

 R-PUR

THE BRAND PRESENTATION





YOUR HEALTH IS OUR INSPIRATION

ABOUT US

Established in 2016, the Parisian start-up R-PUR has designed the most effective anti-pollution mask on the market. R-PUR mask, sold in over 35 countries around the world, is designed to protect runners, motorcyclists or cyclists from urban air pollution with its patented nanoparticle filtering system.

VISION & MISSION

To become the world reference in terms of high-end personal protection against air pollution, with a mission to raise awareness and a commitment to protecting people against urban air pollution, by providing the world's best filtration.

CORE VALUES

R-PUR combines innovative technology and stylish design in its products with great dedication to helping people breathe better and efficiently protect themselves against urban air pollution. R-PUR is the product of a pioneering vision that protects urban population with its innovative mask.

STARTING POINT

An innovative idea that started with friendship

The story of R-PUR starts with friendship between two biker friends from Paris: Flavien Hello and Matthieu Lecuyer.

When Flavien and Matthieu first met in 2014 during their exchange semesters in Seoul, they were very far from imagining that they would be where they are today.

Back in France, Flavien and Matthieu confronted air pollution daily on their way to work in La Défense; they realized the urgent need to design a mask that would protect city dwellers, like themselves, from breathing the exhaust fumes.

Deeply concerned by the problem of air pollution, they were looking for a truly effective solution to protect themselves and other Parisians.

After several years of development and trials, R-PUR Nano® – a patented and award-winning solution – was born.

This is merely a first step for Flavien and Matthieu, and today they continue to innovate with a dynamic team entirely dedicated to the same common mission: **To improve your health each and every day.**



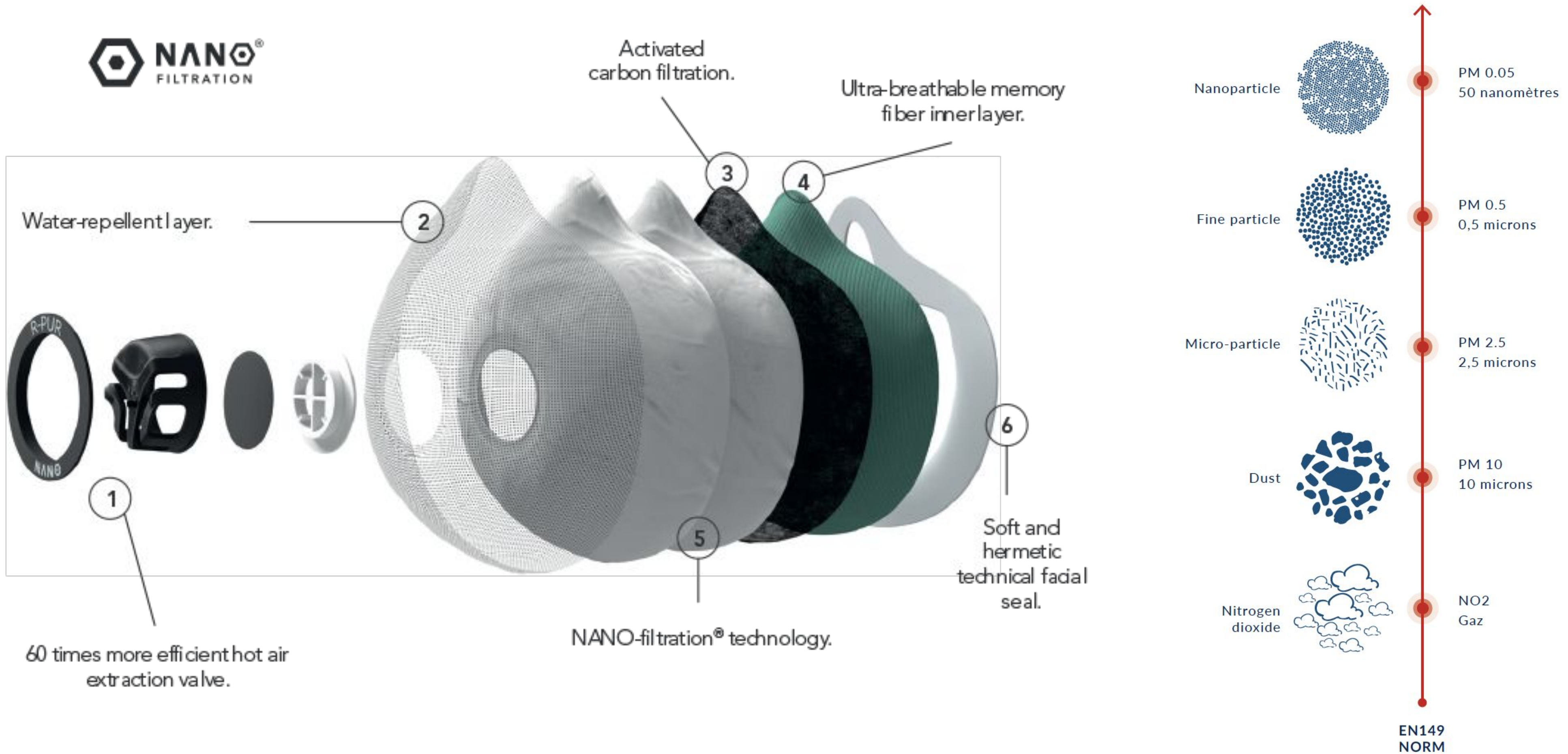
COMPANY TIMELINE

Take a quick look at R-PUR's past, present, and future



NANO FILTER

R-PUR's certified solution provides 10x better filtration than the FFP3 standard



GLOBAL MARKET PRESENCE

R-PUR's market presence in the world



NANO ONE

Permanent Collection for motorized 2-wheelers

A concentration of technologies dedicated to **motorized 2-wheel users**: Technical neoprene with anti-perspirant thermo-control® technology, anti-fog system



NANO ONE

Permanent Collection for motorized 2-wheelers



Hexagone



Anchor



Ghost



Bordeaux

NANO LIGHT

Permanent Collection for cyclists & joggers

Lightweight and ultra breathable model for **cyclists and joggers**. Perfect for outdoor sports or in warm countries.

The Reflective models have reflective technology to ensure safety of wearers when it's dark.



NANO LIGHT

Permanent Collection for cyclists & joggers



Black



Orange



Camo Reflective



Galaxy Reflective

NANO Fiit

New “Pedestrian Mask” for R-PUR

R-PUR is currently working very hard on their new exciting mask dedicated to **children and pedestrians** in urban setting.

Please stay tuned for the new **NANO Fiit launch** in winter 2020!



VOTRE SANTÉ EST NOTRE INSPIRATION

R-PUR MOBILE APP

The R-PUR mobile app is available exclusively with your R-PUR® Nano mask

TECHNOLOGY FOR YOUR HEALTH



The R-PUR mobile app allows you to track the wear of your filter to know exactly when to replace it in order to guarantee the optimal efficiency of your mask.

Each filter has a unique individual certificate to ensure its authenticity. A verification process will be enabled by scanning a QR code on your mobile app.

Based on the big data of air pollution collected from many sources, the mobile app processes air pollution data around you in real-time during your journeys.

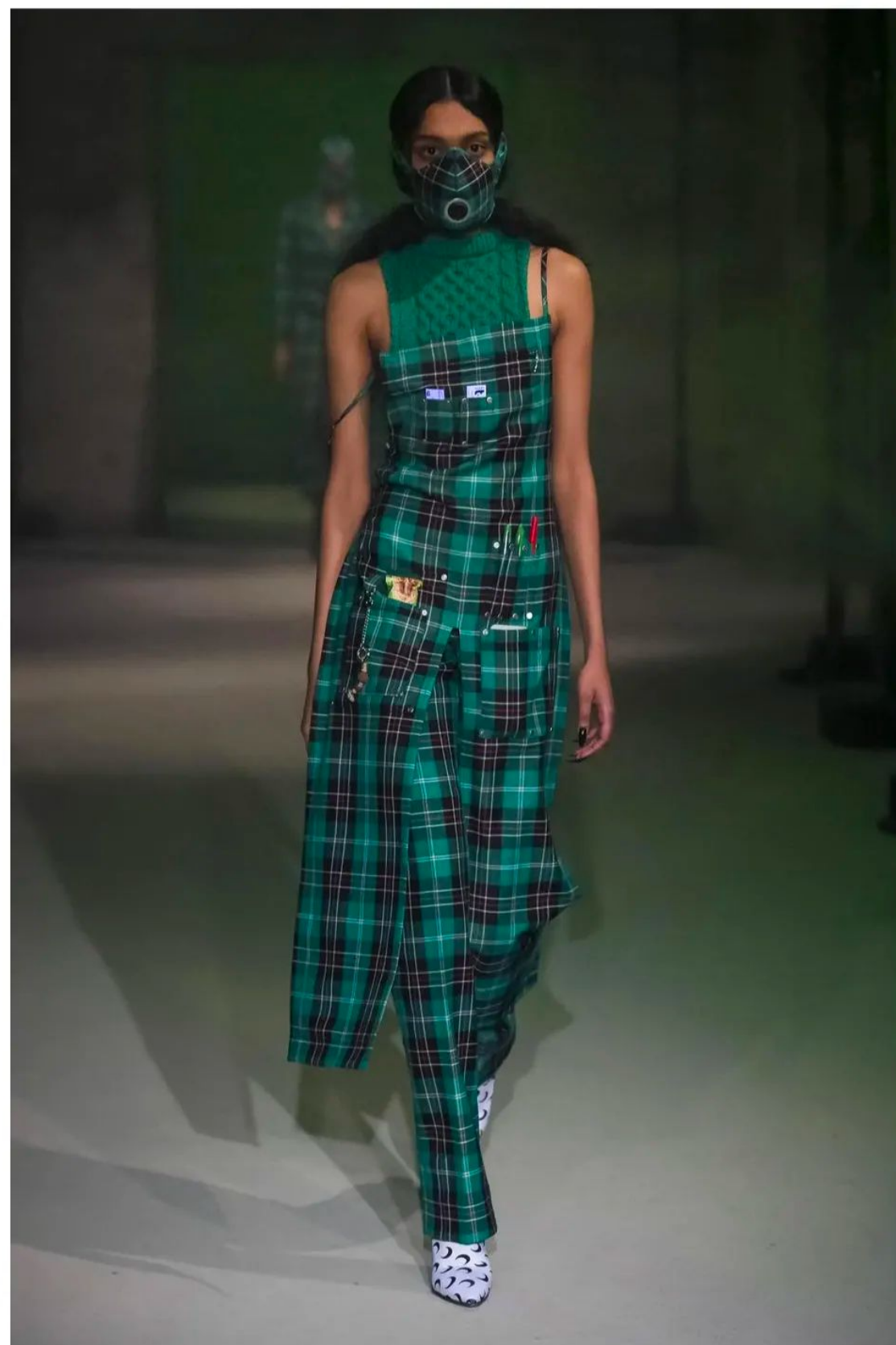
And then, our Zephyr algorithm calculates the replacement date of your filter based on your personal use and exposure to air pollution.

 **Download**
the mobile app



COLLABORATION

R-PUR x Marine Serre



R-PUR x Marine Serre – Paris Fashion Week, February 2019

R-PUR x Marine Serre – September 2019



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