

672,768,000 breaths.



The number of breaths an average human takes in their lifetime.

Breathing – it comes naturally to most of us. It is vital for our survival. And yet it is something we take for granted! It is also a gloriously automatic process over which we have little control. But, we can control *WHAT* type of air are we breathing into our bodies. Clean or other? Clean air directly correlates to life expectancy.

As stated by the New York Times ***“Numerous studies have found that the Clean Air Act has substantially improved air quality and averted tens of thousands of premature deaths from heart and respiratory disease.”***

What was the clean air act of 1970?

1970 was the year the environmental movement held the first Earth Day and when, 45 years ago last month (Sept), Congress passed a powerful update of the Clean Air Act.

Here’s the boring and accurate definition:

“The enactment of the Clean Air Act of 1970 (1970 CAA) resulted in a major shift in the federal government’s role in air pollution control. This legislation authorized the development of comprehensive federal and state regulations to limit emissions from both stationary (industrial) sources and mobile sources.”

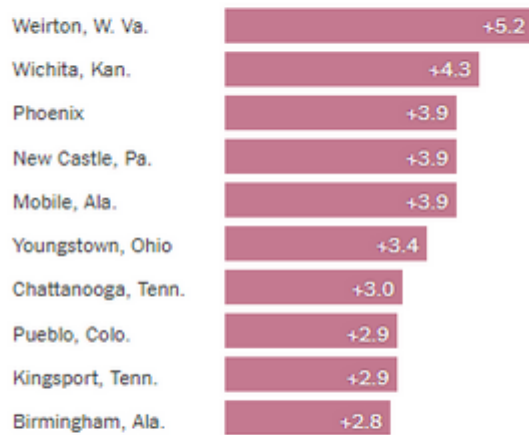
In layman’s terms the clean air act allowed powerful bums in powerful seats of power (that’s a lot of power there.) to limit the amount of sh*t released into the air from industrial and other sources.

Here’s a link which shows the effects of clean air on life expectancy around the world. <https://www.pnas.org/doi/abs/10.1073/pnas.1300018110> and a snapshot can be seen below;

Biggest Winners of Clean Air Act

By reducing particulate pollution, the Clean Air Act added years to the lives of Americans.

Calculated gain in life expectancy, metro areas



Estimates of three life-years saved per 100 microgram decrease of total suspended particles per cubic meter.

Michael Greenstone; E.P.A.

Okay. So you get the picture.

The bottom line: Clean, fresh air, is directly responsible for long, healthy lives!

Airtight or Air Sh**e?

Homes nowadays are legally required to be airtight to reduce heat loss and in turn make them more thermally efficient. However, this means instead of having clean air, it mostly gives us stale air!

The myth: Air pollution is only outside right?

False! In fact, the air we breathe indoors can also be polluted. Smoke, vapours, mould, and chemicals used in certain paints, furnishings, and cleaners can all affect indoor air quality and our health. For more information, click here:

<https://www.niehs.nih.gov/health/topics/agents/indoor-air/index.cfm#:~:text=We%20tend%20to%20think%20of,air%20quality%20and%20our%20health.>

One quote from this enlightening study is as follows:

“Buildings affect overall well-being because most people spend most of their time inside. The U.S. Environmental Protection Agency estimates Americans are indoors 90% of their time - in built environments such as homes, schools, workplaces, places of worship, or gyms.”

This is drastic! How can we fix this? In most cases we have the ability to open the doors and windows to allow fresh (and hopefully clean) air through the house, and we also have the highly unsightly trickle vents, *trickle* being the operative word here, (mostly shut due to drafts) they allow a trickle of air through if you're lucky and do not recycle old stale air.

Problem: Stale air. Solution: Fresh Air (avoiding trickle vents.)

The solution? How about if we were to have a house which breathes in fresh air for us, through an ingenious "lung" which performs continuous mechanical ventilation, constantly and automatically bringing in clean, filtered air and sucking out old, stale and potentially polluted air - and at the same time retaining the temperature of your home? In a silent, unobtrusive way? Sounds too good to be true, right?

Enter VENTI. We specialise in this wonderful "lung" for your home! It's called [FLUXO](#). Let us do the breathing for you, erm..., before you take a breath.

Our wonderful system at work can be viewed below!

<https://vimeo.com/821935270>

Now you can #breathfreely.We got you.

#breathfreely #healthyliving #cleanairmovement