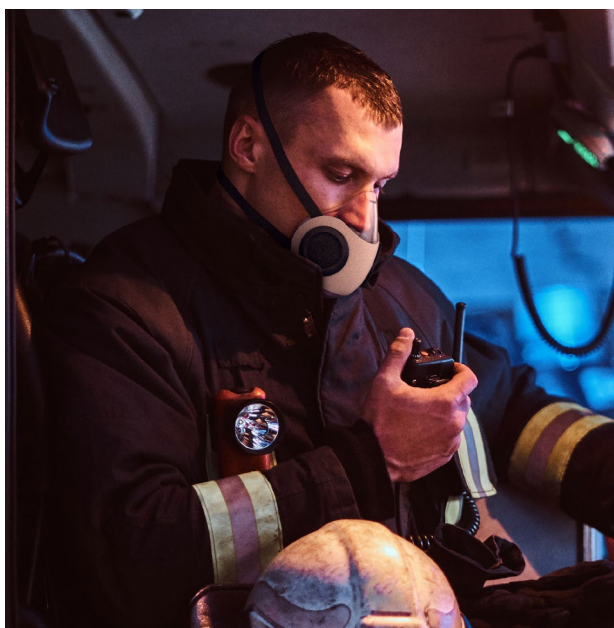




Active Mask is a new Victorian company producing a cutting-edge, reusable face mask that provides unparalleled protection from airborne viruses and particles. Following the death of his father from COVID-19, Adrian Critchlow was driven to create the world's most effective mask. Together with business partner Mehdi Qerim, they created Active Mask. Both Critchlow and Qerim have a proven pedigree in social enterprise for purpose, community engagement and business growth.

INCREASED SAFETY FOR YOUR STAFF AND CUSTOMERS

Active Masks are unique products: they are fully reusable, fully customisable and offer unparalleled comfort and protection for the wearer and those around them. Made of clear moulded plastic with a comfortable and hypo-allergenic silicone seal, Active Masks fully filter all inhaled and exhaled air through patented carbon and wool N95/P2 filters, protecting the wearer and those around them from both airborne viruses and particles.



THE PROBLEMS WITH DISPOSABLE AND FABRIC MASKS

Safety and efficacy

Disposable and fabric masks are not airtight and air flow means that there is still a risk of contamination from bacteria and particles. Moisture can build up inside these masks which can foster the growth of pathogens.

Comfort

These masks are often irritating and uncomfortable to wear, which leads to lower levels of compliance.

Environmental impact

50% of the material for disposable masks is made up of non-recyclable plastic, which ends up in landfill, rivers, and oceans. This is causing a devastating environment impact worldwide.

THE ACTIVEMASK ADVANTAGES

Wide range of uses

As well as providing superior protection against COVID-19, Active Masks' unique filters provides protection against all air-borne particles, meaning they can be used in areas such as firefighting, emergency services, and health care.

Reduced environmental impact

Active Masks are reusable and designed to last, eliminating the plastic waste created by disposable masks and providing significant cost savings

Proven quality filters

British Army for its chemical and biological protection. The other layer consists of P2/N95 filter material derived from wool which was originally designed for NASA, providing highly effective natural filtration with low breathing resistance.

Fully certified

Active Mask is certified for ARTG number 386 510 to half respirator and filter as well as for AS/ NZS 1716 P2/N95. This makes the mask ideal for clinical settings, industrial use and for external environments such as firefighting and emergency services.



THE FOUNDERS

Adrian Critchlow was the co-founder of Booking.com in Cambridge, England. An Entrepreneur in Residence at Cambridge University, he was the founder of AlertMe.com, one of the first IoT (Internet of Things) companies, which is now part of British Gas. Adrian has been in Australia for 12 years and has invested in a number of Cleantech and technology startups as well as building a solar farm with 550,000 solar panels in Swan Hill, Victoria. He has a degree in Mechanical Engineering and loves great industrial design.

Mehdi Qerim was the CEO & MD of Click Energy, an Australian Energy retailer. Prior to this he was the National Sales Manager of TXU (now Energy Australia) and a former Director at Dun & Bradstreet (Australia). Currently Mehdi works as the Managing Director of Solid Foundation Investments, where he is specifically focused on incubating and supporting a range of privately owned start ups. He also sits on the board of multiple privately held investments spanning design, legal, property tech and business consultancy.

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