

# You breathe over 11,000 liters of air every single day.



But here's what most people don't realize: indoor air can be 5x more polluted than what you'd inhale next to a highway.

And unlike your diet or your workouts—you can't stop breathing. That means the air in your home is either silently upgrading your biology... or slowly compromising it.

This isn't about comfort. This is about clarity, immunity, inflammation, and aging.

What you're about to read isn't fluff. It's science-backed. Experience-proven. And designed to give you the unfair advantage of clean, intelligent air—without needing to live in a forest or a tech lab.

Because your lungs don't lie. And longevity? It lives in the details.

Let's build a home that breathes better—so you can live younger.

## Eliminate Synthetic Scents First

### Problem:

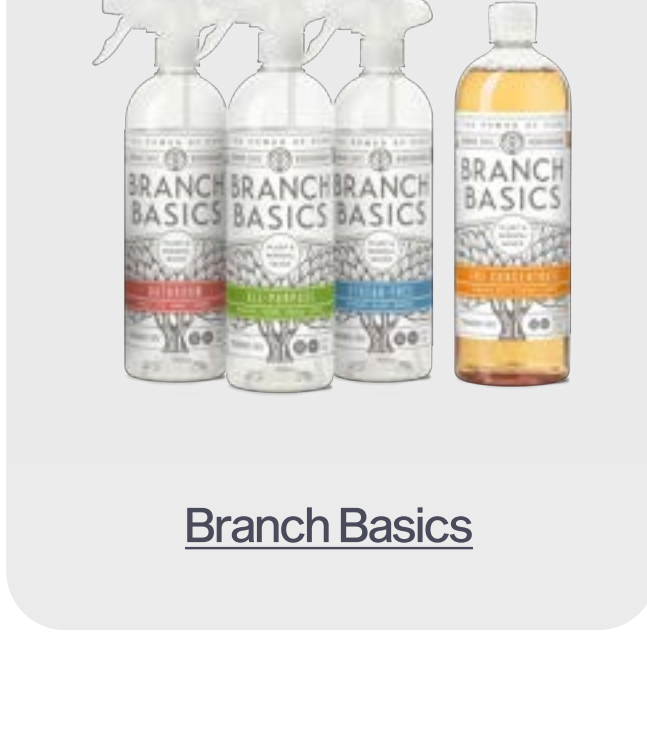
That fresh linen candle, that “air freshener,” that “natural” detergent? Most are loaded with phthalates and volatile organic compounds (VOCs) that trigger hormone disruption, inflammation, and respiratory issues.

### What to do:

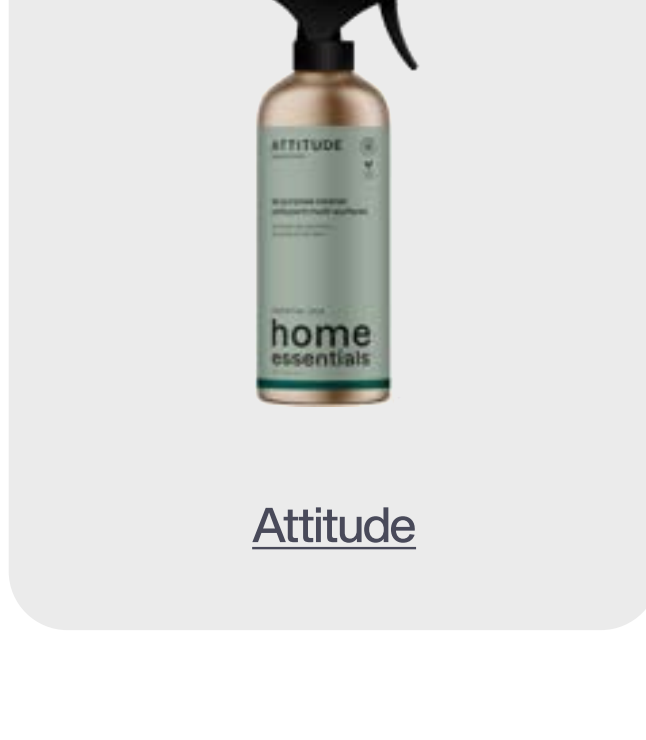
Ditch every product with “fragrance” on the label. That's code for a chemical cocktail. Replace with unscented or essential-oil based versions. You're not losing ambiance—you're removing the enemy that's been hiding in plain sight.

### Upgrade Tool:

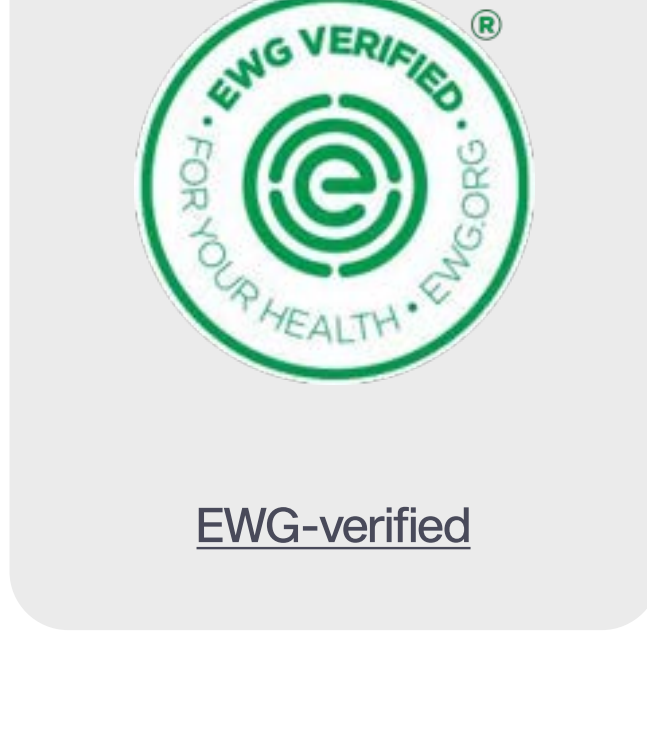
Fragrance-Free Starter List. Brands like:



Branch Basics



Attitude



EWG-verified

## Vacuum Like a Scientist

### Problem:

Dust isn't just dirt. It's a magnet for flame retardants, heavy metals, microplastics, and pesticides. And it doesn't just sit—it circulates.

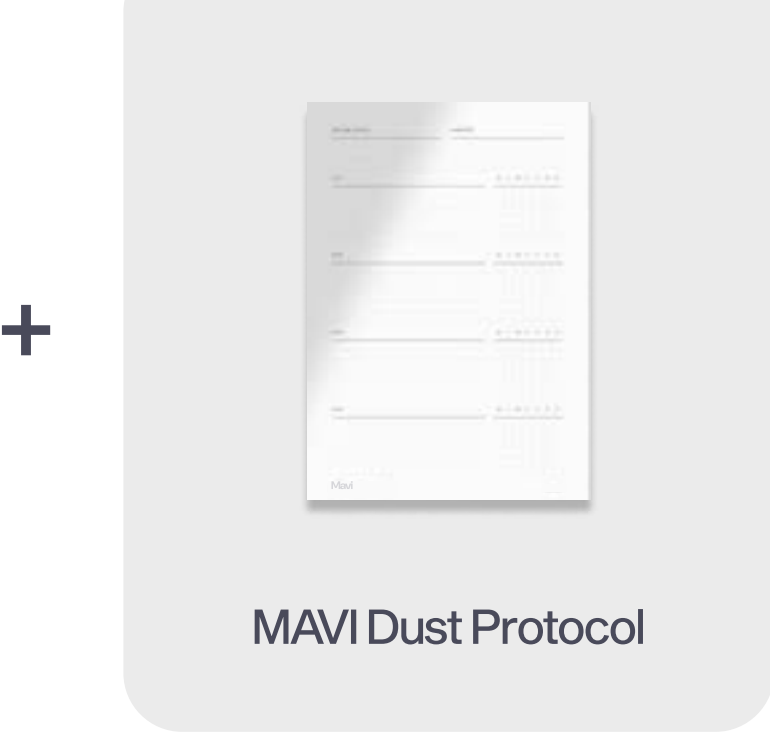
### What to do:

Use a HEPA-sealed vacuum. Get under beds, behind radiators, into corners. Clean like your future depends on it—because it does.

### Upgrade Tool:



HEPA Vacuum



MAVI Dust Protocol

## Introduce the Right Plants (Not Just Pretty Ones)

### Problem:

Not all plants are created equal. While many are decorative, only a select few are bioactive detoxifiers.

### What to do:

Integrate NASA-endorsed air purifiers like peace lilies, snake plants, and rubber trees. One per 100 square feet. The right greenery can do what filters can't—and bring beauty with biology.

### Upgrade Tool:

NASA-Backed Clean Air Plant List:



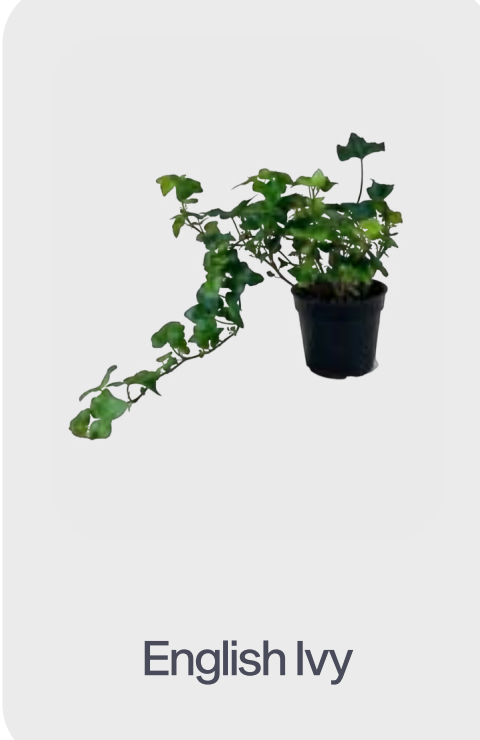
Peace Lily



Snake Plant



Rubber Tree



English Ivy

## HEPA or Bust

### Problem:

Most purifiers are underpowered, overpriced, or worse—generate ozone that damages your lungs.

### What to do:

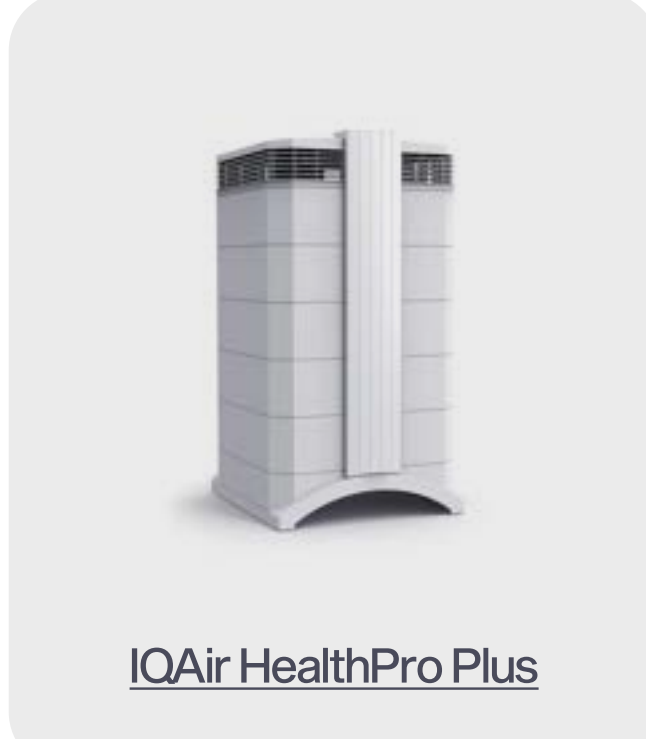
Use only true HEPA with carbon filtration. Check for CADR ratings that match your room size. No ionizers. No shortcuts.

### Upgrade Tool:

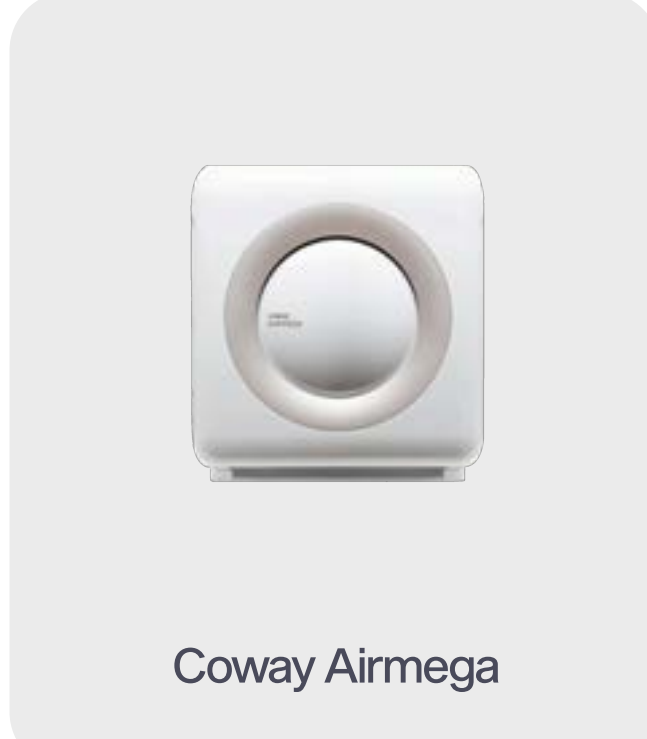
Recommended HEPA Filters:



AirDoctor



IQAir HealthPro Plus



Coway Airmega

All third-party tested and highly rated for PM2.5 and VOCs

## Upgrade Soft Materials

### Problem:

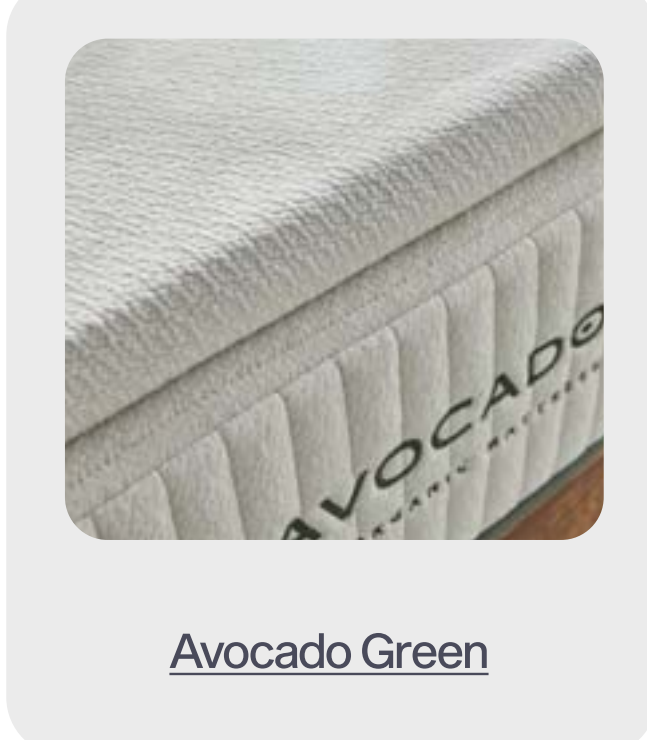
Your couch, curtains, rugs—they're holding toxins hostage and releasing them with every step, every plop, every breeze.

### What to do:

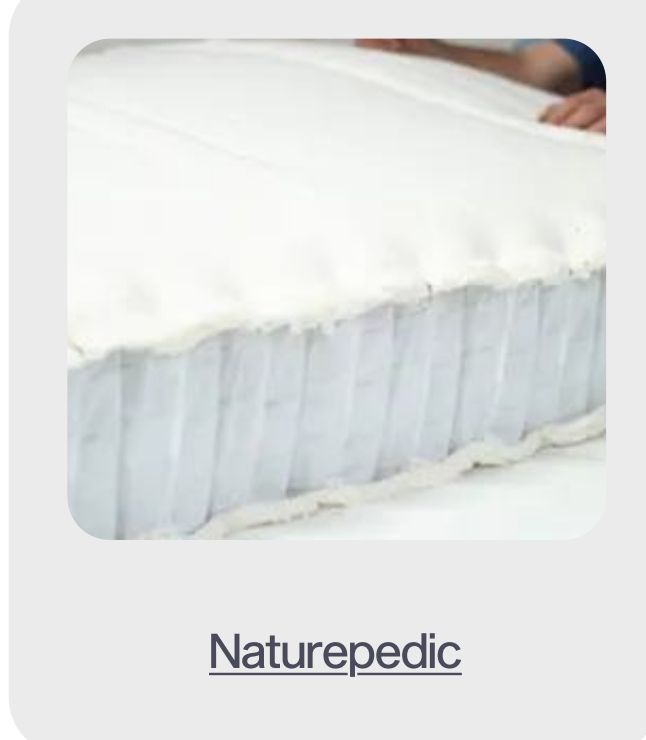
Choose organic wool or untreated fabrics. Wash drapery often. Vacuum upholstery. You don't need to gut your home. You just need to get smart with your surfaces.

### Upgrade Tool:

Non-toxic Material Guide. Brands like:



Avocado Green



Naturepedic



Coyuchi

## Check What's in Your Paint

### Problem:

VOCs don't stop emitting after paint dries. Some can off-gas for years.

### What to do:

Use zero-VOC paint from vetted brands. Ask contractors about what's in the can—not just the finish.

### Upgrade Tool:

VOC-Free Paints Guide:



Benjamin Moore Natura



ECOS



Clare

## Improve Ventilation Strategically

### Problem:

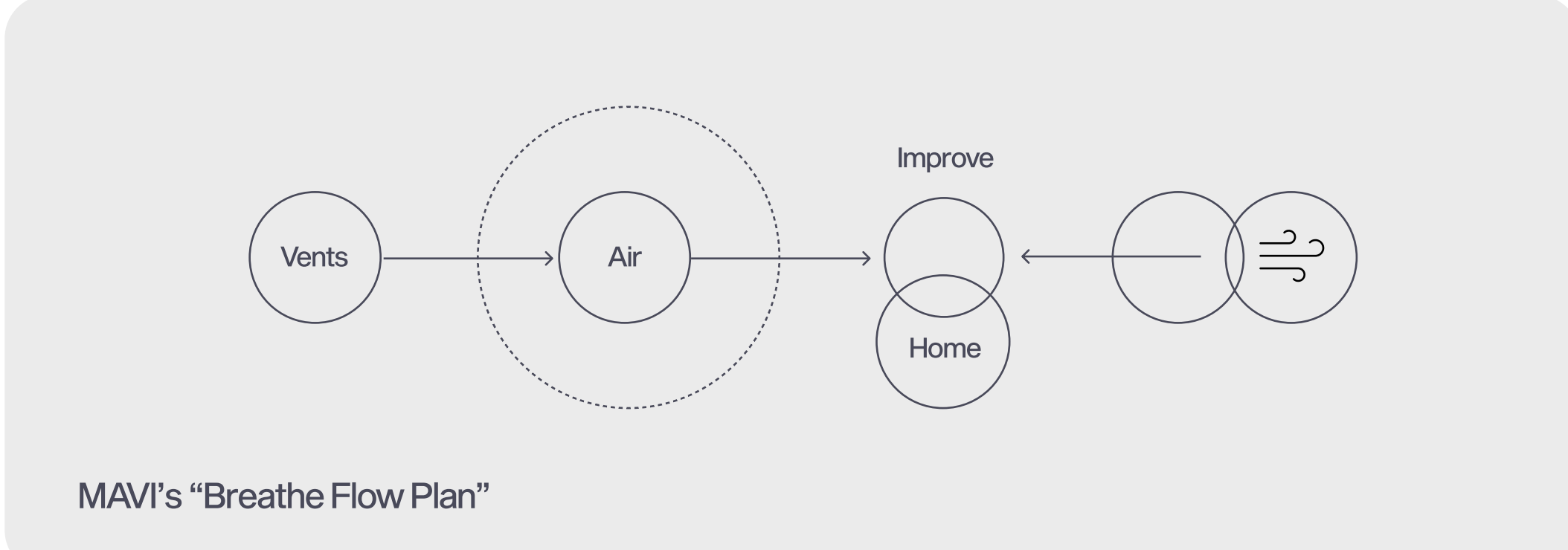
Airtight homes trap pollutants. Modern builds prioritize insulation—but forget oxygen.

### What to do:

Open windows daily—opposite sides of the room if possible. Use trickle vents. Or install a smart ventilator. Stale air is the slow killer no one's talking about.

### Design Tip:

MAVI's “Breathe Flow Plan”



## Address Mold at the Source

### Problem:

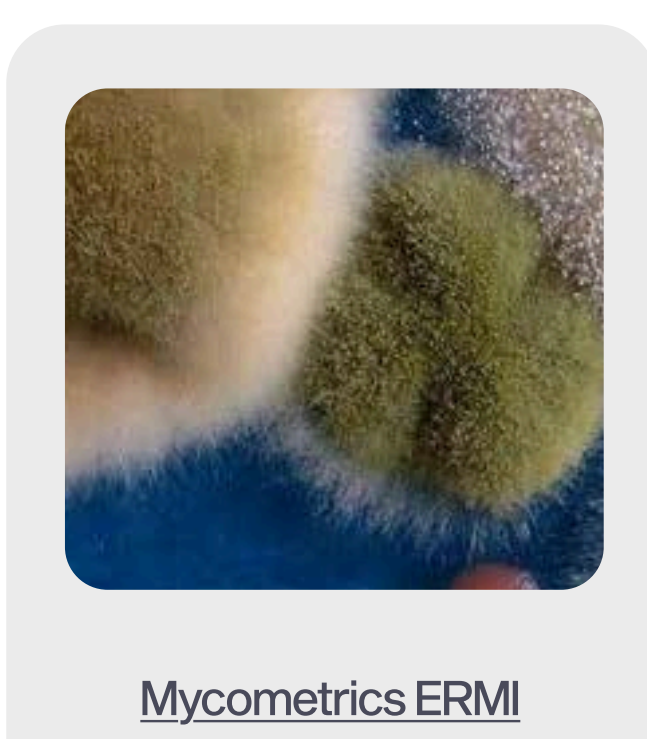
Mold is stealthy. It hides behind walls, under furniture, inside AC units. And it can derail your health quietly and completely.

### What to do:

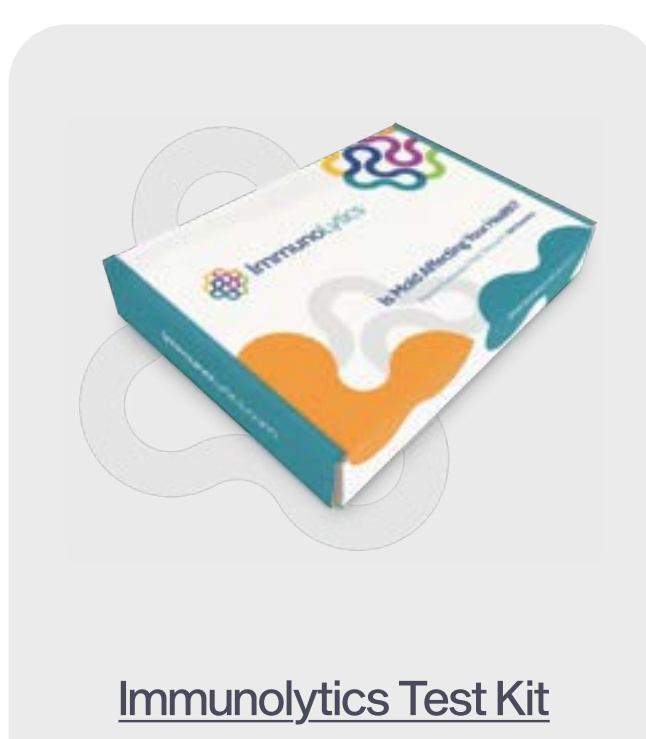
Use a hygrometer to keep humidity below 50%. Do a visual scan weekly. Use a mold plate or air test quarterly. Don't just treat the symptoms—eliminate the source.

### Upgrade Tool:

Mold Testing:



Mycometrics ERMI



Immunolytics Test Kit

Includes clean-up support guides and remediation protocols

## Filter Your HVAC Like a Pro

### Problem:

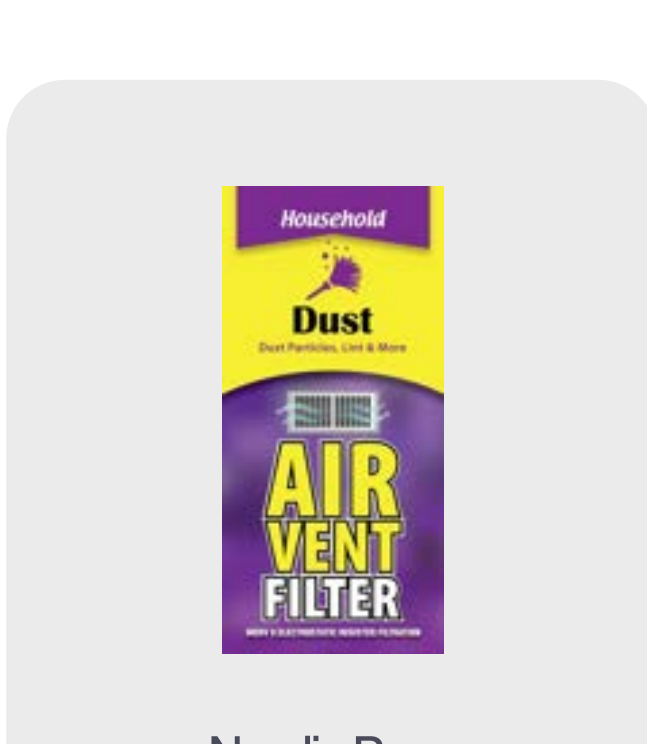
If you're not changing your filters every 90 days, your HVAC is recirculating a cocktail of old dust, VOCs, and invisible allergens.

### What to do:

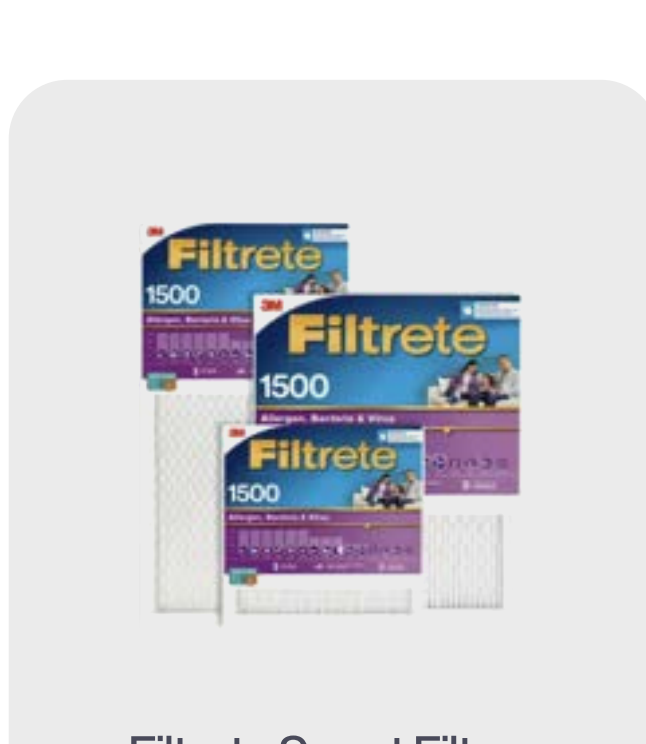
Use MERV 13 filters or higher. Consider upgrading to a system with ERV or integrated HEPA. Think of it as your home's lung transplant.

### Upgrade Tool:

MERV 13 Filters:



Nordic Pure



Filtrete Smart Filters



Lennox Healthy Climate Filters

## Audit Before You Assume

### Problem:

Air is invisible. Which makes it easy to ignore. But what gets measured—gets fixed.

### What to do:

Use an air monitor that tracks PM2.5, CO2, VOCs, and humidity. Log it. Test different rooms. Watch how air reacts to cooking, candles, and cleaning.

### Upgrade Tool:

Indoor Air Monitors:



Airthings View Plus



uHoo Smart Monitor



IQAir AirVisual Pro



Awair Element

### Bonus

## The air you breath scorecard

Rate your room from 1–5 on each:

|                 | 1 | 2 | 3 | 4 | 5 |
|-----------------|---|---|---|---|---|
| Scent-Free      | ● | ● | ● | ● | ● |
| Dust-Free       | ● | ● | ● | ● | ● |
| Filtered        | ● | ● | ● | ● | ● |
| Well-Ventilated | ● | ● | ● | ● | ● |
| Mold-Free       | ● | ● | ● | ● | ● |

Total: /25

Improve by just 4 points and your biology will notice. Your energy, mood, and immune system will too.