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BetterAir: The First Air Purification Device To Utilize Probiotics To Clean Your Home's Air



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Indoor air quality (or the lack thereof) has been a hot topic recently—and rightly so. With the majority of our population spending ninety-percent of their time inside where pollutants can be two to five times higher than outdoor air, making sure the air that we breathe is healthy should be a top

priority. While air purification systems are not new, what is new is the use of probiotics to combat indoor allergens and pathogens.



BetterAir

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Founded in 2010 in Israel and launched in 2017 in the United States, [BetterAir](#) has created the world's first air purification systems (both residential and commercial) that utilize probiotics to reset the indoor microbiome to mimic the outdoors where our bodies have evolved to be their healthiest.

“BetterAir is the only air purification system that treats the root cause of indoor air pollution. Allergens, pathogens, germs etc. do not grow in the air, but are born and propagate on surfaces and objects,” explains BetterAir President, Tom Staub. “Since they are microscopic they are then propelled into the air by minute movements of air such as the wave of a hand across a tabletop or fall off a foot upon stepping onto carpet.”

BetterAir's proprietary probiotic formula consumes organic allergens often found inside the built environment like pollen, mold spores, pet dander, and dust mite fecal matter. Staub continues, "They also consume the food sources that germs and pathogens need in order to multiply and propagate thereby minimizing their presence. Fewer pathogens on surfaces and objects results in cleaner air, surfaces and objects. "

"Conventional air purifiers only remove particulates from the air that passes through them and do not address the root cause of the pollution", explains Staub when I ask him what makes BetterAir's technology different than conventional air purifiers. "Additionally they kill the good germs (probiotics) along with the bad thus creating an over sterilized and extremely vulnerable indoor environment. Hence the emerging present day health crisis of autoimmune disorders, drug resistant bacteria, and compromised immune systems."

BetterAir's [proprietary probiotic formula](#) is the result of eight years of research. "Multitudes of beneficial bacteria (probiotics) were tested in order to learn the most effective strains for eliminating organic allergens and pathogens," Staub tells me. "These probiotics are naturally occurring outdoors and are found in the soil and on plants. Our bodies have been exposed to them for millions of years and that is why there are no side effects." BetterAir's environmental probiotics are cultured in an ISO 9001 certified laboratory and mixed with water from the Sea of Galilee as a suspension agent.

Staub continues, "Since they have been denied food and air, the beneficial bacteria naturally convert to the spore (hibernation) form. When dispersed into the air they ride the indoor air currents for a few hours travelling and penetrating. Then, they rest upon surfaces where they are exposed to air and food sources they germinate into living bacteria, which go to work consuming organic allergens and pathogens and resetting the indoor

microbiome. The result is a hypoallergenic indoor environment with the microbiology reset to mimic the outdoors where we are our healthiest.”

When I ask Staub to further explain why the outdoor air is healthier for humans when compared to indoor air he tells me, “The invisible war between good and bad bacteria has been going on outdoors for millions of years. The balance between good and bad bacteria outdoors is comprised overwhelmingly of good bacteria (probiotics) and few infectious diseases proliferate outdoors. It’s when these pathogens multiply and proliferate indoors that this polluted indoor environment absent of nature’s natural cleaners—probiotics, becomes the great menace it is.”

Unlike other air purification systems that have filters where you can physically see dirt and other particulates caught in the filters, BetterAir is not a filter. Staub explains, “BetterAir eliminates pathogens and allergens from the environment so we prevent them from becoming airborne. BetterAir also does not have any effect on chemical odors such as paint thinner or cigarette smoke.”



BetterAir

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When you turn BetterAir's unit on, you will hear a cyclic spraying sound that disperses the probiotics into the space. "The people that will feel the biggest difference the quickest are allergy and asthma sufferers with a lower incidence of allergy or asthma attacks and an undisturbed sleep," Staub tells me when I ask who will feel the most benefit. "Our probiotic formula also eliminates organic odors so the air within the treated area is fresher devoid of organic smells such as moldy, musty or pet odors. BetterAir has [numerous case and efficacy studies](#)."

I was curious if the probiotics from the device have any effect on humans? Staub responds, "BetterAir has no effect on the human body directly but purifies the environment that we live in. There are no side effects. BetterAir has also been certified by "[Made Safe](#)" verifying that all of the ingredients are safe for humans, animals and the environment."

"Additionally, Staub tells me, " BetterAir has passed all required EPA safety tests in connection with our EPA filing as a bacteriostat and fungistat. Since our probiotics work to actually [consume](#) the allergens and pathogens and also [consume their food sources](#) thereby creating a 'zone of growth inhibition' the germs and pathogens cannot build up a tolerance or mutate from starvation."

While I have no plans to give up my Dyson air purifiers, I find that adding BetterAir's device into my home adds the perfect 'belt and suspenders' approach to healthy indoor living.