

Israeli women wear face masks more often than men

INTRODUCING THE SWISS LIVINGUARD FACE MASK – SCIENTIFICALLY PROVEN TO DESTROY MORE THAN 99.9% OF CORONAVIRUSES

Face masks recently became an everyday article of clothing. Not so long ago, one would not see people walking in the streets wearing face masks outside Eastern Asia, but all that came to an end when the global coronavirus pandemic gave rise to new regulations, affecting our everyday lives.

Masks come in different shapes and sizes, are made of different materials, some with sophisticated particle filters and some with clips for fastening.

A recent public survey conducted by the Geocartography Knowledge Group and sponsored by Amos Gazit Ltd., the official Israeli distributor of the Swiss Livinguard face masks, reveals some interesting facts about our face mask-wearing habits.

While almost 70% of Israelis claim to wear a mask whenever they leave the house, more than 29% admit they only do so in public areas. More than 1% of the population admit to not wearing a mask at all.

Who do you think would be more likely to adhere to the regulations – men or women? If your answer was men, you were wrong. In fact, almost 74% of Israeli women report wearing face masks at all times outside the house, while 65% of men report they do so.

Another finding of the survey reveals that religious Jewish people follow the mask-related regulations by 18% more than secular

Israeli Jews, which contradicts the way the religious sector has been shown in the press.

Now hold on to your seats for this bizarre finding of the survey. As we all recently discovered, the common surgical masks only protect the wearer's immediate surroundings from infection and provide little to no protection for the wearer him/herself. Why bizarre, you ask? The odd finding is that almost 60% of the population say that the main reason they wear a mask is to protect themselves from COVID-19. How can we protect ourselves when the common mask only protects others? When looking deeper into the information published by the Ministry of Health, we find that wearing surgical masks is only effective when *everyone* is wearing them. The direct consequence is that our safety is in the hands of other people. Unless, of course, a Livinguard face mask is worn. The mask that takes your personal health to the next level and kills the virus, along with any other bacteria or fungi, if they ever reach your face.

Let's start from... well, the beginning. To date, there are three main types of face masks being sold in Israel: the disposable surgical masks, cloth masks, and N95/KN95 filter masks. The first and the latter should be replaced every two hours and eight hours, respectively. After that period of time, they lose their efficiency.

"The main problem with all these masks," says Oded Gazit, CEO of Amos Gazit Ltd., "is that the coronavirus was proven to survive on surfaces for days, and standard masks are no exception in that matter." This means that even if a standard surgical/N95 mask has managed to block aerosol particles containing the virus, the virus can stay active on the mask's surface, thus making the wearer prone to infection upon touching the mask (while removing it, picking it up, or adjusting it over the nose).

This is where Livinguard technology comes into play, rendering viruses that the wearer is exposed to into inactive viral waste. The harmless waste can later be washed off the mask, once a week, according to supplier instructions.

In other words, whereas the best regular mask can only filter the virus (with it

remaining active on its surface), the Livinguard face mask is proven to practically destroy coronaviruses and remove any risk of infection. How long does this effect last? More than six months.

So how does it work?

The Livinguard mask is treated with a Swiss, patent protected technology which turns the fabric of the mask into a polycationic surface. That means that the mask is charged with microscopic positive charges that capture and destroy viruses, bacteria, fungi and other microorganisms (which all have a general negative charge). The antiviral and antibacterial abilities were proven to work against SARS-CoV-2 (the virus that causes COVID-19) with an efficiency of more than 99.9%. The research results are found on the Israeli website at www.thelivinguard.com or on the international one at www.livinguard.com.

All right, so we have the technology to destroy coronavirus. Why don't we make a vaccine out of it? Good question, although the answer is rather simple. We have the technology to destroy it outside the body, such as using alcohol gels and liquids. However, destroying it inside the body is a different matter. It has a lot to do with the immune system and less to do with alcohol gels. The Livinguard technology kills viruses and other microorganisms outside the body, so until a vaccine is available worldwide, we recommend wearing a mask that kills the virus before it has the chance to reach our faces.

The Livinguard mask arrived on the Israeli market a few weeks ago and is being sold in two models: Street and Ultra, the latter boasting a filter that comply with the N95+KN95 standards. Both last 210 days of use, keeping their antimicrobial capabilities, and can be washed once a week under warm water (with no detergent).

Aren't there other antimicrobial technologies out there? Indeed, antiviral and antibacterial technologies do exist in fabrics; however, they all utilize harmful metals such as copper or zinc. Livinguard-treated fabrics, on the other hand, contain no harmful metals and are scientifically proven to be hypoallergenic, safe to wear, and safe to breathe in.

Scientifically proven to destroy more than 99.9% of coronaviruses, the Livinguard face masks come in two sizes, three colors (as per the Ultra model) and can be purchased online at www.gazit.co.il or by phone at (03) 925-0080. The Street model (no filter) is being sold for NIS 95. The Ultra (KN95 filter) costs NIS 130. ■

| A Livinguard face mask. Scientifically proven to destroy more than 99.9% of coronaviruses. (Courtesy)

