



livinguard



Livinguard PRO MASK Awarded Sustainability Product of the Year

Latest sustainability award serves as a testament to Livinguard's drive to enable a more sustainable life.

September 7, 2021— Livinguard, the company that developed protective face masks with [COVID-19-deactivating properties](#), announced today that its Pro Mask has been awarded the sustainability product of the year by the [2021 Sustainability Awards](#) program from the Business Intelligence Group. The prestigious Sustainability Awards honor those people, teams and organizations who have made sustainability an integral part of their business practice or overall mission. Previous award winners include Hilton Hotels Supply Management, Dow and Belkin.

Livinguard's mission is to reinvent hygiene to protect consumers and the planet. The company's patented and revolutionary technologies empower textiles, paper, plastics, and more materials with the ability to destroy germs continuously, permanently, and safely. At its core, permanent hygiene is designed to use less to achieve more today and for future generations.

Certified medical mask Type I, Livinguard's reusable Pro Mask destroys viruses and bacteria and prevents them from spreading - including [SARS-CoV-2 \(COVID-19\)](#). Livinguard's technology has been extensively tested to be skin and inhalation safe. Livinguard products are washable at least 30 times. If used daily and washed weekly, the mask can be used 210 times, replacing the need for 210 conventional masks. So far, Livinguard has sold more than 20 million masks and since one Livinguard mask can replace up to 210 masks., the sustainability impact of Livinguard's invention equates to saving more than 4.2 billion single use masks from ending up in landfill.

Understanding that we have one planet with limited resources has shaped the company's approach to innovation. Livinguard's technologies, applications, and products are a result of its ongoing commitment to the UN Sustainable Development Goals. Leveraging its technologies, Livinguard has developed low cost, environmentally conscious solutions in health, water purification, air filtration, menstrual hygiene and more. With active social impact programs in Asia and Africa, Livinguard is on a mission to positively impact the lives of 1 billion people by 2030.

During the pandemic, Livinguard has donated tens of thousands of its reusable COVID-19-fighting masks to frontline workers and others across the globe, including in India, in Sri Lanka via World Vision International, in Switzerland in partnership with Caritas-Markt, in [Singapore](#) and in the US as part of its [Livinguard Cares](#) CSR Programme.

Speaking about today's award, Sanjeev Swamy, Livinguard CEO, said "We believe our future is tied to sustainable solutions that treat our world kindly. Our commitment is to develop highly effective technologies that also minimize waste and use of resources. We view personal and planetary health as inseparable imperatives and the foundational base of everything that we do. We each have a responsibility for our collective future, and the new normal that emerges in the wake of this crisis will be of our own making. At Livinguard, we are committed to bring good health and well-being to people and the planet."

"We are proud to reward and recognize Livinguard for their sustainability efforts," said Maria Jimenez, Chief Nominations Officer, Business Intelligence Group. "It was clear to our judges that their vision and strategy will continue to deliver results toward a cleaner, more sustainable world. Congratulations!"

About Livinguard AG:

Livinguard is an environmentally friendly hygiene technology platform based in Zug, Switzerland. It is the first company in the world to empower textiles and other materials with self-disinfecting properties, it licenses its patented technologies to companies from various industries to improve the health and wellbeing of consumers. Livinguard AG operates in Switzerland, Germany, USA, Singapore, Japan, India, and South Africa. The ever-increasing levels of pollution, global travel, shared mobility, and the prevalence of drug resistant microbes have led to growing threats of infectious disease. The company sees its solutions as essential safeguards that can offer enhanced safety and better health to billions of people. Livinguard believes that our future is tied to sustainable solutions that treat our world kindly. Their commitment is to develop highly effective technologies that also minimize waste and use of resources. The company views personal and planetary health as inseparable imperatives and the foundational base of everything that they do. Livinguard is a member of the World Economic Forum's Innovators Community. *Independent testing at academic laboratories

During the pandemic, Livinguard has donated tens of thousands of its reusable COVID-19-fighting masks to frontline workers and others across the globe, including in hard-hit India. In Singapore, Livinguard has distributed millions of free Livinguard masks to that country's residents since the start of the pandemic. And, in the U.S., Livinguard has partnered with leaders in cities such as Huntington, Indiana to provide masks to frontline and other municipal workers, as well as residents. (www.livinguard.com)