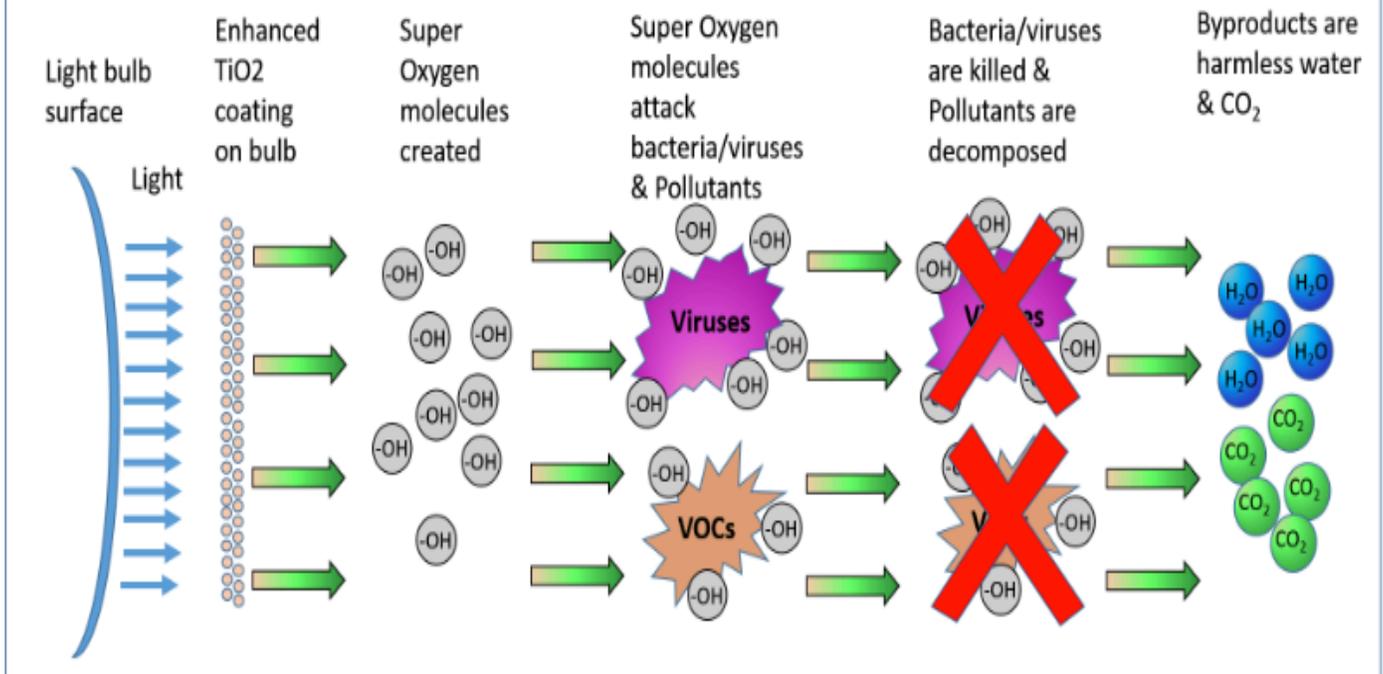


HOW PURE-LIGHT WORKS!



The best that human kind can do is to comprehend, copy and cooperate with nature anything else is an exercise of futility and pure Insanity. We are living in the most challenging and extreme toxic times of human history and we need all the help that we can create from technology. The technologies that best mimic nature are the ones you want to embrace and line up for. This technology will forever change our expectations of indoor light. This is a whole new twist on healthy light. Marcel Wolfe

The Simple Explanation

Nature uses a process called Titanium Dioxide Photocatalysis where sunlight changes water molecules into super oxygen molecules that clean the air from deadly pathogens and toxic pollutions. **This natural process is what keeps the earth's atmosphere from being over powered by disease and pollution.** NASA is currently using a version of this technology to purify and clean the air on the International Space Station.

PURE-LIGHT TECHNOLOGIES™, (PLT) has taken the Nature/ NASA technology, improved it, made it last longer and has adapted it to specially prepared light bulbs that can be used indoors or outdoors. We call it **PURE-LIGHT SUPER OXYGEN TECHNOLOGY™**.

Super oxygen molecules

Specifically, **PURE-LIGHT TECHNOLOGIES™**, using a new patent pending process that PLT developed, coats a light bulb with an ultra- thin, transparent coating of a new proprietary enhanced Titanium Dioxide formula (**Z-TiO₂**) that reacts with light to produce super oxygen molecules that dissolve viruses, bacteria, mold and breaks down toxic VOCs.

(Titanium Dioxide (TiO₂) is one of the more common elements in the world and is rated as inert and non-toxic (MSDS rating). Already used in so many products because it is non-toxic, TiO₂ is used in a large variety of items including vitamins, cosmetics, food coloring, paint, and sunscreens.)

8 to 12 feet are cleansed

As air comes near the **PURE-LIGHT** coated light bulbs (approximately 8ft—12 ft) it gets cleansed of these bacteria, viruses, mold, and pollutants. The air also gets deodorized as well since almost all odors are an organic compound. There is also a secondary **PURE-LIGHT** effect on the surfaces of items near the light bulb, such as kitchen/bathroom counters, dishes, stoves, cutting boards, doorknobs, etc.

The two special super oxygen molecules Pure-Light bulbs produce are called **SUPEROXIDE (O-2)** and **HYDROXYL ION (HO)**. These two super oxygen molecules provide a triple "action"... two actions against viruses and bacteria, and another "action" against VOCs.

Actually produced in the human body in large quantities

SUPEROXIDE (O-2), or **SUPER OXYGEN**, is actually produced in the human body in large quantities by White Blood cells and is used by the immune system to kill invading microorganisms. Superoxide (O-2) inside the body, or in the air, combines with a microorganism giving it essentially a boost of oxygen. Good cells thrive with the extra oxygen while viruses and bacteria are killed by the extra oxygen. Superoxide's are also used in firefighters' oxygen tanks and divers rebreather systems in order to provide a readily available source of oxygen.

HYDROXYL ION (HO) is referred to as the "detergent"

The **HYDROXYL ION** (HO) is often referred to as the "detergent" of the atmosphere because it reacts with many pollutants called VOCs (Volatile Organic Compounds), often acting as the first step to their removal. ***It is much more effective at this action than ozone.*** Hydroxyl radicals also attack the porous cell walls of bacteria and viruses, which destroy them through the process known as cell lysing. Human, animal and plant cells are "designed" to be in the sunlight and have cell walls that are less porous and are not harmed by atmospheric hydroxyl radicals.

For more details and studies on the technology behind the **PURE-LIGHT SUPER OXYGEN LIGHT TECHNOLOGY** see the Science/Studies of this website. Additionally, there are ongoing field studies that are currently being conducted in a number of areas under independent testing groups.

Backed by 140 studies and counting.