

ActivePure® TECHNOLOGIES

ActivePure Technologies Appoints Deborah Birx, M.D.

Dr. Birx encourages every indoor environment to have ActivePure Technology

DALLAS (March 12, 2021) Deborah Birx, M.D., a physician, scientific researcher and former White House Coronavirus Coordinator, will join Dallas-based [ActivePure Technologies](#) as chief medical and scientific advisor, the company's CEO, Joseph Urso, announced today. ActivePure is a global provider of air and surface products that destroy the COVID-19 virus and other pathogens in the air and on surfaces, using a unique, patented technology.

"I am pleased to be joining ActivePure Technologies, a company that provides a critical layer of protection against this virus and other pathogens," said Birx. "My work for ActivePure is a logical extension of my 40-year career in science and public service. ActivePure is a company rooted in science, and I will be doing my best to continue to save lives and ensure Americans are safe at school, with their families, at work and in recreation."

"Dr. Birx, one of the highest-ranking infectious disease experts in the world, understands the value of ActivePure Technology. As a globally recognized health care expert, we are fortunate to have Dr. Birx join our team," said Joe Urso, CEO of ActivePure Technologies. "We are at a pivotal moment with COVID-19. Americans want to get back to work, back to school and back to normal, but we also want to be safe. The fastest and best way to help keep people safe indoors is with ActivePure. Dr. Birx's unique perspectives and experience will help elevate our science-backed, medical-grade technology and bring it to all indoor spaces."

In December, the University of Texas Medical Branch confirmed that the [ActivePure Technology](#) inside two of the company's devices destroys over 99.9% of airborne COVID-19 viruses within three minutes. In September, the Aerus Hydroxyl Blaster with ActivePure Technology demonstrated in an FDA-compliant laboratory MRI Global, destroys 93% of COVID-19 viruses on surfaces in three hours and over 99.9% in seven hours.

As America begins to scale back their statewide safety mandates, many companies, schools, restaurants, and places of worship are continuing to enforce protocols from the U.S. Centers for Disease Control and Prevention. They include reducing capacity and requiring face masks for the safety and comfort of all. Americans want to return to their normal lives and routines, but the only way to ensure peace of mind is to do so with added layers of protection such as ActivePure Technology. Dr. Birx joined the brand because she trusts and believes that its ActivePure Technology is the solution.

ActivePure Technology, backed by science, is the fastest-acting, most powerful surface and air disinfecting purifier available that is safe for use in occupied spaces. It is the only technology that works immediately, in real-time. The brand, whose roots first began with NASA, has more than 100 devices that contain ActivePure, including portable, installed, and hand-held units. The portable units allow customers to operate ActivePure within minutes by simply plugging the device into a wall socket. Most ActivePure solutions cost about \$1 a square foot for the areas they protect. In 2020, the ActivePure Medical Guardian was registered and cleared as an FDA Class II Medical Device. Currently, the Cleveland Clinic is conducting a two-year clinical trial to study the impact of ActivePure on reducing surgical site infections.



Deborah Birx, MD, Chief Scientific and Medical Advisor for ActivePure Technologies

Birx, a retired Army physician who rose to the rank of colonel, has served three presidents: George W. Bush, Barack Obama, and Donald Trump. As U.S. Global AIDS Coordinator for seven years, she headed the President's Emergency Plan for AIDS Relief, the largest global health program launched by a single nation in history. She has published over 220 manuscripts in peer-reviewed journals and authored nearly a dozen chapters in scientific publications.

Birx also joined the George W. Bush Institute in Dallas as a fellow in global health.

To learn more about the ActivePure Technology, its uses and scientific studies, please visit ActivePure.com or call 888-217-4316.

###

ABOUT ACTIVEPURE TECHNOLOGIES, LLC:

Privately held ActivePure Technologies, LLC, is the global leader in active, continuous surface and air disinfection systems for health care and educational institutions, commercial and public facilities, and hospitality and residential applications, since 1924. ActivePure Technologies includes the patented ActivePure Technology, the most powerful surface and air purification technology ever discovered that is backed by science. With origins in the NASA program, it has been honored and recognized in the Space Foundation Hall of Fame for the impact it has had on mankind. ActivePure Technology has evolved to reduce exposure to airborne and surface diseases, including RNA and DNA viruses including the COVID-19 virus, bacteria and molds by more than 99.9%. ActivePure Technologies' nine brands include [Aerus](#), [Enterprise Solutions](#), [activeTek Environmental](#), [Aerus Global](#), [ActivePure Medical](#), [ActivePure Technology](#), [Allergy Buyers Club](#), [Beyond by Aerus](#), [The Pure Company](#) and [Vollara](#). The ActivePure Medical Guardian is registered and cleared as an FDA Class II Medical Device. For more information, please visit ActivePure.com or call (888) 217-4316.

MEDIA CONTACTS:

Jo Trizila, TrizCom PR on behalf of ActivePure Technologies

Email: Jo@TrizCom.com

Office: 972-247-1369

Cell/Text: 214-232-0078

Ann Littmann, TrizCom PR on behalf of ActivePure Technologies

Email: Ann@TrizCom.com

Office: 972-247-1369

Cell/Text: 469-978-1793