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Young and elderly most at risk as smog reaches hazardous levels in Singapore, says Blueair

Singapore, September 27, 2015 – Young children and the elderly are at most risk from the hazardous smog conditions cloaking Singapore, warns [Blueair](#), the Swedish company that has won global recognition for the efficiency of its indoor air purifiers. Blueair said there is growing evidence that high levels of air pollution can cause damage to airways and lungs, spark heart attacks and lead to premature death for people who are already ill.

“Children’s developing lungs are particularly at risk, both long term and short term, from the hazardous particles that make up smog, while heavy air

pollution induces coughing and breathlessness among both the elderly and those with asthma and chronic obstructive pulmonary disease,” said Alexander Blomqvist, Blueair Partner Account Manager for Singapore.

Mr. Blomqvist said research mapped by Blueair shows children are at risk because their bodies are still developing and they tend to breathe through their mouths, which means they take in more air pollutants that can inhibit lung growth. Studies have also indicated that pregnant women breathing polluted air can lead to lower birth weight and higher rates of pre-term birth, while for the elderly suffering from reduced lung functions polluted air makes things worse.

A research team at Sweden's University of Umeå has reported discovering a link between dementia and automotive exhaust fumes. And a Blueair study in India in late May revealed that up to 40% of young children living in India's most polluted cities were suffering impaired lung capacity.

Mr. Blomqvist noted that a [Blueair Classic 650e](#) air purifier will clean the air in a 700 sq. foot room every 12 minutes of hazardous dust particles and other airborne pollutants.

“Air pollution in most urban areas is unavoidable, but adjusting habits and planning activities to avoid exposure during serious smog outbreaks such as the current one in Singapore may help alleviate symptoms, especially when combined with using an indoor air purifier,” said Mr. Blomqvist.

Blueair in Singapore

Blueair's award winning air purifiers are available in Singapore through MASSMARK INTERNATIONAL PTE LTD, Tel : 65-6747 1102

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Sold in over 60 countries around the world, Blueair delivers home and office users more clean indoor air for enhanced user health and wellbeing faster than any competing air purifier thanks to its commitment to quality, energy efficiency and environmental care. A Blueair air purifier works efficiently, silently to remove 99.97% of allergens, asthma triggers, viruses, bacteria and other airborne pollutants.

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