efficiency Particulate Absorbing) filter that removes 99.97 per cent of airborne allergens and germs such as fine dust, haze, smoke particulate and some bacteria and viruses.

Humidity is also brought to an optimal level, bringing natural relief to dry indoor air typically caused by air-conditioned environments. Featuring a cool vaporisation technology, the air passing through the Humidifying Filter absorbs the moisture and releases it to the surrounding air.

Finally, to further enhance the air quality, the built-in ioniser produces more than 20 million of negative ions to boost air purification, so you and your family can enjoy clean and fresh air all the time. Better yet, the PuriClean Complete 3-in-1 Air Purifier NAP 2000H features an efficient advanced DC brushless motor so quiet, you hardly notice it's there. For more information, visit [novita.com.sg/2000H](http://novita.com.sg/2000H) ■



**NOVITA**

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