

Revolutionary Probiotic Products that Treat the Indoor Environment Eliminating Pet Dander, Dust Mites, Allergens, Carbon Dioxides, Molds and Pollen



Robert Meirovich
CEO
Airbiotics

CEOCFO: *Mr. Meirovich, according to the Airbiotics website, the future of cleaning has arrived. Will you tell us about that?*

Mr. Meirovich: The reason we are saying the future of cleaning has arrived is because our products actually create an ultimate clean and safe environment by using the power of probiotics. What I mean by that is that for many years we have been taught that to clean our homes, the place where we spend most of our time, we need to use disinfectants and air fresheners or things that promote smells, or we have to use air systems. However, those kinds of treatments actually makes us sick. This is because on a daily basis, hundreds to millions of different indoor contaminants exist in our environment such as pet dander, dust mites, allergens, carbon dioxides, molds and pollen. All of these external elements create an unhealthy environment in the very place where we are supposed to be the safest and most secure.

CEOCFO: *Where do probiotics come into play?*

Mr. Meirovich: Probiotics are good bacteria that many people consume on a daily basis through things such as yogurt or supplements in order to improve our gut health. We have been taught that probiotics can protect our bodies from harmful bacteria. Why not use the same proven, natural method that we use internally in our external environment? Probiotics can be applied to any indoor space, such as the home or office, to promote a healthier, safer environment.

CEOCFO: *Is this a recognized concept?*

Mr. Meirovich: People generally recognize the benefits of probiotics. What people do not know is that so many of the diseases or the problems we see on a daily basis like headaches, dizziness, fatigue, allergies, respiratory issues — more often than not, they are caused by indoor air pollution. By treating indoor air with probiotics, you can literally replace the bad bacteria with beneficial bacteria. When you disinfect your window or your floor, on the other hand, you are actually killing all the bacteria except those that are resistant to drugs or chemicals. When you kill bacteria, you are killing the good bacteria too. By infusing healthy probiotics into the indoor air environment, you are creating a healthy and balanced environment that helps to reduce allergies, sinus problems, headaches, dizziness and respiratory issues. The testimonials we are getting from people are unbelievable. People do not know that you can use probiotics externally as well as internally. This is what's unique about our product. 80 million Americans suffer from allergies, asthma and other breathing problems, and we can reduce those issues and make our indoor environment safer.

CEOCFO: *What are the products you have created?*

Mr. Meirovich: Our probiotic formula has been tested and approved for the last twenty years. It has been tested in many universities and hospitals around the world. We use this product. However, the product was never marketed to the public. It was always marketed for commercial application. I saw the benefits in my own personal life; I have an English bulldog and I am allergic to him. No matter what I tried to do, I could not get rid of the allergies. When I started using the product, I found that I was able to breathe comfortably around my pet. Our products consist of three types of delivery mechanisms for our external probiotics. Number one is our Airbiotics 1 device, which is a truly revolutionary way of cleaning your air. Instead of using an artificial air freshener or air filtration system, we have a device that comes with a probiotic cartridge and, every two hours, automatically sprays about 600 to 800 square feet of space with healthy probiotics. So things like odors and unhealthy bacteria are replaced with healthy probiotics. The second solution we have is our Airbiotics Mist, which is a spray can that comes in two forms; one is for travel and one is used in your home for hard-to-reach places like garbage cans, shoes, gym bags, cars. This spray creates a protective layer of healthy probiotics, which you can spray on every surface. We have two solutions for that and it is great for traveling. The third product that we have is our all-purpose

cleaner. So imagine what you would normally find if you looked under your kitchen sink. Most people have multiple cleaning products. In place of all those products, we have one all-purpose probiotic cleaner. Its dilution rate is 1 to 100 so one bottle equals 44 bottles of traditional cleaners. You simply mix our solution with water and you have a cleaning solution, which is allergen-free, Greenfield Certified, Green Label Certified, and cleans using no chemicals at all. You need no gloves and with this product you can clean everything in your household from your floors to your windows, to your countertops. What is unique about this product is that we are the only product in the world that actually destroys bio-film. Bio-film is the housing for all the bad bacteria you kill when you use disinfectant. For example, when you use Windex, the bacteria that you kill with the product doesn't actually go anywhere. It simply stays on the surface in an invisible film called bio-film, which feeds the next generation of bacteria. Our product destroys bio-film and creates a protective shield against harmful bacteria that lasts up to five days. It's a unique product and is great for people with allergies.

CEOCFO: *How long will the spray mist last?*

Mr. Meirovich: Our device sprays every two hours for 15 seconds. It works around the clock and every 30 days, you receive a replacement cartridge in the mail to keep your system working optimally. We recommend using the spray on beds. Did you know that an average bed has 10 million dust mites? It's unbelievable. 83 percent of children are allergic to dust mites, so we strongly recommend, especially for families with children, using our Airbiotics Mist on the bed sheets, on pillows, on covers and everything else that touches the bed. Our product actually eats the dust mites and creates a protective layer. This protective layer lasts around three days, so we recommend using the spray mist every three days.

"The average American family disposes of about 40 pounds of dust a year. Pet dander also affects the indoor environment. Things like mold and mildew can cause us to develop sicknesses just from being in our homes. Rather than treating the problem by creating an even bigger problem, we're working with natural products to create a better and safer environment." - Robert Meirovich

CEOCFO: *How are you getting the word out?*

Mr. Meirovich: We are taking an existing product line and formula that has been proven and tested and we are rebranding it and launching it to the consumer market. First, we are partnering with one of the largest holistic doctor organizations in the world, called Evolution of Medicine. This group of holistic doctors is finding solutions that cure problems before they begin through the use of alternative medicine. They are now recommending our product to people that suffer from allergies, asthma and other respiratory issues. This is a doctor's endorsement, so we are very proud of this partnership. Secondly, we are very involved in the local community. We are going to tradeshows in local communities and sharing stories of people whose lives were changed. We have kids who have been suffering from asthma for many years and now enjoy a better quality of life because of our products. We have people who have suffered from different problematic headaches and dizziness and by cleaning and creating a better indoor environment; their problems have become a thing of the past. We are going from town to town participating in tradeshows in order to educate consumers on the benefits of this product. We are about to appear on a few major television networks but the biggest thing is our goal to educate every household and every business. If we can use a concept that people are already aware of, like probiotics, to achieve safer home and office spaces, we are all going to have a better place to live.

CEOCFO: *Are people skeptical?*

Mr. Meirovich: The initial reaction, when we tell people that we have a product that can help allergies is they tell me to give it to them because they want to try it. When someone is suffering from allergies, I know how it is. People are skeptical in the beginning, but once they try it and experience the benefits firsthand, it's a totally different story. We are opening a brand-new product category here. With that there is a great opportunity to educate and create something good, and that requires that we as a corporation devote our time to helping people think about their cleaning habits and indoor environments differently. That's a fun challenge to have and we've had some great results so far.

CEOCFO: *Do most people still not realize that indoor air can make them sick?*

Mr. Meirovich: One of my biggest companies was a successful skincare company, and for many years I was suffering from allergies, sneezing, watery eyes and fatigue, especially when dealing with skincare products. I used to wake up in the morning and take Claritin and inhalers and this is how I went about my day. Nothing helped me, not even shots. Somebody gave me this spray can and I started spraying it on my sheets and pillows and I saw the improvement. I started to research and the data is amazing. The average person spends around 90 percent of their time indoors, in hotels, offices, homes, airplanes and malls. Indoor air is five times more polluted than outdoor. The average American family disposes of about 40 pounds of dust a year. Pet dander also affects the indoor environment. Things like mold and mildew

can cause us to develop sicknesses just from being in our homes. Rather than treating the problem by creating an even bigger problem, we're working with natural products to create a better and safer environment.

CEOCFO: *Do you have the funding for the push you would like to make?*

Mr. Meirovich: We are well funded. We have a budget scheduled for the next three years. Not only have we developed a good solid plan here in the U.S. but we have also already developed an international footprint in Europe and Asia. We are looking for strategic partners that are focused on sustainable solutions for improving the health and safety of home environments. We are looking for strategic partnerships that will be able to change the world. If it comes with funding that is great but it is not our main goal. Our goal is to find a long-term strategic partner in agriculture because the agricultural applications of our products are very unique. For instance, cleaning farms with our product can improve the life capacity of chickens by 30 percent, so while the consumer market is our main focus; this product has applications across industries.

CEOCFO: *Do people purchase products strictly through you?*

Mr. Meirovich: Yes they do. Right now people purchase products from our website. We do local markets and tradeshows. We are planning a big push online and on national television. Right now, it is the website and negotiation with major retailers.

CEOCFO: *Why pay attention to Airbiotics right now?*

Mr. Meirovich: It is important because each one of us knows somebody that is suffering from allergies, asthma and indoor air pollution. It is important to understand that some of the things that we are think are diseases are really completely preventable results of unhealthy indoor environments. We need to understand that some of those problems are caused by things we are doing ourselves. We can improve our quality of life by changing the way we think about our environments.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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