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ANOTHER LAUZON INNOVATION  
**PURE GENIUS**<sup>®</sup>  
AIR-PURIFYING SMART FLOOR



Too good to believe?

Ask your Lauzon retailer for details or go to our website:  
[lauzonflooring.com/puregenius](http://lauzonflooring.com/puregenius)

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# PURE GENIUS IT'S LIKE HAVING 3 TREES IN YOUR HOME\*

Always striving to innovate, Lauzon introduces the world's first smart hardwood floor. Pure Genius, Lauzon's latest exclusive innovation, improves the indoor air quality of your home without compromising the quality and appearance of your hardwood flooring.

Welcome to truly smart hardwood flooring, the key to a renewed vision for a healthier living space.

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## DID YOU KNOW?

### CONTAMINANTS. EVERYWHERE.

Every day we take over 20,000 breaths. Often the indoor air we breathe is vastly more polluted than the air outside, five to ten times according to some estimates. This is due to the fact that we live in increasingly air-tight environments that contain many sources of indoor pollution. Building materials, furnishings or common household products can continuously emit toxic contaminants, the most common of which being formaldehyde.

We typically spend 90% of our time indoors and 14 hours a day at home. This is why the quality of the air in our home is something we should all be concerned about. Poor indoor air quality can lead to a host of ailments, including allergies and asthma.

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## WHAT IS PURE GENIUS?

### AIR-PURIFYING SMART FLOOR

All our floors are manufactured without solvents, volatile organic compounds or formaldehyde and meet the strictest standards for toxic emissions. Our floors with Titanium finish go even further in striving for purity through our exclusive advanced technology, Pure Genius. Pure Genius is a light-activated, air-purifying agent made of titanium dioxide, which is integrated into Lauzon's Titanium floor finish. Lauzon's Pure Genius allows your floor to purify the air the way trees do.

### PROLONGED EFFECTIVENESS

Pure Genius works constantly, without any loss of performance over time for as long as the finish lasts. It makes the air in your home up to 85% purer. It's pure genius!

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## HOW DOES IT WORK?



### ACTIVATED BY LIGHT

Pure Genius works all on its own. Natural or artificial light activates the titanium dioxide in Pure Genius, setting the air-purifying agent in motion.



### TRIGGERED BY THE MOVEMENT OF AIR

The air circulation generated by your movement through a room or a fan is all that's needed for the toxic contaminants present in the air to enter in contact with the active Pure Genius nanoparticles.



### FLOORS THAT FILTER

The active nanoparticles in Pure Genius decompose toxic contaminants in the air (formaldehyde and other pollutants) and convert them into harmless water and carbon dioxide molecules.

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## THE MULTIPLE BENEFITS

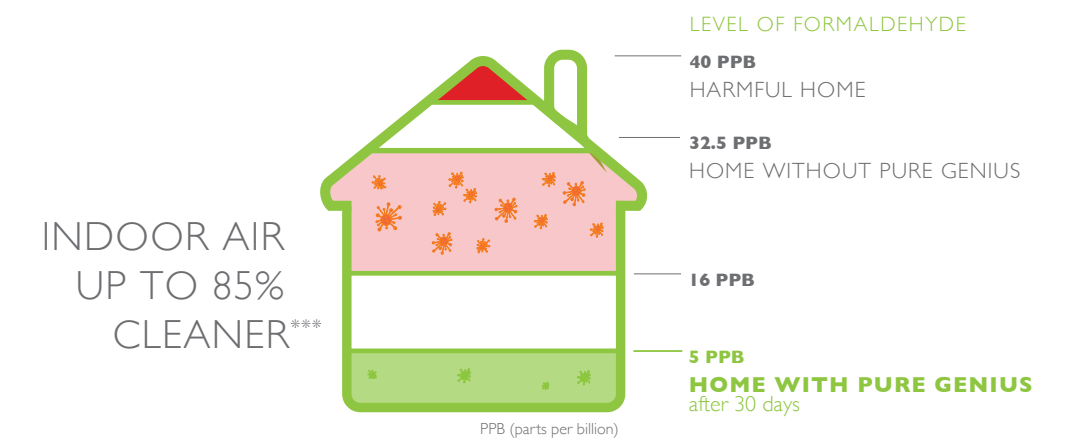
### HEALTHFUL FLOORING

Pure Genius helps improve your health and those who share your home in several ways while bettering air quality:

- Reduces symptoms of respiratory (asthma & allergies) and immunosuppressive disorders
- Actively suppresses potentially carcinogenic emissions (formaldehyde, solvents, volatile organic compounds and other air-borne pollutants)
- Decomposes up to 99.6% of bacteria, viruses and mold\*\*
- Reduces stubborn odors (cooking, smoke, pets, etc.)
- Disperses hardwood floor cleaners more easily, giving you cleaner floors

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## THE PROOF



Pure Genius has been repeatedly tested in expert independent North American and European laboratories to prove the performance of the technology.

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## THE AWARDS

### RECOGNIZED BY THE INDUSTRY'S BEST

