

Discover your Natede

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01. Breathe healthy, live better

You take an average of 23,000 breaths a day, and we know that every breath you take counts. The most common indoor air pollutants are combustion products, biological particles from mold, pet dander, pollen, volatile organic compounds (VOCs), lead dust and asbestos. Indoor air may also contain over 900 different types of gaseous chemicals and particulate matter smaller than 2.5 microns (PM 2.5).

The importance of breathing clean air both outdoor and indoor is key to live a healthy and happy life. The benefits for body and mind are countless: better sleep, increased productivity, better health and well-being just to name a few. Natede is designed to help you live healthier in an easy way. You breathe clean fresh air every day and you don't have to worry about indoor air quality anymore.

MORE THAN AN AIR PURIFIER Natede is a unique smart natural air purifier specifically designed for home and office. It comes with a minimal design and features a groundbreaking technology that captures and destroys volatile organic compounds, viruses, odors and bacteria.

With Natede, our goal is to increase the quality of your life with a simple easy-to-use device that is both a smart natural air purifier and an indoor air quality monitor. It is equipped with a cutting-edge technology and features a great design, it's sustainable as it works thanks to the power of nature, and helps the environment. Living better is easy with your Natede, enjoy peace of mind and live carefree.

THE PERFECT SYNTHESIS BETWEEN AN AIR PURIFIER AND AN INDOOR AIR QUALITY MONITOR We've designed Natede to be the perfect balance among nature, technology and design. It's a beautiful piece of Italian design, a decor object that makes the natural element of the plant stand out and perfectly matches with different indoor spaces, a smart indoor air quality monitor, an air purifier.

WE LOVE IT, THE WORLD LOVES IT, YOU'RE GOING TO LOVE IT TOO We've created Natede starting from the concept of circular design economy. We've designed it in order to be completely sustainable, thinking about our future with a global approach and the awareness that we're not designing for a user alone, but for an intimately connected community of people, spanning the globe. Natede is environmentally friendly in many ways: it is made of natural and recycled materials, no harmful glues are used to assemble it, its dismantling is going to be sustainable at the end of its lifecycle.

02. How Natede works

The core technology inside your Natede is phytoremediation: it uses the natural power of specific plants to clean toxins in the air, eliminating indoor air pollution. Our research started from NASA Clean Air Study's results, published in 1989, and implemented by our R&D team together with PNAT and LINV, two of the most important research institutes on plants neurobiology in the world.

THE POWER OF NATURE, SUPERCHARGED As the purification process happens throughout the whole plant, including its roots, Natede metabolizes a greater amount of pollutants compared to plants potted in a regular vase. Natede exponentially boosts the phytoremediation process and it also features a new and improved technology unit that supercharges this effect. We have brought together phytoremediation with a new incredible filtration process: photocatalysis.

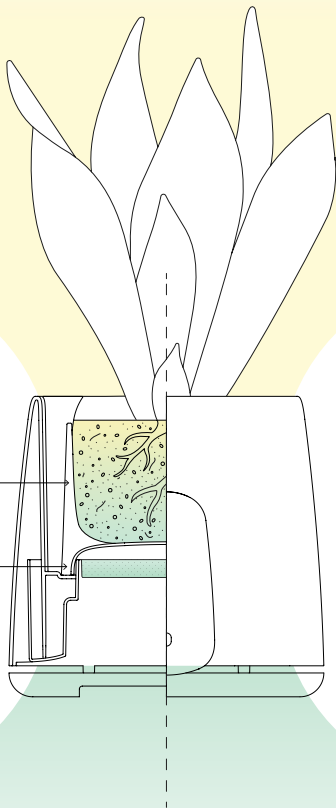
IT ABSORBS AND DESTROYS THE SMALLEST AIR POLLUTANTS

Photocatalysis in other words is the acceleration of a photoreaction in the presence of a catalyst. It happens when light energy kick-starts a catalytic process that zaps all kinds of nasty air pollutants and turns them into harmless substances thanks to the use

1 LEVEL FILTRATION
PHYTOREMEDIATION

2 LEVEL FILTRATION
PHOTOCATALYSIS

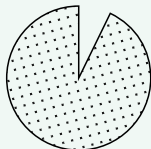
**AIR
FLOW**



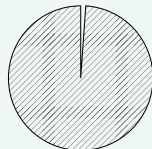
of a special photocatalytic filter coated with titanium. The combined action of the phytoremediation and photocatalysis results in the destruction of the smallest particles of pollutants found in your home and office. The photocatalysis process works by shining light on our specially titanium dioxide coated filter. This creates a catalytic reaction on the surface of the filter that breaks down and destroys pollutants as they pass through it. We have improved the efficiency of this process by many orders of magnitude so that Natede can destroy pollutants of any size, including the most microscopic VOCs (airborne chemicals). Natede works on the full spectrum of indoor air pollutants like allergens, mold, bacteria, viruses, and airborne chemicals (VOCs) to fully eliminate them from the air in your home. Among the different indoor air pollutants Natede eliminates benzene, xylene, ammonia, formaldehyde, carbon monoxide, nitrogen dioxide and PM 2.5.

NATEDE ELIMANTE SUCCESSFULLY

VOCs (benzene, xylene, ammonia, formaldehyde), carbon monoxide, PM 2.5, bacteria, viruses, fine-particulate and sensibly reduce bad odors.

**93%**

VOC

**99%**

VIRUS AND BACTERIA

PHYTOREMEDIATION AND PHOTOCATALYSIS WORK THEIR

MAGIC TOGETHER Natede's superpowers come from the combined action between phytoremediation and photocatalysis: bad air flows through the plant and undergoes the first purification process; when air passes through the photocatalytic filter, the smallest pollutant particles are destroyed too.

If you are sensitive to air quality due to allergies, asthma or other conditions Natede is a great ally to your nasal and eye symptoms and allows you to breathe clean air and improve your health over time.

The photocatalytic filter also alleviate odors from pets, cigarettes and cigars, cooking, mildew, etc. Moreover, the best part of photocatalysis is that this filter doesn't need any replacement as you can easily wash it.

Your Natede comes with two filters: the plant itself, its roots work to all purposes as a filter, and the photocatalytic filter. The plant captures large particles such as dust and pet hair, while the photocatalytic filter breaks down smaller pollutants when activated by light and destroys them, thanks to its coating in titanium dioxide.

HOW DOES A PHOTOCATALYTIC AIR PURIFIER WORK?

In a nutshell, photocatalysis is the process that occurs when ultraviolet light shines onto a catalyst, which converts water in the air into a form that turns molecules of pollution into harmless substances.

In photocatalytic air purifiers, the catalyst that cleans

the air is the titanium dioxide, which energized by ultraviolet light. UV is the short-wavelength light just beyond the blue-violet range of the electromagnetic spectrum that our eyes can detect. UV rays have much more energy than visible light and exactly the right amount of energy to get titanium dioxide excited.

A thin film of titanium dioxide, which covers the surface of a backing material working as a substrate, is enough to make photocatalysis happen. The substrate of our photocatalytic filter is made of ceramic.

Here's how the titanium dioxide catalyst in an air purifier breaks apart molecules of air pollution:

- 1 When UV light, which comes from the led lights of your Natede, shines on the titanium dioxide, electrons are released at its surface.
- 2 The electrons interact with water molecules in the air, breaking them up into hydroxyl radicals, which are highly reactive, short-lived, uncharged forms of hydroxide ions
- 3 As a result, these small, agile hydroxyl radicals attack bigger carbon-based pollutant molecules, breaking apart their chemical bonds and turning them into harmless substances. This is called photocatalytic oxidation.

BEST IN CLASS SENSORS Natede is equipped with top-notch sensors, extremely accurate in measuring temperature and humidity of a room, as well as detecting pollutants (VOCs), fine-particulates (PM 2.5), and carbon monoxide (CO). Natede Premium includes an additional sensor for carbon dioxide (CO₂).

THE PROXIMITY SENSOR INTERACT WITH YOUR NATEDE IN A SIMPLE WAY Natede also features a proximity sensor that allows you to turn it on and off by simply moving your hand close to it. Natede has a bright heart that beats flat or fast depending on the level of your indoor air quality. When it features a fixed light, you know you're breathing good air.



03. Recommended plants

Natede works with different type of plants. Each one has its own purifying ability toward different particles. Choose your favourite one and follow the instruction to take care of your plant in the best way.



Bamboo Palm



Devil's Ivy



Peace Lily



Ficus Tree



Aloe Vera



Snake Plant





Dracaena



Boston Fern



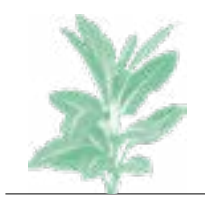
Pigmy Date Palm



Flamingo Lily



Spider Plant



Chinese Evergreen




PLANTS FOR YOUR PETS


Some houseplants can be toxic for your cat or dog. Choose a plant that is pet-friendly! Here's a list of non-toxic plants that you can use with your Natede: Bamboo Palm, Boston Fern, Spider Plant, Pygmy Date Palm, etc.

LEGENDS OF PLANT'S MAP

 bright light

 low light

 water it often

 water it occasionally

04.Natede App

With the Natede App you can remotely manage more devices at the same time wherever you are. You will always have your indoor air quality under control. Natede not only will tell you about your indoor air quality but it will also give you healthy tips about your habits and your lifestyle.

You can check the overall air quality day by day and also exploit every single sensor to get more specific data.

AVAILABLE ON

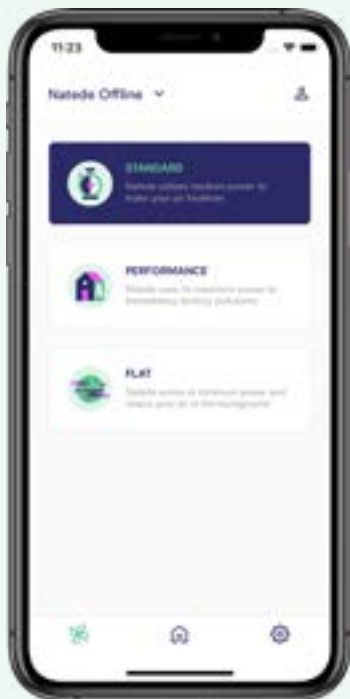




CHECK YOUR INDOOR AIR QUALITY WHEREVER YOU ARE
Monitor your air in real-time with a simple touch.



SET YOUR GOAL BASED ON YOUR NEEDS
Improve your everyday life by choosing
your favourite setting.



CHOOSE FROM 3 DIFFERENT PURIFYING MODES

Whether you are cooking or sleeping, you can select the right mode of your Natede.

05. Maintenance

HOW TO WATER YOUR PLANT

Natede has a self-watering system that makes really easy to understand when you need to water your plant. To water your plant properly over time, follow these easy steps:

- 1 Check the float inside the water tank: the tank is full when the red line on the float is visible.
- 2 Whenever you don't see the blue top of the float coming out of the tank, remember to water the plant.
- 3 Fill a small watering can with water and carefully pour some into the water tank through the little spout on the back.
- 4 Pause every few seconds to allow the float to rise and show the correct water level.
- 5 When the red line is visible the tank is full.



HOW TO UPKEEP YOUR PHOTOCATALYTIC FILTER

The photocatalytic filter is made of ceramic coated in titanium dioxide and it's ideally designed to last forever, unless in case of breaking. The filter is covered by a 2 years warranty. The filter is covered by a 2 years warranty and it is washable; rinse it with water at least once a month in order to keep it clean. Cleaning frequency may be different from case to case, depending on the indoor space where you have placed your Natede. For the regular maintenance:

- 1 Turn Natede off and unplug the device.
 - 2 Remove the outer pot.
 - 3 Carefully remove the filter from its location over the grid.
 - 4 Wash the filter under running water.
 - 5 Let the filter air-dry. Don't wipe it with paper or any type of towel.
 - 6 When completely dry, reinsert the filter in its location over the grid.
 - 7 Plug the device and turn it on.
- TIP** Clean the self-watering tank under water occasionally.



WARNING UV LEDS Be careful to the UV LEDS under the photocatalytic filter:

- High intensity ultraviolet light
- Eye and skin hazard, avoid exposure to eyes/skin
- Do not look directly at light, use eye protection

RESET THE DEVICE To reset Natede, press with a stick the button on the bottom of the device for 10 seconds. LED lights will start to blink steadily. When the reset process is over, LED lights will start to pulse with a rate of frequency based on air quality.





TROUBLE SHOOTING Service problems that appear to be major can often be solved easily. You can be your own troubleshooter by reviewing this guide.



PROBLEM	CHECK	SOLUTION
Unit does not turn ON	Power Cord	Plug in power cord. Check electrical outlet
No air is blowing	Power Cord: is the light on?	Plug in power cord.
Airflow speed is weak	Ceramic Filter	Make sure that the ceramic filter is clean.
You have filled the tank but the float does not mark the water.	The float probably got caught.	Loosening gently and unlock the float.
The outer pot does not enter on the base.	The rope on the bottom of the outer pot.	Make sure the rope is placed correctly in the groove at the bottom of the pot.

06. LED lights signals

This short guide helps you understand the meaning of the led lights from start to reset:

 x 2	Blink twice	Device plugged in and not connected
	Pulsing - Breathing	The frequency depends on air quality.
—	Stop to pulse	Device turned off
•	On and steady	Bluetooth device selection

Follow the LED lights pattern while connecting:

	Blink up and down	Connecting your app to the device
	Pulsing - Breathing	Successful connection
—	Turned off	Failed connection

