

## News Release

### February 6, 2007

### Love is in the air...

~ bad smells are the fastest way to kill the passion this Valentine's day ~

A poor choice of venue, a picture of the ex or appalling kissing technique could all spoil a date this Valentine's Day – but nothing acts like a bigger bucket of cold water than a bad smell.

Air quality specialist, Atrium Innovation Limited, questioned 50 single men and women between the ages of 21 and 30 about the things they consider to be major passion killers. The research shows that a smelly room or poor personal hygiene rank top of the turn-offs. 62% of respondents said they would cut short a date due to a malodorous male or run a mile from a whiffy woman. A whopping 80% declared a pongy bedroom or living area reason enough never to go on a second date.

On the flip side, a metrosexual man still stands a chance with the ladies – a mere 2% of whom would be turned off by a bachelor's bathroom containing too many grooming products. For men, on the other hand, poor conversation was much less of a problem than a messy house with clothes on the floor.

It seems therefore that, when setting the right mood for the perfect Valentine's evening, it pays to spend time tidying the house and blitzing bad odours before lighting candles and putting on soft music.

Cleanaer from Atrium Innovation Ltd works so that odours, dust, allergen and smoke are all removed from the air leaving a room that is always fresh and clean smelling. The non-intrusive device with its stylish design fits discreetly into any living area. It is completely silent.

Cleanaer also has a range of aroma cartridges that leave a relaxing, background aroma that helps to create the right ambiance.

"Attraction boils down to many intangible things – but the one thing which seems sure to destroy it straight away is a bad smell or poor personal hygiene," said Alan Jones, CEO at Aerstream. "A dark and romantic ambience can hide many evils, but it will never disguise noxious odours or a carpet of dirty socks on the floor."

"It has been proven scientifically that smell is a key sense in attraction and mood, even having the effect of an aphrodisiac. From our research the reverse is also true - and not just for the boys. It's essential to pay attention to the details to ensure a successful date, whichever sex you may be."

## NOTES TO EDITORS

About Atrium Innovation Limited ([www.atriuminnovation.co.uk](http://www.atriuminnovation.co.uk))

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This innovative British company has developed and patented a breakthrough technology set to revolutionise air quality management. Atrium Innovation's first device available to the general public is called Cleanaer™ ([www.cleanaer.com](http://www.cleanaer.com)). Cleanaer is the world's first all-in-one air purifier. Cleanaer removes unwanted airborne particles like smoke, allergen, pollen and dust. This liquid ioniser releases fine electrostatic droplets that patrol the air, clinging to pollutants and dragging them out of the air.

Cleanaer carries Allergy UK's prestigious Seal of Approval for the reduction of house dust mite and cat allergen which is given to products that are scientifically proven to restrict or remove allergens from the environment.

Cleanaer is small, measuring less than 28cm tall and 4cm wide, is stylish, easy to use, easily room portable being battery powered and is fully adjustable.

Significantly, it provides an environmentally-friendly alternative to power hungry filter technology based air purifiers.

**For sales enquiries, please contact Atrium Innovation Website:**

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