



blue *magicball*®

Freshness of pure Silver

- prevents body-odor
- hygienic washing machine
- 160 wash cycles guaranteed

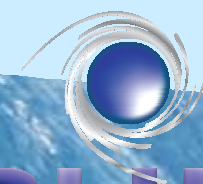




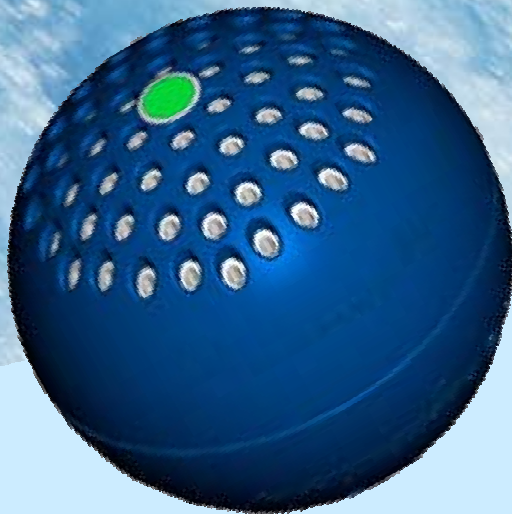
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Freshness of pure silver

- odor-free and invisible
- add bluemagicball to laundry in washing drum
- bluemagicball - prevents odors while sweating



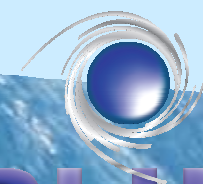
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What is it able to do?

- antibacterial (reduces germs and bacteria)
- inhibits odors (prevents body-odors on worn laundry)
- bioactive (naturally effective without chemicals, ionizes clothing up to 10 weeks)
- guaranteed effectiveness for 160 wash cycles from 0° to 95°C, including hand wash



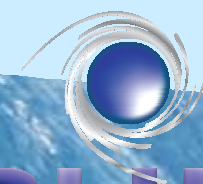


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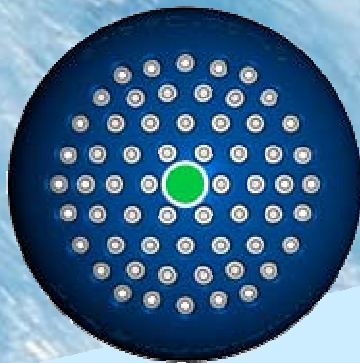
The unique one
and its true greatness

- diameter approx. 50 mm, indestructable
 - usable for more than 160 washing cycles
 - no expiration of functionality even if not used for a certain time
 - with color changing indicator which shows when bluemagicball reaches exhaustion of functionality
 - plastic ball
- hard silver colored inner shell made from polypropylene
exterior blue soft TPE-casing

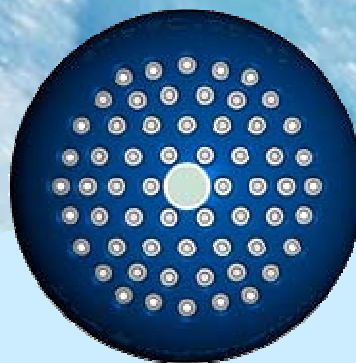




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full depot



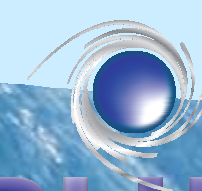
empty depot

10 '000' 000' 000' 000' 000' 000 helpers

10 quintillion helpers

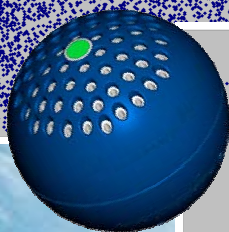
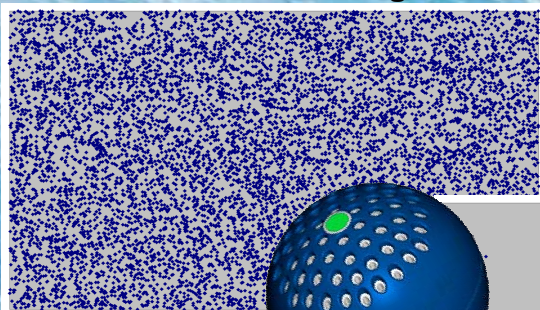
- 62.5 quadrillion silver ions are released per wash cycle
- release of silver ions happens in combination with water, evenly and in a constant amount, from wash cycle 1 through 160.



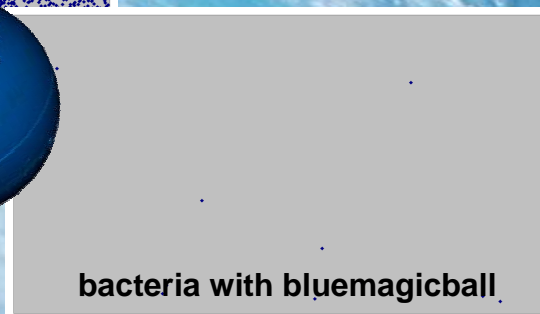


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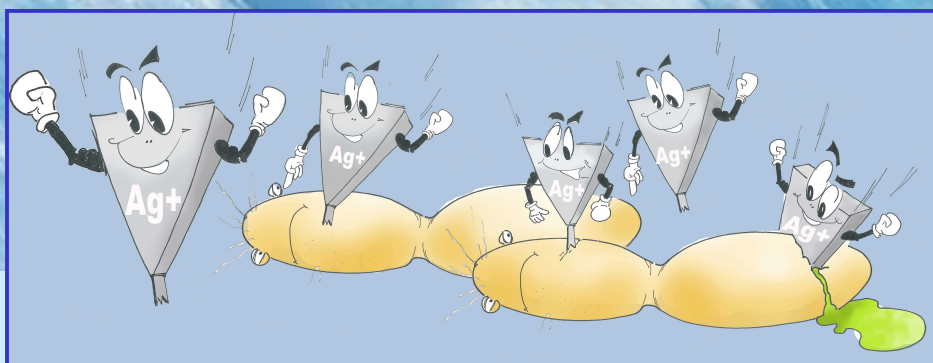
bacteria without bluemagicball



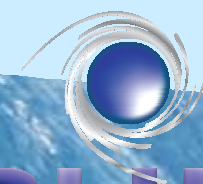
bacteria with bluemagicball



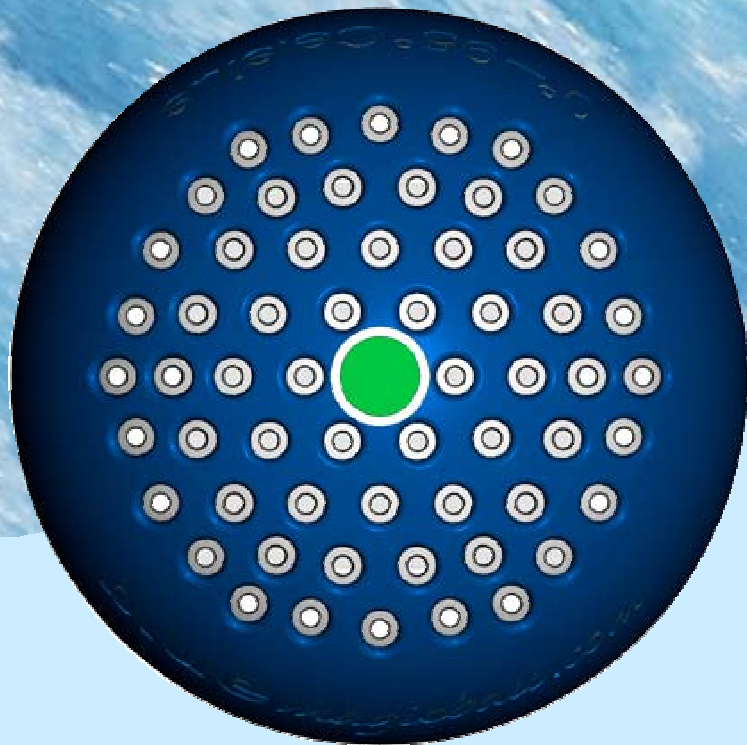
How does it function?



- silver ions are continuously released with humidity
- affects the bacteria's metabolism and prevents their reproduction
- clothing is impregnated with silver ions (no unpleasant odors originating from decaying bacteria - human, animals and plants)
- silver ions penetrate into bacteria and prevent their reproduction in a natural way



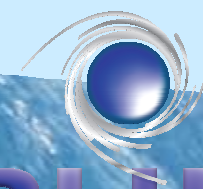
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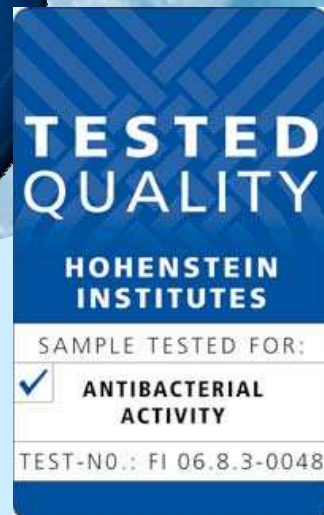
Ahead of its competitors!

- clinically and dermatologically tested functionality
- functional principle internationally registered
- functional content internationally registered
- brand name lodged





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Tested quality
with Hohenstein Certificate
for the fiber inside

Research Institute Hohenstein
Institute for Hygiene and Biotechnology
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Germany





KONTROLLMATERIAL „0104-K“

Wachstumswert

	Mittelwert [KBE absolut]	Mittelwert [Log KBE]	Wachstumswert ²⁾
Staphylococcus aureus ATCC 6538			
0 h	3,64x10 ⁴	4,56 ¹⁾	—
18 h	2,35x10 ⁸	8,37 ²⁾	1,81
Klebsiella pneumoniae ATCC 4352			
0 h	9,01x10 ⁴	4,95 ¹⁾	—
18 h	2,58x10 ⁷	7,41 ²⁾	2,46

¹⁾ Logarithmus der Anzahl koloniebildender Einheiten (Mittelwert von 3 Profilen) unmittelbar nach Inokulation des Kontrollmaterials

²⁾ Logarithmus der Anzahl koloniebildender Einheiten (Mittelwert von 3 Profilen) nach 18 Stunden Inkubation des Kontrollmaterials

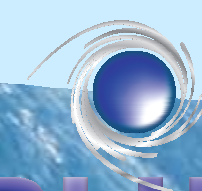
³⁾ Die Differenz zwischen 2) und 1) entspricht dem Wachstumswert

PROBE „0104-1“

Spezifische Aktivität


	Mittelwert [KBE absolut]	Mittelwert [Log KBE]	Spezifische Aktivität	Beurteilung
Staphylococcus aureus ATCC 6538				
0 h	—	—	—	—
18 h	1,47x10 ³	3,17 ¹⁾	3,20	stark
log KBE (Kontrolle _{18h}) – log KBE (Probe _{18h}) = 6,37 – 3,17 = 3,20				
Klebsiella pneumoniae ATCC 4352				
0 h	—	—	—	—
18 h	1,29x10 ⁴	4,11 ¹⁾	3,30	stark
log KBE (Kontrolle _{18h}) – log KBE (Probe _{18h}) = 7,41 – 4,11 = 3,30				

¹⁾ Logarithmus der Anzahl koloniebildender Einheiten (Mittelwert von 3 Profilen) nach 18 Stunden Inkubation der Probe



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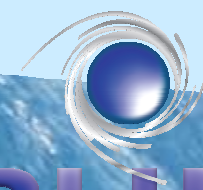
Tested quality

 Hohenstein Certificate	Cotton fabric without	Cotton fabric with bluemagicball
	After 18 hours 100 wash cycles	After 18 hours 100 wash cycles
staphylococcus aureus 36'400		
Klebsiella 90'100		

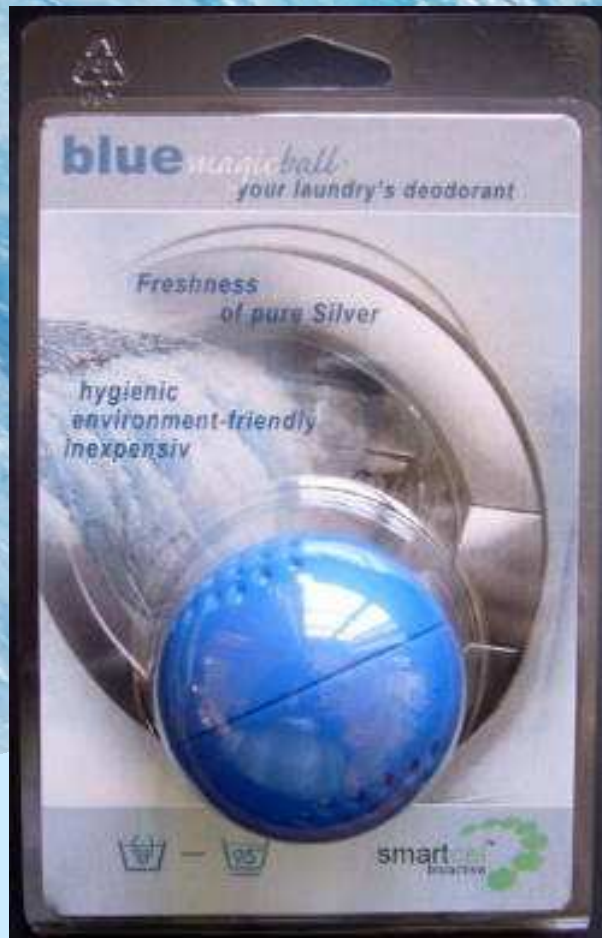
New tests are being done.
Expecting to get them before
Quarter 1, 2008

Prior to these tests, bluemagicball was in use for 100 wash cycles





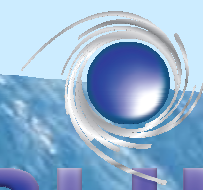
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Ready to start!

- available from first week June 2007
- packed into transparent plastic which can be presented in retail shops on dispensors





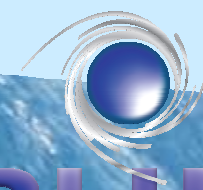
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- the future

- additional cleaning cloths for household (microfiber, floor cleaning etc.)
- bluemagiccube for adding to dishwashers
- further additional products under development



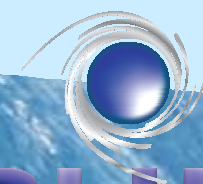


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The innovation

- giant market
- world novelty - unique functionality
- ideal product for direct marketing and TV sales
- environmental friendly - functions biologically
- market-ready and available from first week June 2007
- NANO FREE





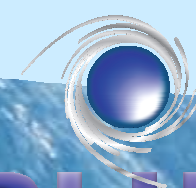
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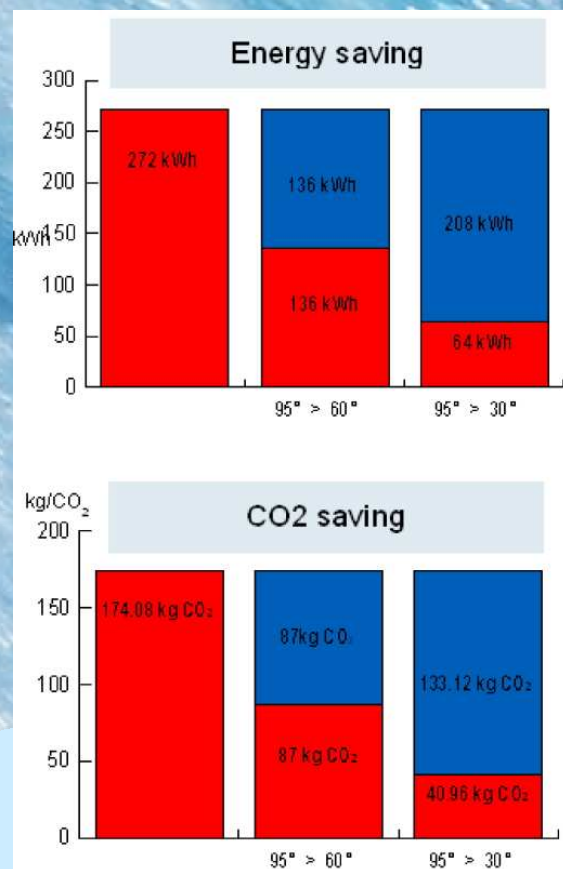
Benefits for your customers

- prevents body-odor - less laundry
- effective with all types of clothing - functionality
- works antibacterial - keeps washing machine hygienically clean
- no more hot wash - reduces energy consumption
- ideal for all types of clothing, including underwear and socks
- effective with hand wash clothing (silk, cashmere)





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Costs and savings at 160 washing cycles

The charts are based upon the following data:

Washing machine of newest generation > 2005, energy label A
5 kg drum, 95° C washing program (1.7 kWh),
60° C (0.85 kWh) or 30° C (0.40 kWh)

CO₂ impact has been calculated on the basis of a gas power plant (0.64 kg CO₂ per kWh)

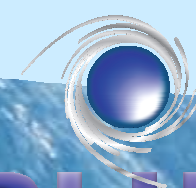




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Additional saving potentials

- Since clothing can be worn longer, it needs to be washed less often. Thus:
 - lower energy and water costs
 - more free time
 - textiles are preserved, their life extended
 - less wash cycles preserve washing machine and extend its durability.
- Older washing machines use up to twice as much energy as indicated on the charts. Use of bluemagicball can save you additional costs.



BLUE MAGICBALL

Unique ideas and latest technology
become our innovative products

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