

Creating a cleaning revolution.



Activeion™ cleaning technology converts tap water into ionized water, a powerful dirt-removing agent. It is an on demand, on-the-go way to clean that performs as well as or better than traditional cleaning methods. It's also one of the only ways to clean that does not require a chemical-related health warning label.

From celebrities to cleaning pros, scientists to teachers, people from all walks of life have embraced this new way to clean, proclaiming its benefits for humans, animals and the environment.

Here are just a few of the voices heralding this new cleaning revolution.

LEADERS



"We all need a friendlier way to clean, and the ionator from Activeion is the perfect fit for busy moms and active families."

Maria Bailey,
nationally recognized mom,
Author, Entrepreneur,
and CEO of BSM Media

"Developing an effective cleaning solution that completely eliminates the environmental impacts from the manufacturing of cleaning chemicals, the plastic bottles and packaging materials that chemicals come in, and transportation from the manufacturer to the ultimate end user is a truly remarkable breakthrough."

Stephen P. Ashkin,
Founder of The Ashkin Group,
recognized as "the Father of
Green Cleaning"



"The promise of the technology is what attracted me to Activeion. It's an example of how we can use our scientific knowledge and manufacturing expertise to do more with less — and improve the lives of people everywhere."

Bill Nye, The Science Guy®,
Emmy Award-winning
Scientist, Author, Inventor
and Educator



SCIENTISTS

Sanitizing test results *(Performed by an independent lab)*

Testing for sanitizing effectiveness using Activeion technology was conducted by an independent third-party lab certified to conduct microbiology testing according to Good Laboratory Practice standards as defined by the U.S. government. When used as directed, Activeion technology kills more than 99.9% of most harmful germs.

TEST SUBSTANCE: ACTIVEION IONATOR

Organisms	% killed
Methicillin-Resistant Staphylococcus aureus	>99.9%
Vancomycin-Resistant Enterococcus faecalis	>99.9%
Listeria monocytogenes	>99.9%
Escherichia coli	>99.9%
Staphylococcus aureus	>99.9%
Escherichia coli O157:H7	>99.9%
Pseudomonas aeruginosa	>99.9%
Salmonella enterica	>99.9%

SUMMARY OF RESULTS

Test Substance:	Activeion ionator
Virus:	Influenza A (H1N1) virus, ATCC VR-1469, Strain A/PR/8/34
Exposure Time:	Six Seconds (spray time)
Exposure Temperature:	Room Temperature (24° C)
Efficacy Result:	Two lots of Activeion, lot 1.1a 600 SZ#1 and lot 1.1a 600 SZ#2, met the test criteria specified in the study protocol. The results indicate complete inactivation of the Influenza A (H1N1) virus under these test conditions as required by the U.S. EPA for claims of virucidal activity.

Cleaning evaluation *(Performed by TURI)*

Performance testing carried out as part of **IEHA'S HIGH PERFORMANCE CLEANING PRODUCT (HPCP)** program, by the Toxics Use Reduction Institute's Surface Solutions Laboratory.

The HPCP program's testing procedures include a modified ASTM G122 Test Method, a modified version of the Green Seal, the CSPA DCC-17 – Greasy Soil Test Method – or the CRI Carpet Spot Cleaning TM-110 standard.

GENERAL-PURPOSE CLEANING

The Activeion technology was tested against a commercial-grade, general-purpose cleaner. The test was conducted with Hucker's Soil (a mixture containing creamy peanut butter, salted butter, stone-ground wheat flour, egg yolk, evaporated milk, distilled water, printer's ink with boiled linseed oil and saline solution). The mixture was applied to ceramic, stainless steel and plastic surfaces.

CONCLUSION: The Activeion technology removed more than 90% of the Hucker's Soil on two of the three surfaces in the first pass, and was found to be more effective than the conventional cleaning products. The composite soil used in this test represents a worst-case cleaning scenario.

GLASS, CHROME AND MIRRORS

The Activeion technology was tested against a leading glass cleaner. The test was conducted with SSL Soil 2 (a soap scum mixture containing shaving cream, deodorant, hair gel, toothpaste and water). The mixture was applied to glass, chrome and mirror surfaces.

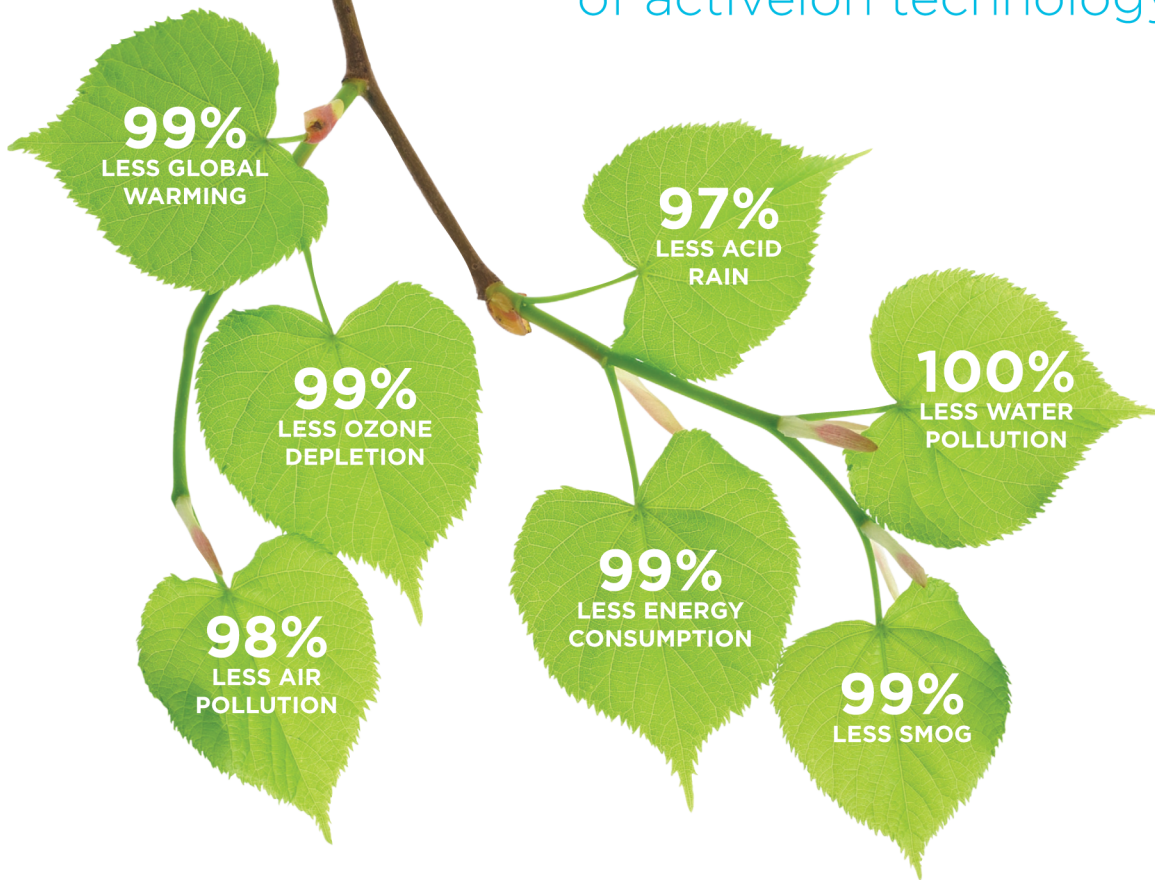
CONCLUSION: Compared to the leading glass cleaner, the Activeion technology was the most effective soap scum remover and had the lowest level of filming.

STAINLESS STEEL

Stainless steel plates were measured with a gloss meter before and after cleaning to determine how well the supplied product improved the gloss of the surface. In addition, visual observations were made as to the level of cleanliness achieved. The stainless steel plates were contaminated with several layers of fingerprints and wiped with a microfiber cloth.

CONCLUSION: The Activeion product was effective at removing finger oils from the stainless steel surface and performed better than the conventional stainless steel cleaner. The Activeion technology produced 20% more shine/gloss than the conventional cleaner.

environmental benefits of activeion technology



Life-Cycle Analysis

The Center for Clean Products/Ecoform at the University of Tennessee performed a carbon footprint analysis comparing cleaning with Activeion technology to cleaning with traditional general-purpose chemicals. The study found that the use of Activeion technology reduces energy consumption and pollution formation between 97% and 100% across seven key indicators of environmental sustainability: energy, greenhouse warming gases, ozone, smog, acid, eutrophication and particulate.

DEEP CLEANING. If half of all educational facilities in the United States adopted Activeion technology, over five years they would save the energy equivalent of:

111,240 homes



2,873,700 gallons of gasoline



15,450 tons of coal



18,540 cars

PROFESSIONALS

“We recently enhanced our green cleaning program by incorporating ionized water devices. These tools have simplified our cleaning processes and provide a significant cost savings.”

Tommy Little, Manager of Building Services, Georgia Institute of Technology

Georgia Tech

“Anytime I can find a product that makes our lives easier — but is also efficient and effective — I’m impressed. Activeion is one of those products.”

Bob Pils, Associate Director of Facilities/ Manager of Environmental Services

Colgate
UNIVERSITY

“I’ve tried all the competitive general-purpose cleaning products, and nothing has done the job like Activeion technology.”

**Greg Gettings
Director of Support Services,
DCH Health System**

DCH
Health System®

“To have an affordable tool that puts the cleaning performance and environmental benefits of using ionized water literally in the palm of your hand is an opportunity we can’t pass up.”

**David Scott, President,
Great Green Cleaning**



“For the safety and health of our children, I would highly encourage all schools to move toward the Activeion technology.”

**Rose Galera,
C.E.H. Consultant/
Training Specialist,
Clean Plus Systems II**

**CLEAN PLUS
SYSTEMS II**

“I’d recommend Activeion technology to all my peers in the restaurant industry, who know they must keep their establishments clean and safe. It’s a great product.”

**Nick Kenner,
Cofounder of
Just Salad, LLC**



TARGET CENTER

“When my crew is using Activeion technology, I know they are safe, everything is getting clean, and I’m saving money.”

Scott Beine, Custodial Manager, Target Center Arena

ENDORSERS

“One of the most revolutionary eco-friendly cleaning products I have ever purchased. Compared to all the cleaning products our restaurant buys and consumes, the cost indicates an immediate return on investment.”

**Jose Duarte, Chef Owner,
Taranta Restaurant**

taranta
restaurant



“I would like to personally thank Acteivon for creating the next generation of organic cleansers.”

**Roy Teeluck,
Owner, Roy Teeluck Salons**

“Instead of constantly using anti-bacterial wipes, try this.”

**Syndicated television show,
“The Doctors.”**



THE Doctors

TRUSTED PARTNER



A Trusted Partner of
Healthy Child Healthy World

Recommended Product

**National Association of
Eco-Friendly Salons & Spas**



*The Acteivon Pro is endorsed by the
Green Restaurant Association, a
national non-profit organization that's
been greening the foodservice industry
for twenty years.*

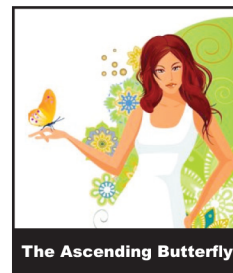


“The ionator HOM allows me to clean my home without chemicals. I use it every day and recommend it to all families with small children.”

**Stephanie Sheaffer,
metropolitanmama.net**

“I’ve been using my Acteivon constantly.”

**Susan Lee,
mommasinthehouse.com**



“I couldn’t imagine how this product would be able to use ionized water to tackle my tough stains. But it does!”

**Tracy Iglesias,
ascendingbutterfly.blogspot.com**

AWARDS AND HONORS

'09 - '10 HEALTHY SCHOOLS AWARD

A featured product in the "2009 - 2010 Innovation Showcase."

Featured
in the 2009
**INNOVATION
SHOWCASE**
by Healthy Schools
Campaign

2010 KITCHEN INNOVATIONS AWARD

"Products like the ionator EXP™ from Activeion make restaurants run faster, smoother and more efficiently."



2009 GREEN DOT AWARD

Awarded prestigious "honorable mention."



HEALTHY HOUSE INSTITUTE

"A viable alternative to traditional household cleaners that use and leave behind chemicals..."

- Cleaning Effectiveness: scored 9 out of 10
- Ease of Use: scored 9.7 out of 10
- Durability: scored 9 out of 10
- Overall Rating: Superb



healthy house institute™

INCLEAN MAGAZINE

Named as an "Innovation Winner."



FORBES.COM

Cited as one of the "Top 10 'Break Out!' Business Ideas of 2009."



HOUSEKEEPING CHANNEL

"According to third-party lab tests, this is an effective cleaning product."



housekeeping channel®

For the Home You Keep™
The Resource for Better, Faster, Healthier Housekeeping.

The Healthy House Institute (HHI) and The Housekeeping Channel (HC) do not endorse products.

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www.enviromeasures.com

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