

**Table of Contents Press Kit: Congress RESTART
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Press Releases:

- 08 July 2021 Livinguard T-Shirts 100,000 times better at killing bacteria
- 23 June 2021 Odour-free T-shirts by Livinguard
- 15 May 2021 Livinguard and zwissTEX forge partnership
- 11 May 2021 #LivinguardStandsWithYou
- 17 June 2020 Livinguard next-generation self-disinfecting technology

The press releases as well as images from the event will be available for download after the congress under “News” on Livinguard.com.



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PRESS RELEASE

SCIENTIFICALLY PROVEN: Livinguard T-Shirts 100,000 times better at killing bacteria

National, 8 July 2021: T-shirts treated with Livinguard Technology were tested for its antibacterial efficiency based on the norm DIN EN ISO 20743A:2013-12 at Hohenstein laboratories in Germany, a world renowned international research and testing institute that provides independent testing, certification and development of textiles and textile-related products. The result: Livinguard treated T-shirts showed a strong antibacterial performance, continuously killing 99.99999% of bacteria – a 7 log kill rate that makes Livinguard shirts 100,000 times better at killing bacteria than the standard 5 log (99.999%) kill rate which is recognised as the gold standard for reducing the possibility of human disease transmission.

Our t-shirts have been certified for their antibacterial properties by the Hohenstein laboratories, and according to the test report number 21.8.3.0122, white t-shirts treated with the Livinguard Technology kill 99,99999% of bacteria.

Nobody does it better

Livinguard does it better than the standard 5 log benchmark with a 7 log kill rate (99.99999%), which means only 1 in 10,000,000 bacteria survive. With this best class kill rate, Shirts treated with the Livinguard Technology continuously kill 99.99999% of bacteria for all-round protection against bacteria and unpleasant odours, no matter what the day brings, all day long, day after day after day.

Protect yourself and those you care about

Harmful bacteria are all around us, and coming into contact with them can happen faster than you think. Fortunately, there's Livinguard apparel: its unbeatable technology continuously destroys 99.99999% of bacteria for all-round protection and more peace of mind no matter what the day brings.

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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.

More information on livinguard.com.

PRESS RELEASE

Upgrade for the T-shirt: Livinguard launches self-disinfecting and odour-neutralizing shirts

Unpleasant odours are a thing of the past. The new Livinguard T-shirts and polo shirts remain odourless and hygienically fresh even after prolonged wear. The patented Livinguard Technology renders bacteria and viruses harmless and thus ensures hygienically clean, long-lasting fresh textiles.

Karlstadt, 23 June 2021 – Swiss hygiene technology company Livinguard has become best known for its reusable and self-disinfecting masks during the global Covid pandemic. Now, the company is giving an upgrade to perhaps the most worn piece of clothing, the T-shirt.

Based on its self-disinfecting Livinguard Technology, the company is launching new T-shirts and polo shirts. The technology renders bacteria and viruses harmless, making them not only hygienically fresh for several days, but also odourless. Since the textiles need to be washed less frequently, this also saves water, energy and detergent.

“By wearing a Livinguard shirt, you not only protect yourself and the environment, but you also look good doing it, for an all-round carefree package and the protection you deserve,” says Sanjeev Swamy, founder and CEO of Livinguard.

Application: Optimal also as outdoor and work clothes

These features make the shirts particularly suitable as work clothes, as they ensure that the wearers always feel fresh – even when the shirt is used several times or for long periods. Employees such as caterers, physiotherapists or craftsmen benefit from an extended wearing time, while the shirts remain hygienic and fresh. Employers also benefit from the ability to brand the shirts with their company name and logo.

Outdoor and camping fans can also rejoice, as the innovation not only means that they have to pack and transport less clothing, but also that they do not have to rely on laundry facilities when out and about. Therefore, anyone who will be outdoors for longer periods without a change of shirt will no longer have to feel uncomfortable, as the Livinguard shirts make for an odour-free and hygienically clean adventure.

The clothing line includes T-shirts and polo shirts in seven (women) and six (men) different colours in sizes XS to 3XL (women) and S to 3XL (men). All shirts are made of soft premium cotton and thus have excellent wearing comfort, coupled with breathability. Therefore, they offer not only long-lasting freshness, but also excellent quality, developed in Switzerland.

Antiviral Livinguard Technology

Livinguard technology is based on applying positive charges to textile surfaces at the molecular level, which ensures that pathogens are inactivated. This antiviral function is scientifically proven and works via a strong positive charge. Alternative metal-based solutions are quickly rinsed out during washing and can be harmful to the environment and human health. In contrast, Livinguard textiles are finished with an environmentally friendly formula that is safe for skin and lungs. Livinguard is convinced that the future depends on sustainable, environmentally friendly solutions and therefore develops technologies that are not only highly effective, but also low-waste and resource-saving. For example, Livinguard antiviral masks can be reused up to 210 times, contributing not only to the fight against the Corona pandemic, but also against pollution from disposable masks.



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More information on livinguard.com.

PRESS RELEASE

Two strong partners join forces for more product variety and safety: Long-term partnership between Livinguard and zwissTEX

zwissTEX and Livinguard forge a partnership that brings a revolutionary antibacterial and antiviral refinement of textiles at the highest level. Both competences together result in the brand zwissCLEAN protected by Livinguard. While the brand currently focuses on self-disinfecting masks and gloves, home textiles such as bedding and mattresses as well as functional clothing will also be produced in the future.

Gerstetten-Heldenfingen, 18 May 2021: Swiss hygiene company Livinguard and zwissTEX, the international manufacturer and refiner of technical textiles and composites, are entering into a partnership under the *zwissCLEAN protected by Livinguard* brand. The goal is to use Livinguard's antibacterial and antiviral technology, which has been proven to destroy up to 99.9 percent of the SARS-CoV-2 virus, to enhance zwissTEX textiles, creating products that meet the highest hygienic standards.

At launch, the brand will focus on the production of antiviral and antibacterial masks and gloves to provide maximum protection to people during the Covid-19 pandemic. In the future, customers can also look forward to self-disinfecting home textiles such as mattresses and bedding, as well as functional clothing for sports. That way, *zwissCLEAN protected by Livinguard* not only contributes to public hygiene and health care, but also to hygiene in the private sector.

The difference to other solutions lies in the revolutionary technology. Livinguard's technology is based on applying a positive charge on a molecular level to textile surfaces. When microbes come into contact with these positive charges, the negatively charged cell is damaged, thus destroying the microorganism. Unlike alternative metal-based solutions, which can be harmful to the environment and human health, *zwissCLEAN protected by Livinguard* textiles are enhanced with an environmentally friendly formula and are harmless to skin and lungs.

"We are very excited about this partnership, as zwissTEX is one of the most advanced companies in the field of innovative and technological textile development," said Xavier Pailloux, Senior Vice President of Business Development at Livinguard. "The partnership provides us with the opportunity to dive deep into this challenging market, develop numerous use cases and equip new products with our technology. We hope this will allow us to continue to do our part in protecting the health and wellbeing of the public." In this context, both companies emphasize a pleasant cooperation on an equal level. "We are working together to find optimal solutions, maintaining a friendly relationship and being able to always rely on each other," says Maximilian Schönfließ, Business Development Manager at Dr. Zwissler Holding AG (parent company of zwissTEX).

The *zwissCLEAN protected by Livinguard* textiles are suitable for a wide range of applications - from medical areas to clothing and interior design to automotive components. Thanks to Livinguard's technology, the treated textiles have been proven to inactivate pathogens such as influenza or yellow fever viruses, as well as up to 99.9 percent of corona viruses. This antibacterial and self-disinfecting function has been scientifically confirmed and is maintained with weekly washing for up to 30 washes. The material is also 100 percent reusable, making *zwissCLEAN protected by Livinguard* an important contribution in terms of sustainability.

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More information on livinguard.com.

About zwissTEX GmbH

zwissTEX GmbH is an international partner for the development, production, refinement and lamination of textiles. With locations in Germany, Mexico, China, the USA and France, zwissTEX GmbH is represented worldwide. The headquarters of the medium-sized group of companies is in Gerstetten, Baden-Württemberg.

More information on www.zwistex.com and www.zwissclean.com.

PRESS RELEASE

#LivinguardStandsWithYou – Livinguard AG stands strong with India, donates COVID destroying masks worth INR 15 crores for frontline heroes

Aligns with “Make in India” initiative to expand operations in India

National, 11 May 2021: The entire world is witnessing India’s battle against the deadly virus which has hit even more vehemently in its second wave. With daily cases in India touching nearly 4,00,000, the highest daily count in any country, and nearly 4 million active cases, it is imperative that we stop the spread of COVID-19. While some of us can afford the luxury of restricting our travels and staying at home, there are several integral members of our society that have a duty to save lives and serve the community during this crisis. Frontline COVID warriors like doctors, healthcare professionals, police personnel, civil defense volunteers including disaster management volunteers, municipal workers and more, are risking their lives every day to help others in need. Livinguard AG, the Swiss hygiene company, stands with India during this cataclysmic time, and has donated antiviral masks worth INR 15 crores for the protection of these COVID warriors through NGOs, government organizations, civil society, hospitals, and numerous healthcare centers. This will ensure that our brave frontline heroes are especially protected with the most superior patented antiviral and antibacterial technology on textile, rather than just being sufficiently protected. Textiles treated with Livinguard Technology have been scientifically proven to destroy 99.9% bacteria and viruses, including SARS-CoV-2 (the virus that causes COVID-19) by researchers at the Freie Universität Berlin and The Department of Environmental Science at the University of Arizona. Furthermore, they are reusable and washable up to 6 months, effectively replacing 210 single-use masks.

Livinguard AG has always aimed to protect the health and well-being of people and the planet with their hygiene solutions. As part of this mission, they are working towards expanding their operations and manufacturing capabilities in India to not only ensure employment opportunities locally, but also cater to the growing demand for the best protection against ever persistent threats of infectious diseases, pollution, water shortage, inadequate menstrual hygiene.

Speaking on the initiative, Mr. Sanjeev Swamy, Founder, Inventor & CEO, Livinguard AG, stated, “The numbers in India are increasing at an alarming rate. Wearing a mask is not just a necessity anymore it is the moral responsibility for every Indian. As equal stakeholders in protecting the citizens we have a collective responsibility along with Government and citizens to fight against COVID-19. At present, masks are the most widely available and effective alternative to vaccines and can contribute to the reversal of the COVID-19 curve. Wearing a mask prevents a COVID-19 positive patient from transmitting the coronavirus to others and prevents a healthy person from being infected by SARS-CoV-2. We stand with India at this hour of need and support the country in this fight. Through this initiative of ours, we aim to protect these unsung COVID heroes who are risking their lives each day to help us win this war. We, at Livinguard, continue to prioritize the health and wellbeing of people as we work towards increasing access to our self-disinfecting technology in India.”

One of the most respected science leaders of India, Padma Vibhushan, Dr Raghunath Mashelkar, added, “Livinguard’s scientific breakthrough of deactivating SARS-CoV-2 virus on contact with the mask, is a global game changer, since it just does not prevent the entry of the virus due to its self-disinfecting technology but protect from the virus as well. Every effort should be made to see that every Indian, and especially those who are risking their lives to save others, are provided with these unique masks. We must appreciate the importance of these masks when it is scientifically proven that vaccination alone does not provide 100% protection. We need to wear the right mask and protect ourselves as well as the environment from the enormous biohazard which we cannot overlook. I admire and applaud this initiative by Livinguard to stand with our country and our frontline warriors in these times and urge our people to stay safe and mask up.”



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Under this initiative, Livinguard AG has donated masks to several NGOs and organizations like Child Relief and You (CRY), Magic Bus, Apnalaya, Mumbai Police, Tata Memorial, Punjab Police, ISB Students, Educate Girls, 108 Ambulance, Concern, India, Helping hands, Crematorium Workers, Freedom for You Foundation, Coro India, K Shamanta NGO, Sadhu Vaswani Mission, Radaswami Satsung Beas, Bharathy Thahliani and Shri Dinkar Gupta, IPS, DGP, CHANDIGARH and others.

Ms. Kreeanne Rabadi, Regional Director – West, CRY, stated, “CRY is so grateful to Livinguard for donating to us 25,000 high quality face masks with Anti-microbial technology. The masks will be sent to front-line workers in our project areas. Thank you Livinguard for enabling them to be protected in this pandemic while they provide critical services to our children and communities.”

Livinguard is humbled by the service and contribution of our COVID heroes and is grateful for their sacrifice. #LivinguardStandsWithYou as India’s frontline workers battle the crisis. This dire crisis has seen the country come together, where Indians are helping their fellow countrymen in this war in every way possible. As citizens, we too have the collective responsibility to help by staying at home and by masking up whenever we must step out. Together we can beat this and emerge stronger! Livinguard is keen to partner with public and private institutions to ensure their antiviral masks, especially equipped to provide protection through this pandemic can be used by those who need it most.

Livinguard masks are available across leading e-commerce platforms like Amazon, Nykaa, Flipkart, PharmEasy and in leading pharmacies and chemists like Wellness forever, Health & Glow, and Noble Chemists.

Follow @livinguardtech on Facebook and Instagram to stay updated on how the company is working towards protecting the health and well-being of millions with the power of permanent disinfection.

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More information on livinguard.com.

PRESS RELEASE

Livinguard next-generation self-disinfecting technology proven effective in destroying the new coronavirus

Researchers from Free University of Berlin and the Institut für Textiltechnik (ITA) of RWTH Aachen validate ability of revolutionary Livinguard self-disinfecting technology to kill SARS-CoV-2

Applications in facemasks, fabrics and various other substrates to power return to “Next Normal” as countries ease lockdown restrictions

Zug, SWITZERLAND, 17 June 2020: Researchers from Freie Universität Berlin and ITA RWTH Aachen, two of the most recognized academic institutions in virology and textiles, have confirmed the efficacy of a new self-disinfecting technology to permanently destroy the new coronavirus when applied to textiles or surfaces. This revolutionary technology, from the Swiss hygiene company Livinguard, has already proven effective in protecting the population when Livinguard Technology is applied to fabrics incorporated into facemasks. Livinguard Technology can continuously inactivate exhaled viruses, including 99.9% of SARS-CoV-2 (the virus that causes COVID-19), making Livinguard the most effective coronavirus killer technology known to date.

These scientific results follow on similar findings from The University of Arizona, Tucson and are especially relevant now as countries gradually ease lockdown restrictions and populations seek a return to a “Next Normal”.

Masks using Livinguard technology are already in use by law enforcement and frontline workers in Singapore, Japan, Germany and the United States, protecting those most vulnerable in the battle against COVID.

“As governments seek to restart their economies, technology will play an important role in the protection of health and wellbeing. Our masks provide hygiene suited for the modern world,” said Sanjeev Swamy, Livinguard Founder and CEO. “What is truly exciting for us is that this technology has been proven effective and safe for everyday uses, such as for use on airplane seats and public transport, to protect our population in all areas of life. Through this, we hope to be able to open possibilities for governments and public health authorities to move more quickly to re-open, while keeping the populations safe.”

“Our research has proven that the textiles in these masks can continuously inactivate the exhaled viruses and can make handling these masks even safer overall,” says Uwe Rösler, Institute for Animal and Environmental Hygiene. “In addition, such textiles could also help to reduce hygienic issues in other general and medical areas, even beyond COVID-19.”

Beyond facemasks, Livinguard permanent hygiene technology can be applied to any textile and multiple other substrates, enabling countless applications in industries such as healthcare, personal hygiene, air filtration and others and promoting a safe post-COVID recovery.

“Imagine the ability of airlines to treat seats and folding tables with our technology, ensuring that viruses and bacteria are continuously killed and prevented from spreading.” said Swamy. “This can drive not only benefits for public health but significant efficiencies for companies in high traffic industries in relation to resources applied to cleaning and disinfecting services.”



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Details on Livinguard Antiviral Technology

The principle underlying the Livinguard technology is to apply a positive charge at the molecular level to textile surfaces. When microbes come into contact with these positive charges, the microbial cell, which is negatively charged, is destroyed, leading to permanent destruction of the microorganism. Unlike alternative metal-based solutions such as silver, zinc or copper that can be harmful to the environment and could cause health implications when used in a face mask, Livinguard technology has been found to be safe for both skin and lungs. Moreover, Livinguard technology destroys continuously and allows users to reuse masks up to 210 times with no compromise on safety or efficacy. Details on the technology can be found [here](#).

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Details on the scientific research from Freie Universität Berlin and ITA RWTH Aachen

- https://www.fu-berlin.de/presse/informationen/fup/2020/fup_20_096-gesichtsmasken-corona/index.html
- <https://www.ita.rwth-aachen.de/go/id/icqin?lidx=1#aaaaaaaaaiaicqtf>

Availability of Livinguard masks

Masks treated with the Livinguard technology are available throughout the world with current manufacturing in Portugal, Israel, Sri Lanka, Jordan, UAE, India, and China. Livinguard licenses its patented technologies to companies from various industries to improve the health and well-being of consumers. More information on use can be found [here](#).

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