

# Press release



Ultimate Health Ltd launches face mask in support of Asthma Foundation

Ultimate Health Ltd introduces lavender-scented face-mask with revolutionary technology (Hong Kong — 10 April 2013) Since the lavender-scented face-mask was successfully introduced in the Hong Kong International Medical Devices and Supplies Fair last month, Ultimate Health is officially going to launch this revolutionary product in the launch event, which will be held at Shangri-La Hotel on 4 May. In the event, the company will invite some experts to introduce audience to the Asthma and provide the new product as prizes from an activity. The company will also donate 10, 000 pieces masks to The Hong Kong Asthma Foundation. MacDonald Tudeme, Present and CEO of Ultimate Health Ltd , said: " Ultimate Health Ltd is pleased to have the opportunity to contribute to the patients of Asthma have gotten many positive responses from the focus group of women and children to the product, so we decided it is the time to introduce consumers our innovation product: Lavender-scented face mask. " The company uses high technology, Air-through nonwoven fiber, as the surface of the face mask. The benefits of Air-through nonwoven fiber are breathable, and softness when people wear it. Asthma affects around 300 million people worldwide, according to the American Academy of Allergy Asthma and Immunology. One study, published in the February 1999 issue of the " Journal of Pharmacy and Pharmacology" reported that lavender oil inhibited allergic reactions in laboratory mice, suggesting possible benefits for the patients suffering from allergic-type asthma. Based on the focus group and the studies, facial-mask with lavender-scented could also help to prevent 67% of the pollution in the air from reaching people's lungs. " The Hong Kong Asthma Foundation, established in 1989, is for asthma and allergy sufferers and their families to

provide service, patients' self-help groups, is also a non-profit charitable organization. The purpose of the council is to support multiple services, enhance patients, their families and the public understanding of the cause and the prevention of asthma and allergies, e. g. holding parent and testimony, pathological query, counseling and psychological counseling, care training courses. Dr. Roland Chung Chuen LEUNG, the honorary adviser of the Hong Kong asthma Foundation, is the expert who will answer all the questions from the audience in the event: " Asthma hospitalization rate in Hong Kong is three times that of Australia, and the mortality rate is eight times that of Finland, Asthma mortality in Hong Kong, does not reduce in the past decade. By visiting their manufactory in the field and read the reports of sampling, I hope and would like to see the innovation technology can prevent most of the air pollution from affecting people's lungs. " In the launch event, besides donating 10, 000 pieces of the lavender-scented facial-masks to Asthma Foundation, Ultimate Health Ltd also will reward the audience answering questions in the event with their new product, they hope what they do can remind people to recognize the importance of asthma care.