

NEW REUSABLE WISE PROTEC FACE MASK KILLS COVID-19



European fabric experts, Wise Protec, launch new washable and reusable face masks that is proven to destroy the killer virus and prevent the spread of Covid-19.

With businesses around the world set to spend an eye-watering \$50-80bn* this year on PPE for the workforce as a result of Coronavirus, navigating the range of masks and protective clothing on the market is a minefield. Employers more than ever are facing the challenge of how to best protect their staff and ensure the prevention of spreading Covid-19. And it's not just businesses that have a duty of care, with UK slowly easing out of lock-down and face masks becoming mandatory in shops from mid-July, each and every one of us must ensure we are protecting ourselves and each other from the deadly disease.

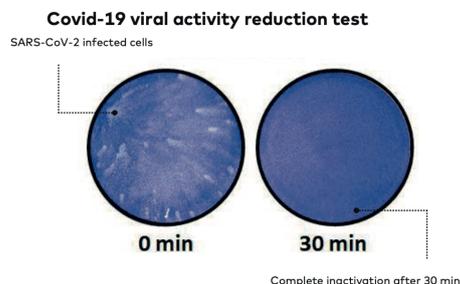
Wise Protec, an European innovation company has created the first PPE product range which has been scientifically proven to kill Covid-19 virus.

Dr Carolyn Hemsley, Head for infectious Disease in a leading London teaching Hospital is heralding Wise Protec's technological innovation as a breakthrough as the fight to eradicate Covid-19 continues. "The past four months has tested the medical profession beyond conceivable limits. Nothing could have prepared us for what we have witnessed on our wards and in the community and the battle is far from being won. It is of paramount importance that we all, whatever our line of work or whatever and wherever we are going each day outside our homes that we are responsible; social distancing appropriately and wearing masks. The Wise Protec mask is the only washable reuseable one on the market that I have seen that not only considers the wellbeing of each wearer and has robust anti-viral properties. Innovation such as this will go a long way in helping fight this terrible disease."



Dr Carolyn Hemsley
MA(Oxon) BMBCCh PhD FRCP FRCPath
Clinical Lead and Infectious Diseases
and Microbiology Consultant

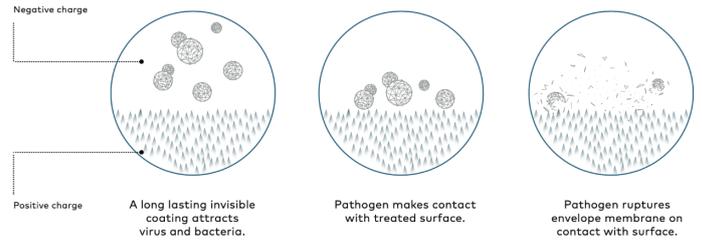
Each mask actively destroys 99.9% of the Covid-19 virus after a few minutes of contact. The mask also effectively self-sterilises after an hour and the active antiviral agent is so strongly bonded to the mask's fabric that it remains effective for up to 50 domestic washes. But don't just take their word for it. The antimicrobial fabric created by Wise Protec has been scientifically proven to destroy Covid-19 on contact, having passed a number of controlled antiviral tests at one of the first labs in Europe to have that capability – IMM (Molecular Medicine Institute, Lisbon). The antimicrobial formula used to treat the masks' fabric is certified as skin safe and does not include heavy metals, such as silver or zink, which are often used in antimicrobial fabrics and which have unproven effects on the human respiratory system.



wise protec.

And here comes the science...

Wise Protec's long lasting, positively charged antimicrobial coating attracts negatively charged virus and bacteria. On contact with the treated surface, Covid-19's protective membrane ruptures, destroying the virus. This action can be visualised as like detergent bubbles popping on contact with a hard surface. Because the coating works physically, it is not eroded by chemical reaction with microbes and so lasts longer.



Dr Dawn Harper, NHS practitioner and TV broadcaster, is working with the Wise Protec team to drive the message around the importance of wearing a face mask. "With face coverings now mandatory in shops from mid-July, we must all make sure we are protecting ourselves and each other from this deadly disease. It has been proven that by wearing a face covering or a mask you can help prevent the spread of Covid-19, but not all face coverings and masks can offer the same protection. Face masks should be worn in public when social distancing is not possible, as Coronavirus is spread when droplets are sprayed into the air when infected people talk, cough or sneeze. When wearing a mask you should avoid touching, or removing your mask as this can risk contamination.

Most face coverings are designed to protect those around you, should you unknowingly be infected, but Wise Protec masks offer you added protection when you are out and about. The fabric is impregnated with an active ingredient that has been proven to reduce viral activity, even after washing, giving you protection from those around you"

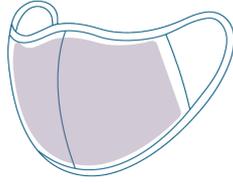
Dr Dawn Harper, GP
MBBS MRCP DCH DFFP

A smart mask available in four different ranges



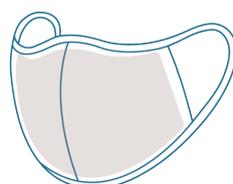
 **Antiviral
Wise Mask**

Original Antiviral Mask
This product reduces viral and bacterial activity.
£10.00



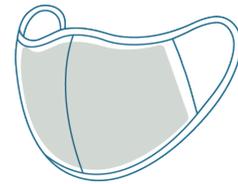
 **Breathe
Better**

Airway relief
Relieves airways congestion, reduces inflammation and improves immunity.
£20.00



 **Skin
Care**

Moisturize your skin
Nourish, protect and enrich your skin with Vitamin E and Ubiquinol Q10.
£20.00



 **Stress
Relief**

99.9% pure CBD
Relax and relieve pain with the CBD infused inner layer of the mask.
£20.00

No stone has been left unturned in the creation of Wise Protec's range of masks. Each is designed for exceptional fit from stretchy, silky polyester with premium elastic bands that are comfortable around the ears.

Variations in the masks' inner layer, offer additional benefits: skin repair and moisturiser, CBD for calming and wellbeing, eucalyptus and echinacea to relieve breathing problems and allergies as well as sun protection. These enhanced benefits are paving the way for people everywhere to adapt to the new norm of wearing a face mask.

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Wise Protec founder and CEO Jorge Machado says, "In the early days of the pandemic we witnessed terrible photos of doctors around the globe with severe skin injuries due to the continuous wear of disposable masks. This triggered the idea that masks shouldn't be something uncomfortable, but rather a comfortable accessory to wear. Therefore, we have designed a variety of masks with hidden benefits to appeal to a wide variety of consumers, each with the promise to kill Covid-19. In these uncertain times we want every wearer to feel safe and confident when purchasing a Wise Protec product and believe that the additional benefits will help normalise mask wearing and aid each individual's personal wellbeing."



For more information about each mask please visit www.wiseprotec.com

Please follow us at: @wiseprotec

To set up an interview with Jorge Machado and request a sample please email isla.haslam@icloud.com

*https://www.business-standard.com/article/current-affairs/global-annual-spend-on-ppe-can-hit-50-80bn-china-key-player-jefferies-120063000576_1.htm

**A supporting science story is available with all the information about how the product has been manufactured

Wise Protec – company profile

Wise Protec was born out of pure necessity: to contribute to a safer, comfortable world; accelerate textile technology, pushing performance and wellbeing; protect lives. Wise Protec has brought textile technology to whole new levels, searching for the pinnacle of technology and innovation to create a beautiful, high-end face mask with antiviral properties.

Since the first product designed – the antiviral mask – Wise Protec has already been able to develop a wide range of protective clothing for the modern user.

Further one we are aiming to develop our products and activities in order to be 100% sustainable, we will pursue to have recyclable and/or biodegradable products on our entire supply chain. We really believe that the textile industry will need to understand how to shift to a more circular economy in order not to consume natural resources.

Jorge Machado, CEO, Wise Protec

Jorge's passion for challenges drove him to work in fast paced environments and in conditions of high innovation. Jorge's career has been centred in reshaping the apparel and fashion industries, driving it into a more connected, digital, and sustainable future. Previous to developing the antiviral technology and launching PDS Smart Fabrics Jorge was CEO of Adalberto, one of the leading textile companies in southern Europe.

With an educational background in business strategy, Jorge is an Alumni of Harvard Business School and through his career he completed several other different programs at tier one universities from all around the world including Stanford University, IESE and London Business School, as Jorge believes that learning is the best way to grow personally and professionally.

Jorge Machado is also a member of YPO, a global leadership community of Chief Executives that connects and develops the most successful entrepreneurs and executive managers from more than 29.000 companies, whose revenues are more than \$9 trillion annually.

Adalberto – company profile

Adalberto is a company with more than 50 years of experience and innovation in the textile industry located in the northern region of Portugal. It has tremendous experience in both the home textiles and fashion products and is an established leader in the art of printing, dyeing and finishing any kind of fabric. Their digital printing equipment is the most advanced in the world. The company sells more than 10,000 kilometres of fashion fabrics and home textiles per year and has more than 400 employees.

Tested by International Standards:

Inactivation of Covid-19 virus within 30 minutes contact time on Wise Protec fabric.

Antiviral and antibacterial. SARS-CoV-2: Tested by ISO 18184

Antimicrobial (viruses and bacteria): Antibacterial tested by ASTM E2149-13

Water repellency. Testing according to ISO 4920:2012 by CITEVE

Particle filtration. Testing according to EN 14683

Breathability. Testing according to ISO 9237

Durability Tested according to EN 149 and EN 14683 after 50 washes



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