

# NATURE BASED SOLUTIONS TO SUPPORT URBAN HEALTH AND WELLBEING

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# The Guardian: Use buggy covers to combat air pollution danger, parents warned

"Parents should protect their infants by using covers on prams during the school run, particularly in the morning, according to experts. Young children are far more susceptible to pollution than adults, due to their immature systems and lower body weight."



Air pollution hanging over north London

The Guardian 9.3.2017

Text: Damian Carrington

Photograph: Dinendra Haria/REX/Shutterstock

**World Health Organization:**

**600 000 children die due to air pollution every year\***

**More than 90 % of the world's children breathe toxic air every day\***



\* WHO/CED/PHE/18.01

# Antipollution Carriage Curtain

- Fabric: 100 % activated bamboo charcoal
- 100 % ecological and chemical free
- Hypoallergenic
- Biodegradable
- GOTS-certified (Global Organic Textile Standard)
- Vegan
- Provides UV-protection
- High end quality and design
- Price: appr. 50 Euros.



# Why it will be a success



HEALTHY HAPPY BABY

- Dedicated and growing customer base.
- Current zeitgeist.
- First to market.
- Brand partnership opportunities.
- Universal.

**THANK YOU!**

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