

SINGAPORE TATLER

The Spirit of Hig

EXTREME INVESTMENTS

Who's dropping
millions on what
they fancy

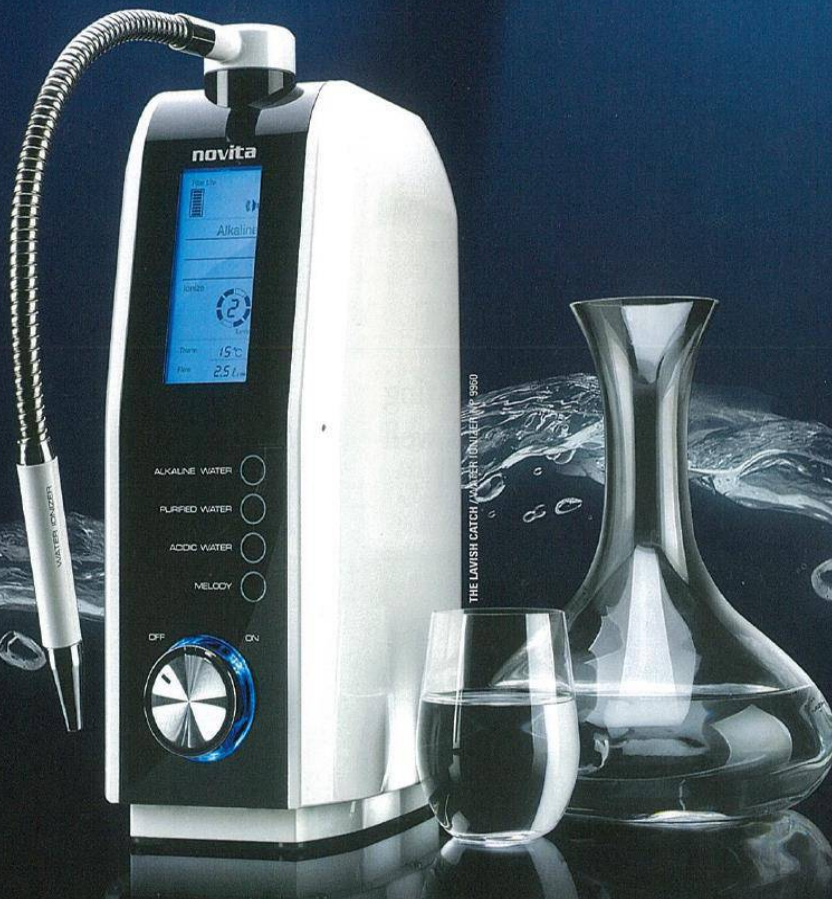
The LEADING MAN

Kishin RK: Breaking ground
on his own empire

May 2014



HydroPlus®
PREMIUM KFDA CERTIFIED
MEDICAL DEVICE



REDEFINES WATER QUALITY STANDARD

HydroPlus® Premium Water Ionizer NP 9960

DRINK UP WITH THE BEST YOU CAN GET

Novita HydroPlus® Premium Alkaline Antioxidant Water Ionizer NP 9960 provides the finest water quality possible for wellness, for life, for you. Discover the 4 rewarding properties – alkaline water, antioxidant water, smaller water molecule cluster size and energy water. Your indulgence begins for a whole new drinking experience today, everyday.

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aircare^{pro}™

sanitize

sterilize

purify

WITH
QUADSYSTEM™
TECHNOLOGY

**AIR
STERILIZATION**

99.99% Haze Particulate*
within 5 mins
99.60% Total Bacteria[†]
within 3 mins
97.60% Total Yeast & Mold
within 15 mins
95.50% Cigarette Smoke[‡]
within 15 mins

**SURFACE
SANITIZATION**

99.99% E. Coli & Salmonella
within 30 mins
99.00% Yeast & Mold
within 30 mins

*Haze particulate is tested based on PM 10.
†Cigarette smoke is tested for Nicotine.
‡Actual removal efficiency rate would be better than
what is stated due to limitations of analytical equipment.
All tests are conducted in specific condition for testing
analysis and measurement purposes.
Actual results may vary due to environmental and
usage conditions.



THE PRO / AIR STERILIZER NAS 6000

SUPREME AIR QUALITY MANAGEMENT

AirCare Pro™ Air Sterilizer NAS 6000

PERFECTING AIR QUALITY THE WAY IT SHOULD BE

Novita AirCare Pro™ Air Sterilizer NAS 6000 driven by QuadSystem™ Technology for high efficiency air purification, sterilization and surface sanitization. Combining four functions of 99% HEPA Type Filtration, Advanced UV Nano Photocatalytic-oxidation, Mica Corona Discharge and Electron Spray Ionization, NAS 6000 actively seeks out and eliminates airborne germs, allergens, chemicals, unpleasant odour and even surface-bound contaminants to ensure optimum indoor air quality and beyond.

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Cleaner Air

The rain may have brought clear skies back, but the threat of the haze returning lingers. Complete your health-guarding measures with Novita's revolutionary AirCare Pro Air Sterilizer

If there's one positive thing that came out of the recent bout of haze that hit Singapore and the region, it's the reminder that there is really no greater luxury than good health—and how it's affected by air quality.

During those stifling weeks, teary eyes and runny noses were a common sight, while hospitals and clinics saw increased cases of upper respiratory illnesses and asthma. For people like singer-actress Kit Chan, who is the brand ambassador for Novita, the haze indirectly affected their work. "I am very sensitive to air pollution, and it wreaks havoc on my respiratory system, especially my voice, making it hoarse and nasal," she says.

To block out the harmful smoke particles and prevent respiratory illnesses, some of us might have donned N95 masks and topped up on vitamin C supplements. Others resorted to self-imposed home detention.

However, even indoor air can be tainted, not just with smoke from forest fires in neighbouring countries, but also with microscopic mould, germs, chemicals and viruses that are present even when there are clear skies, threatening to compromise our well-being.

Taking no chances on her health, Chan adopts other protection measures that include consuming plenty of fluids and a diet rich in fruits and vegetables, as well as avoiding fried foods. She has also found an ally in Novita, particularly its AirCare Pro Air Sterilizer NAS 6000, which she uses to keep the air in her house clean. One of the brand's most powerful models, it boasts a QuadSystem technology with 99 per cent HEPA filtration and is said to remove up to 99.99 per cent of haze particulates, 99.6 per cent of total bacteria, 97.6 per cent of total yeast and mould, and 95.5 per cent of cigarette smoke, so you can breathe easy 100 per cent of the time!

It is also the first air steriliser with a surface sanitisation function to eliminate surface-bound contaminants to ensure optimum indoor air quality and more. While in the Away mode, the NAS 6000 adopts an advanced mica corona discharge technology, which increases the controlled ozone concentration in the air for a more thorough clean-up. Unpleasant smells, E. coli, salmonella, yeast and mould are eliminated from table tops, study desks and floors.

Chan shares, "This has a dual function of being an air cleaner and an air ioniser, so it offers maximum protection and makes you feel that the atmosphere is 'sterilised', and clean and good. It doesn't hurt that the design is sleek and smart too, especially the white version."

Every time you turn the sleek-looking device on, more than 25 million negative ions are released. Apart from physical benefits such as being able to breathe in pure, clean air and experiencing fewer episodes of allergic reactions and illnesses, you will also feel more relaxed, alert and with more energy throughout the day.

Chan, who is well known for her touching rendition of the song *Home*, would agree that our home is our shelter and our refuge so it should be the safest, most comfortable place we know. "For me, the biggest luxuries in life are the simplest: having good friends, leading a simple life with rich experiences and having a clean, sustainable environment," she says. ■

NOVITA

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