



**PURE DOLOMITES AIR ALWAYS WITH YOU**  
**BONAIR MISURINA is pure fresh air in a bottle...**  
**An idea as bold as doable!**

### UNICITY

- First in Italy
- First in EU
- New experience

### ACTUALITY

**“Ambient air pollution is the greatest environmental risk to health causing more than 3 million premature deaths worldwide every year.”**  
**(World Health Organization)**

### NECESSITY

People are aware of risks they occur, feeling now the need to::

- BREATHE clean air
- OVERCOME smog
- PURIFY body and mind

### QUALITY

Misurina is the ideal place for 3 factors:

- HIGH ALTITUDE
- SPECIAL ECOSYSTEM
- PROPER AIR HUMIDITY

### FIRST IN ITALY, FIRST IN EU

BONAIR MISURINA is a special inhaler containing 100% pure mountain air from Misurina, Alpine lake renowned for its high-quality air. An innovative design - Made in Italy - combines simplicity of use with effective performance for a whole new experience.

### BREATHE CLEAN, AIR IS LIFE

The effects of air pollution are seriously detrimental to humans, especially for millions of people that live in areas where urban smog, particulate pollution and toxic pollutants make air unbreathable.

BONAIR MISURINA responds to the emerging need to breathe clean air for people who live in those extremely polluted environments. This demand comes above all from many countries in the Far East region (especially from China, India, Vietnam and Korea) without excluding a growing interest in Western markets.

### LAKE MISURINA

At 1.756 meters of altitude in the heart of the Dolomites - UNESCO World Heritage - Misurina is an enchanting lake at the foot of the famous Three Peaks of Lavaredo and close to Cortina d'Ampezzo. Renowned for its high-quality air, Misurina is home to the only Italian-based Diagnosis and Treatment Centre for Childhood Allergy & Asthma at high altitude. Misurina ecosystem actually provides the ideal environment where exposure to allergens and to other air pollutants is considerably reduced. A real therapeutic place where, after a prolonged stay, it is possible to reduce, in some cases to eliminate, the use of medication and drugs.

## MESSAGE

BONAIR MISURINA aims to sensitize society towards air pollution, exalting the purity of its homeland: Misurina and the Dolomites.

“Be aware” is our slogan! That’s to say Be aware of the air you’re breathing - Be aware of how and where you are living in.

## GETTING TO

Easily reachable from many cities of Italy, Austria and Germany:

Cortina: 15 Km  
Bozen: 120 Km  
Innsbruck: 150 Km  
Venice: 160 Km  
Munich: 310 Km  
Milan: 390 Km

## ATTACHED FILES

1. Pic. of Misurina
2. Bonair bottle
3. Pic. of Chiara Bonel
4. Official Logo

## CONTATTI

**Representative**  
**Chiara Bonel**

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## KNOW-HOW

Misurina air is compressed and stored according to the highest standards in compression and filtration. This process takes place in partnership with AQUATICA scuba team and COLTRI (Italian leader in the production of breathable air compressors). The compressed air goes then through a cleanroom filling process - a controlled environment where cosmetics and medical devices are usually manufactured. Here Misurina air is bottled in special inhalers using the most advanced technology under strict quality controls. This way BONAIR MISURINA ensures 100% pure Misurina air.

## CHIARA BONEL

BONAIR MISURINA is the vision and creation of a young woman who has grown up in this amazing place. After several experiences in Italy and abroad Chiara feels the need to accomplish something completely new and strictly connected to her homeland. Her mission is to share this project with the global community and to raise awareness on air pollution through a product full of freshness and positivity.

## MARKETING

BONAIR MISURINA is available in two sizes, the first one handy and practical (as large as a 1/2 liter water bottle) contains 4.8 liters of air and provides 100 inhalations; the second one pocket-sized and chic (suitable as exclusive gift) contains 1.3 liters of air per 30 inhalations.

BONAIR MISURINA with its communication brings to mind the way fine waters and eau de Cologne communicate. Nature is protagonist in its purest essence and Location has a strong bond with the brand. BONAIR MISURINA aims to expand its presence in global markets through international dealers and it offers customized solutions for companies, luxury hotels & spa and special events. Its company core values are associated with psychophysical well-being, health, environmental sustainability and awareness.