

New research linking smog exposure to long-term childhood and adult asthma ‘a wakeup call,’ says Blueair

Sixty years after Londoners suffered five days of severe air pollution, people’s health is still being affected says a new American study.

STOCKHOLM, SWEDEN, July 19, 2016

/EINPresswire.com/ -- Sixty years after Londoners suffered five consecutive days of severe air pollution, people’s health is still being affected according to a new study by American scientists. The findings should serve as an urgent health ‘wake-up call’ to anyone bringing up children in a city, says [Blueair](#), a leader in [indoor air purification](#) technologies.

“Children aren’t given any choice about where they live which makes this new research pretty terrifying for anyone who is bringing up a child in cities like Beijing, Delhi or anywhere else for that matter where air pollution is a daily norm,” says Blueair founder and CEO [Bengt Rittri](#).

A father of two, Bengt started Blueair twenty years ago this year with the ambition to make the best air purifiers in the world because of his fears of the harm air pollution could be doing his own son and daughter. Today millions of people worldwide daily rely on Blueair’s indoor air purifiers to help them

battle indoor air contamination caused by polluted air entering homes and workplaces or posed by chemicals and other substances emitted from household cleaning products, furnishing and building materials.



“

The potential long run health impact on children exposed during the early stages of their life to air pollution is a frightening concept when it comes to the health and wellness of future generations”

Bengt Rittri, Founder and CEO of Blueair

Published in the American Thoracic Society's American Journal of Respiratory and Critical Care Medicine on July 8, 2016, the study compared the health of nearly 3,000 people who lived in London during the Great Smog with a similar group living people outside the British capital. The researchers found that the prevalence of childhood asthma was 20 percent higher among people exposed to the event during their first year of life, while adult asthma rates were 9.5 percent higher. Also, the study showed that exposure while in the womb led to an 8 percent higher risk of asthma.

“The potential long run health impact on children exposed during the early stages of their life to air pollution flagged up by this latest study is a frightening concept when it comes to the health and wellness of future generations and

governments need to act with speed to address the challenge,” said Bengt Rittri.

Read the study here:

<http://www.thoracic.org/about/newsroom/press-releases/great-smog-and-asthma.pdf>

David Noble

Blueair

+447785302694

email us here



The Blueair Sense+ comes in multiple colors including stunning ruby red



This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the

company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.