



OUR VALUES - OUR PRIORITY

WELLBEING

Olga Frua, with the aim to be always up to date and close to its customer comfort and wellbeing, has a new product to propose in the luxury yacht world.

Against the current trend of today's unpredictable and frantic pace of living, which takes away more and more time and energy, it seems that a new, unexpected scenario offered a moment of deep intimacy with oneself and the others, a back to basic mindset. Priority is wellbeing, wherever !

And wellbeing by Olga Frua is a perfect balance of beauty, comfort and health
Virhome is the its choice.

Virhome was created to face the ongoing health emergency but it also considers the threat of climate change caused by environmental pollution.

Virhome is OEKO-TEX® certified a guarantee of human ecological safety of textile products and does not cause allergies and skin irritation. It does not alter a textile's physical and mechanical properties, staying comfortable and fresh to the touch.



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**ANTIVIRAL, ANTIBACTERIAL,
ECO . FRIENDLY
TEXTILE TREATMENT**

VIRHOME

Developed in partnership with an Italian leading player in the production of high quality fabric for home textiles, Virhome effectively protects from viruses and bacteria and it is an environmentally sustainable, safe, and OEKO-TEX®-certified treatment.

Thanks to Italian Martinelli Ginetto Group's R&D activities in application technology, the Virhome treatment makes all furnishing and household textiles safer, without compromising their qualities of comfort, freshness, and pleasantness to the touch.

Developed for residential applications, Virhome also meets the needs of the hospitality industry -hotels, B&Bs, spas, and restaurants -as well as nursing homes that, with VIRHOME, have an additional asset to fight viruses and bacteria.

Virhome fabrics permanently eliminate bacteria and actively inhibit viruses.

OUR PARTNERSHIP

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KEY WORDS:

**VIRAL LOAD REDUCTION
ECO-SUSTAINABILITY**

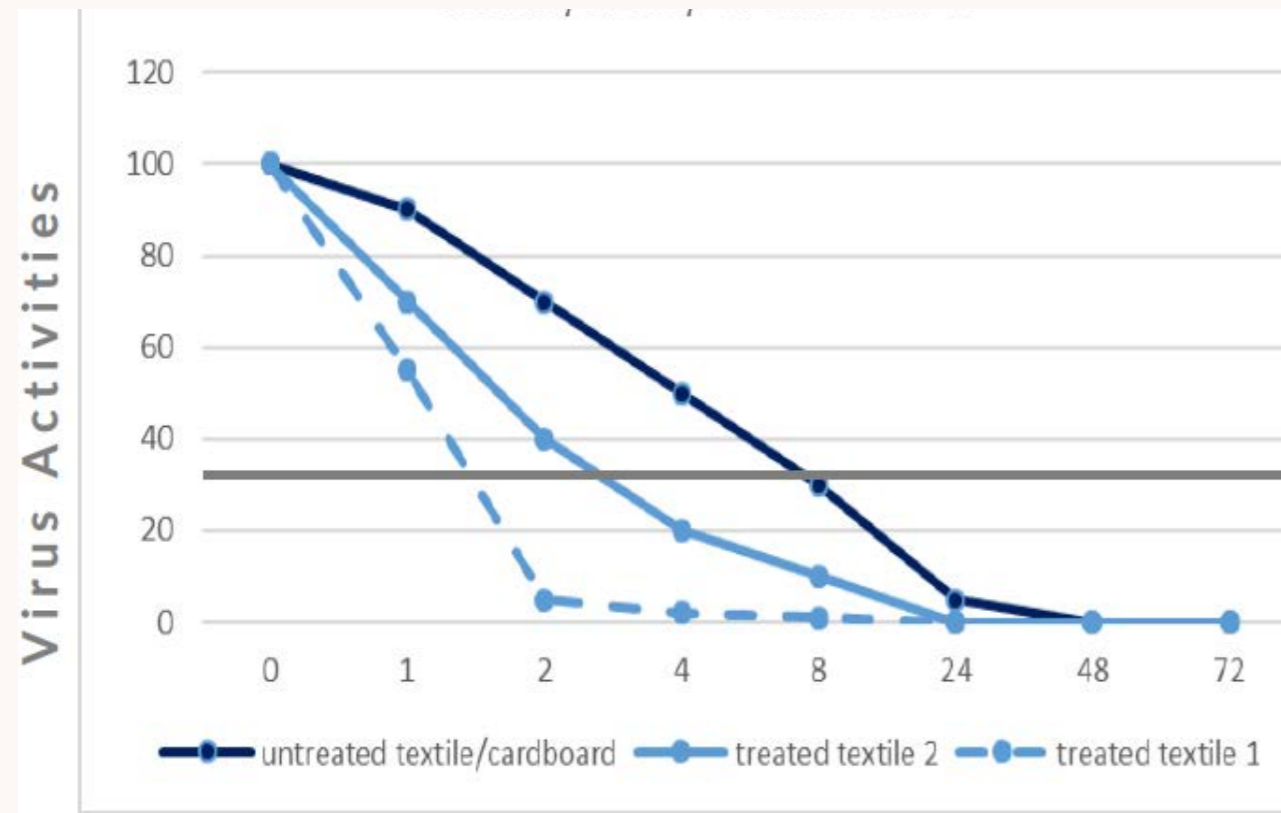
BENEFITS

This textile treatment technology applied during ennobling and finishing processes prevents textiles from becoming easily attacked by harmful viruses and bacteria, significantly reducing the risk and speed of contamination and contagion.

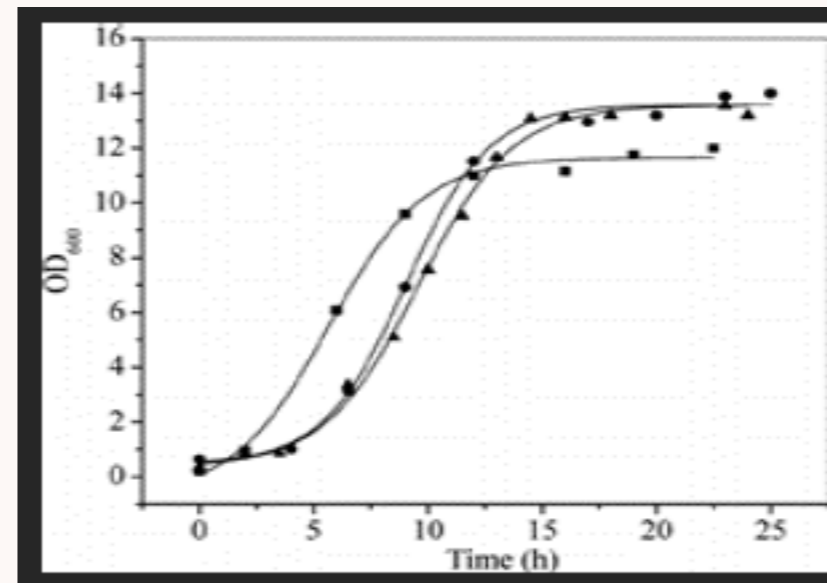
Unlike other treatments on the market that use products that are difficult to manage in waste water treatment processes and are environmentally harmful, Virhome is made with water-based biocidal products that are easily treated during purification and are highly eco-sustainable.



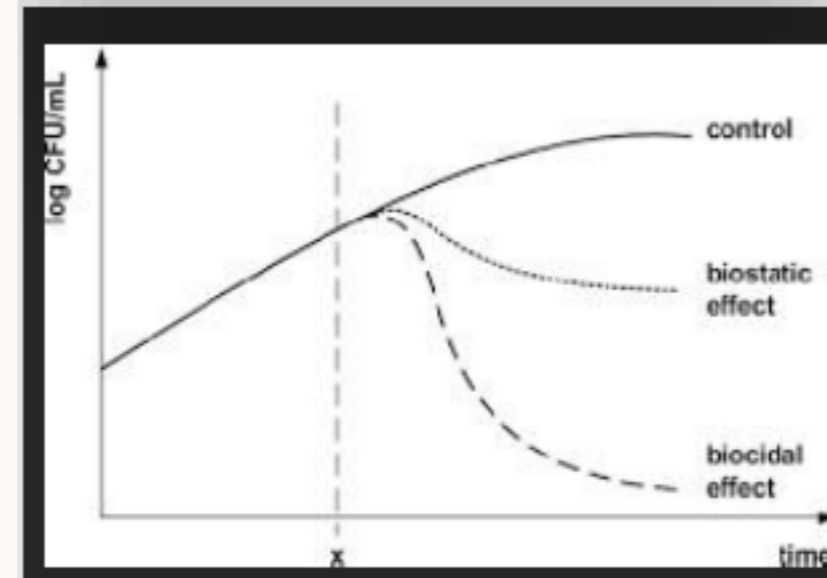
ACTIVITY DECAY OF SARS COV 2



* National Institutes of Health, CDC, UCLA and Princeton University scientists in *The New England Journal of Medicine*: N van Doremalen, et al. Aerosol and surface stability of HCoV-19 (SARS-CoV-2) compared to SARS-CoV-1. *The New England Journal of Medicine*. DOI: 10.1056/NEJMc2004973 (2020).



EXPONENTIAL GROWTH



BIOCIDAL EFFECT

VIRAL LOAD REDUCTION

Virhome reduces viral load (upto 90%).

The reduction percentage depends on the kind of fabric and its composition. Virus activities significantly drop within two hours which decreases chances of spreading and contamination.

BACTERIAL GROWTH REDUCTION

- In ideal circumstances bacteria grows exponentially as a function of time (1-5h).
- Biocidal products can help reduce the development of bacterial growth, acting after 1-2 hours and blocking exponential growth.
- The risk of transfer of viruses is much higher on solid/hard surfaces compared to porous surfaces like fabrics, which can be protected more permanently.
- Biocidal action is worth while if it takes place within 24 hours.

VIRHOME

ADVANTAGE IN A NUTSHELL

Antimicrobial Technology with reduced viral activity; fabrics can reduce virus transmission	Permanent non-migrant technology guaranteed for 50 wash cycles at 40/60° (104°/140°F)	Eco-friendly metal-free process
Suitable for household textile	Heathy, no skin irritation	STANDARD 100 by OEKO TEX® certification
Biodegradable and recyclable (OECD 209/302B standard)	Registered and tested product (BPR-EU PT2, PT7, PT9 and TR)	EPA registered product (USA)

TESTS AND CERTIFICATIONS

Products used in the Virhome treatment have passed the following tests which have been carried out by international authorized laboratories:

ASTM E - 2149

Antimicrobial test for none-migrant technologies

NF ISO 18184 (2014)

Viral charge reduction test for textile products

NF ISO 18184 (2019)

Viral charge reduction test for textile products