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Pee Safe conducts anti-pollution drive

31 October 2019 | News

Through this initiative, Pee Safe aims to further its vision of ensuring good health for all



As part of its campaign against pollution, Pee Safe handed over Pollution Safe - Anti-Pollution Masks to Akhil Kumar, ACP Traffic Police in Gurgaon.

The company also gave out pollution masks to the officers on duty at the most polluted traffic police booths in the area.

The air quality in Delhi and surrounding areas has been hovering between the 'very poor' and 'severe' category post Diwali and the overall air quality index (AQI) has crossed the 400 mark. Unfavorable meteorological conditions such as low wind speed and crop burning in nearby states are making the conditions worse leading to breathing problems and other health issues in many. Through this initiative, Pee Safe aims to further its vision of ensuring good health for all.

Speaking about this, Pragya Upadhyay, Vice-President (Growth), Pee Safe, said, “With the air quality index at an all-time high in most Indian cities, there has also been a rise in the incidence of serious respiratory issues such as asthma. Traffic personnel are more at risk given that they are outdoors for most part of the day and inhale vehicular emissions apart from dust and other particles. Pee Safe has always aimed at solving an existing issue and offering sustainable solutions. The distribution of these anti-pollution masks was an effort in this direction and aimed at helping the servicemen of the country. Our masks are of premium quality with an N95 filter and help in blocking toxins in the air.”

In his statement Himanshu Garg, DCP Traffic Police, Gurgaon said, ‘’We are thankful to Pee Safe for having taken the initiative of distributing the Pollution Safe - Anti-Pollution masks to traffic staff. It is a fact that they stay outdoors for a long duration, even during the festive season and therefore are more vulnerable to the harmful effects of air pollution. We appreciate the sensitivity shown by PeeSafe for our men on ground and wish them all the best in their future initiatives.’’

As per studies, wearing a particle-filtering mask can reduce the short-term exposure effects on the heart and blood vessels. Pee Safe’s Pollution Safe Anti-Pollution Dust Mask helps filter out 95% of the toxins present in the air. Some other key features of this mask include perfect facial fit with earloops; and valves that help in easy breathing and reduce buildup of heat and humidity. The mask filters out dust, microorganisms, and other micro pollutants effectively.