

# WHAT IS KEEPING YOU ALIVE...?...

*"It's not the years in your life that count. It's the life in your years."*  
Alexis Carrel (Surgeon and Nobel Prize Winner, 1873-1944)

\* Possible Airnergy areas of application



CUMULUS CLOUDS



CUMULONIMBUS CLOUDS



ALTOCUMULUS CLOUDS

## ... NO. 1 FOOD: RESPIRATORY AIR.

Air is always there. It is in front, behind, beneath or next to us, yet has neither length, height nor breadth. But what appears to be nothing out of the ordinary, because we cannot see it, has in fact a variety of functions:

Respiratory air stimulates blood circulation and the lymph nodes.

It harmonises glandular function and strengthens the chest and stomach muscles.

It supports skin elimination and speeds up the healing process.

It increases intelligence and concentration.

It aids the memory, the thought processes and harmonises the psyche.

**Making the best possible use of the oxygen in respiratory air has a beneficial holistic effect:**

- Reducing free radicals
- Increasing antioxidant capacity
- Reducing symptoms of stress
- Promoting wellbeing and ability to sleep
- Promotes stamina and regeneration
- Achieving balance between the sympathetic and parasympathetic nervous systems
- Improving cell communication and growth

# AIR

Air touches the plants,  
they unfurl,  
wind whistles through the flowers,  
they open,  
everything that stirs,  
and everything that does not,  
it is able to touch.  
it quietly envelops everything,  
nothing escapes its reach,  
aligned with deeper forces,

it can wreak havoc,  
destroying both man and home.  
yet when just a breeze,  
it caresses all around it  
and offers a friendly embrace,  
even to that which hides from it.

*Renata Bonnet*



## HOW OFTEN DO YOU THINK ABOUT FOOD?

It is incredible how often human beings think about food: what they would like to eat, what they had better not eaten, what they will eat again...

And how often do they think about their most important form of food? The food which enables their life to begin and without which no person would survive more than five minutes, namely respiratory air\*?

Do we take air for granted?

\* The German Federal Ministry for the Environment recommends ventilating rooms for 5 to 10 minutes several times a day.



70 % RESPIRATION



20 % SKIN



7 % BLADDER



3 % BOWEL

## GUESS BY WHICH ROUTE WE ELIMINATE MOST HARMFUL SUBSTANCES?

You will find the correct answer by turning the brochure upside down.

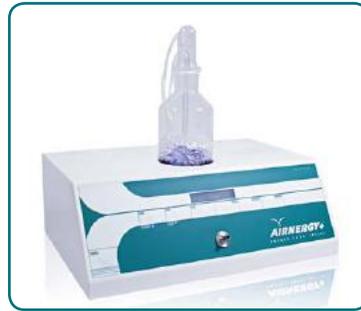
Isn't it amazing how little attention we pay to how we inhale and exhale?

*"There are thousands of diseases, but health is unique."*

Arthur Schopenhauer



PROFESSIONAL PLUS



BASIS PLUS



TRAVEL PLUS



AVANT GARDE



MEDICAL PLUS

## WHY A BROCHURE TO INFORM US ABOUT BREATHING?

Breathing is invisible and we don't set great store by things we cannot see. We forget it with every breath we take, except when we catch our breath, our breathing becomes irregular or we stop breathing altogether. And even then we are only vaguely aware that breathing is the crucial element upon which our life depends.

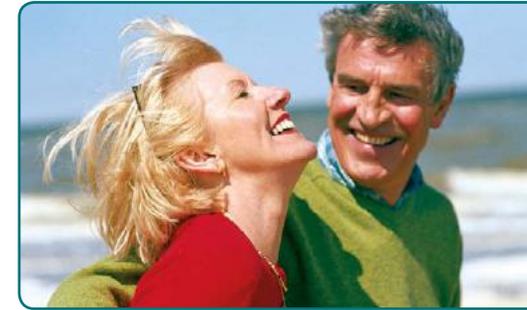
Our aim is to give you a deeper understanding of its form and effect. Because who better to speak about breathing than a company whose products have the 'respiratory process' of nature to thank for its existence?

Airnergy is a technology that aids breathing whenever help is required. This is the case, for example, when we become older, when we feel lethargic, suffer from chronic illness, have an unhealthy diet, take insufficient exercise or as a result of environmental stresses. Airnergy promotes regeneration and is used for health prevention purposes. It is entirely natural, using a process adapted from the reaction of the sun in the green of leaves.

To begin with, we would like to give you a few important details about breathing and respiratory air and familiarise you with the things that concern us on a day-to-day basis. Of course we also hope to awaken your spirit of discovery about the air which keeps us all alive.

Have fun leafing through this material!





## WHEN MUSCLES SLEEP: A LULLABY FOR THE WHOLE BODY.

By sleep we mean rest. Muscles that are not moving. All those who work at a desk day in, day out, know all about this, as do those who have to lie in bed. We shouldn't forget the hours many spend in front of the TV either. The fact is that, due to lack of exercise, the lungs use a third less respiratory air than they have the capacity for. In contrast to the heart muscle, for example, the lungs are passive. They rely on the diaphragm muscle and the auxiliary respiratory muscles. They are grateful for any exercise.

### Comparison of the way in which lung capacity is utilised

Office workers	only use	2 ½ to 3 litres.
Those who exercise	use almost	5 litres.
Marathon runners	use	6 to 8 litres.

*"Those who do not find a little time every day for their health will one day need a lot of time to cope with their illness."*

Sebastian Kneipp



ROBERT MITCHUM AND JANE RUSSELL IN 'MACAO', 1952, JOSEF VON STERNBERG



NATURAL BREATHING METHODS: YAWNING



SIGHING



LAUGHING



SNIFFING

## ROBERT MITCHUM: “MY ONLY SPORT IS COUGHING A LOT.”

It is of some consolation for all those couch potatoes that there are natural methods for breathing, such as yawning, sighing, laughing, crying, panting, sniffing or coughing. These are things you can't avoid doing. This was true of Robert Mitchum who spent part of his life smoking and therefore coughed a lot. These natural breathing impulses are particularly useful, because they make it easier to breathe and should therefore not be suppressed. By allowing yourself a hearty yawn, laugh or sigh, you will feel better as a whole. This is because with natural breathing methods you are able to breathe more deeply.

A huge yawn or sigh refreshes you from the bottom up and circulates blood to the brain. And laughing regularly keeps the diaphragm healthy and relaxes the muscles. Since we generally breathe shallowly, this is a way to enable us to breathe more deeply. Deeper breathing has a positive effect, for example, on sleep disorders, headaches, restlessness or tachycardia. A large sigh or groan can also free you from trouble and anxiety. By exhaling for longer the breathing becomes deeper. This results in a physical and emotional release, also known as a 'sigh of relief'.

# SINCE WE CAN'T CHANGE OUR BODY,

## **75 % OF INHALED OXYGEN IN THE AIR IS EXHALED AGAIN UNUSED.**

Without water or food human beings can survive for days or even weeks, but without air just a few minutes. In 24 hours every person breathes some 400 litres of oxygen at rest and, during physical exercise, considerably more.

Humans thus make relatively poor use of respiratory air. Of the 21 % of oxygen contained in respiratory air, the human body can only use around 25 % of this. 75 % is exhaled again unused – one reason why mouth-to-mouth resuscitation is possible.

And above all:

**The weaker or older you are, the less oxygen the body utilises.**

## **HOW THE NEW RESPIRATORY AIR TECHNOLOGY WORKS (SPIROVITALISATION):**

In the Airnergy device the oxygen in the air is continuously returned to its energy-rich state (singlet oxygen) - the physiologically active form of oxygen that the body recognises. This enables a patent-protected process to take place, which reproduces photosynthesis found in nature. The short-lived singlet oxygen returns to its original state in a fraction of a millisecond, releasing energy. The water molecules in the respiratory air take on this energy, which is then inhaled through a comfortably fitting nasal cannula together with normal respiratory air.

Once in the organism 'Airnergy energy' creates a tangible improvement in the utilisation of oxygen and has a positive effect on many of the body's functions. It does so without an additional supply of oxygen or extraneous substances.

# WE CHANGE THE AIR WE BREATHE.

## **THE EFFECT CAN BE MEASURED: THE LESS OXYGEN IS EXHALED, THE MORE IT IS UTILISED IN THE BODY.**

Generally after just a short time AIRNERGY users subjectively feel the positive effects of treatment. A whole range of study results provide objective evidence of its beneficial effect.

In a study healthy test subjects inhaled respiratory air prepared using Airnergy technology for a period of 20 minutes. Researchers established evidence of clear and significant improvements as a result:

- Significant reduction in the amount of oxygen in the exhaled air.
- Significant improvement in the test subjects' ability to exhale (peak flow).
- Significant reduction in the respiratory and pulse rate.

**These are clear indicators of an improved utilisation of oxygen.**

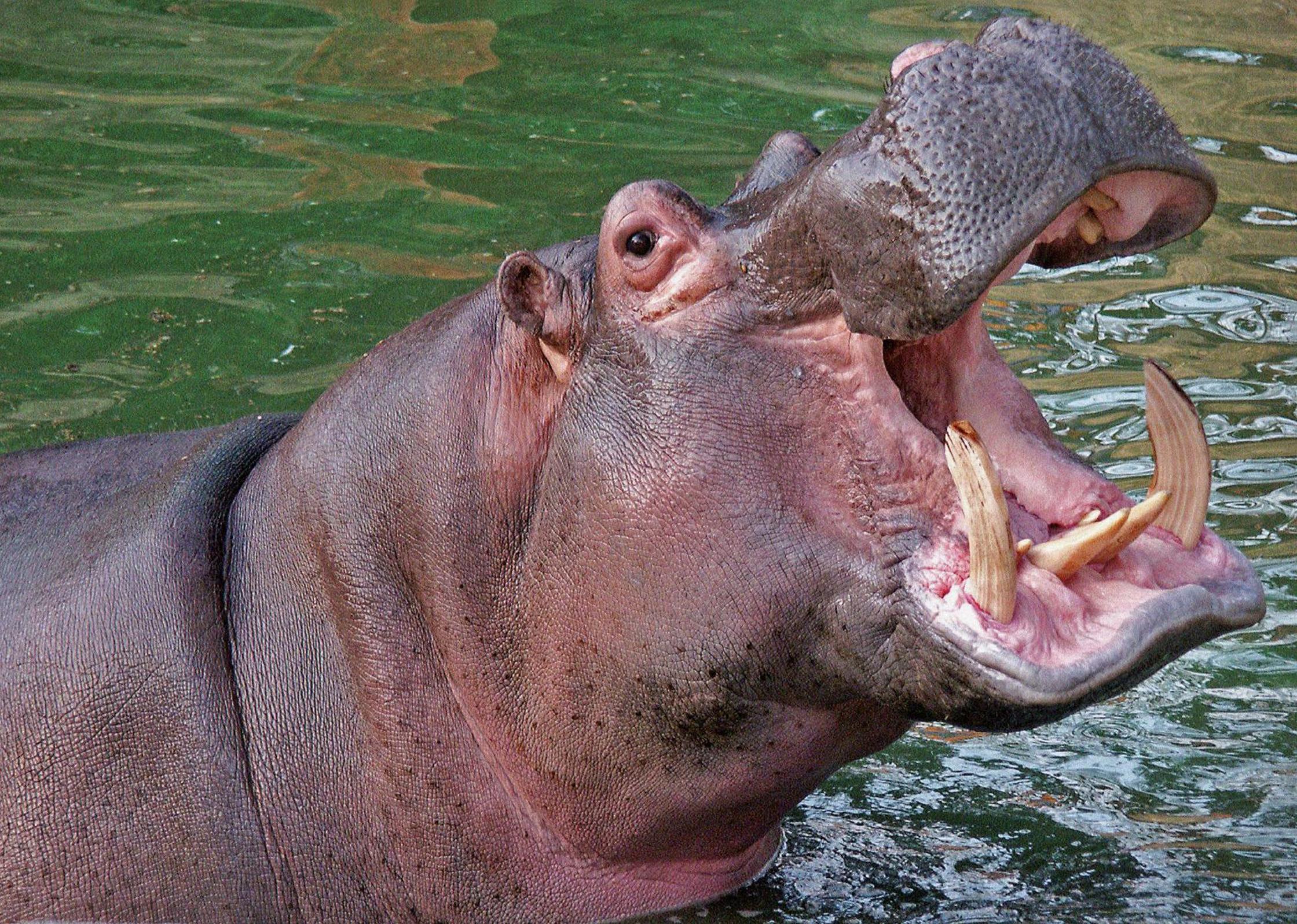
## **THE HOLISTIC APPROACH USED BY AIRNERGY SPIROVITAL THERAPY.**

The unique effect of Airnergy technology can simply be explained in terms of the biological significance of the body's own ability to utilise respiratory air. By breathing with Airnergy the body can use the entire energy potential of the respiratory air to the best effect.

### **Breathing Airnergy every day has a positive effect on the whole organism:**

It increases the body's ability to regenerate itself, leads to a strengthening of the immune system, optimises the metabolism and cell communication and thus increases vitality and zest for life.

*"In our polluted environment the air is becoming slowly visible."*  
Norman Mailer





## HAVE YOU ALREADY YAWNED TODAY?

Yawning is an extremely healthy reaction. It often happens spontaneously, namely when our breathing is shallow, and therefore the blood is excessively enriched with waste products instead of oxygen. Through the long inhalation of breath during a yawn we are fed an increased supply of oxygen and are able to take deeper breaths.

Yawning therefore has nothing to do with boredom and more to do with solution. It signifies that you are relaxing and reciprocating trust.

Unrestrained yawning also releases serotonin, known as the happy hormone. Serotonin is a neurotransmitter which is produced in the brain. It has a mood balancing effect, calms you down when you become agitated or cheers you up when you are feeling down.

You should therefore take full advantage of your yawns and do so as often as you can, because yawning is very good for you:

- Yawning supplies all the cells in the body with oxygen, particularly the eyes and the brain.
- It relaxes the pharynx, palate, upper neck, the temples, base of the brain and the diaphragm.
- Yawning helps to detoxify the liver.
- Deep yawns relax the solar plexus and stomach muscles and create a feeling of wellbeing in the abdominal region. This can have a positive effect on digestive problems.
- Hearty yawns stimulate the flow of tears, clean, relax and give tired eyes a little bathe.



PARTIAL VIEW OF RANAKPUR TEMPLE COMPLEX, NORTH-WEST INDIA



## I BREATHE, THEREFORE I AM.

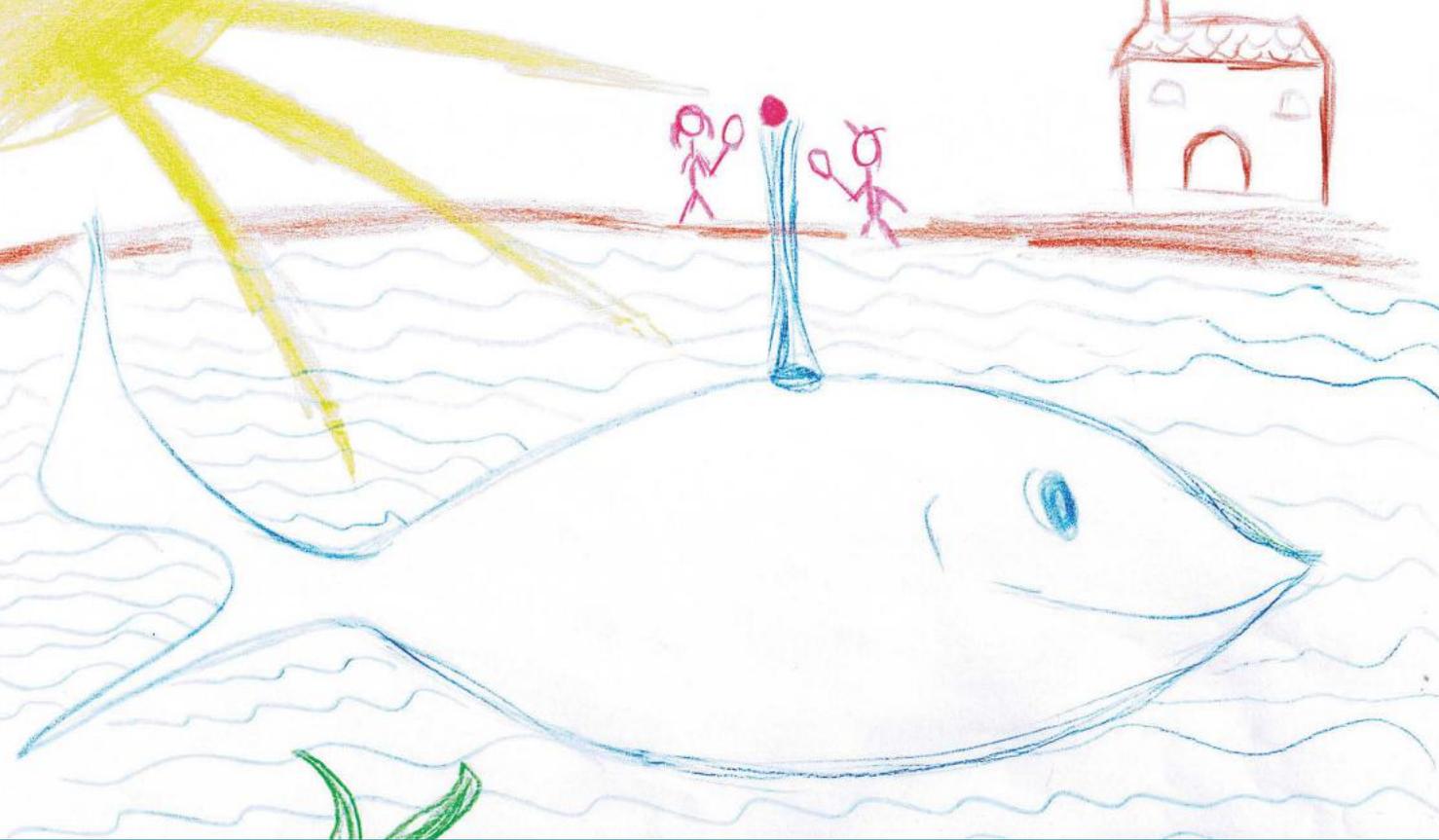
Living means breathing. This is true of all people in the world. In ancient India the word 'Atman' was used to describe the eternal human soul, the breath of life. Breathing begins and ends the circle of life. It is where everything starts and then stops again. In the interim we can do a whole number of things to support our breathing in terms of regeneration and prevention.

Human health and performance is directly linked to the body's own ability to utilise the oxygen in respiratory air, which is the very best source of food and health.

A sliced apple: contact with oxygen colours it brown after just a few minutes, oxidising it and, in a sense, rusting it. Similarly, in the cells in our body harmful oxidising effects take place every second of our life as a result of free radicals. Protecting against these is the key form of prevention. Our skin – the largest organ – will thank us and reward us accordingly.

Airnergy supports the functioning of the cells in stabilising the oxidation balance by improving the way in which they utilise oxygen. Unlike the conventional oxygen therapy system, this anti-oxidising effect primarily protects the genetic substance (DNA) against the influences of free radicals.\*

\*"From the perspective of the disturbed homeostasis (self-regulation) between the formation and neutralisation of radicals, practically all diseases can be defined as radical diseases."  
(Prof. Böhles, Report by the German Medical Association [Deutsche Kassenarztverband], 1995)



**“THE MORE CANDLES YOUR BIRTHDAY CAKE HAS,  
THE LESS BREATH YOU HAVE TO BLOW THEM OUT.”**

Jean Cocteau

**The whale**

uses 90 % of the oxygen in the air it breathes.

**An adult**

draws breath 14 to 18 times a minute at rest. This is more than 21,000 breaths per day.

**Per breath**

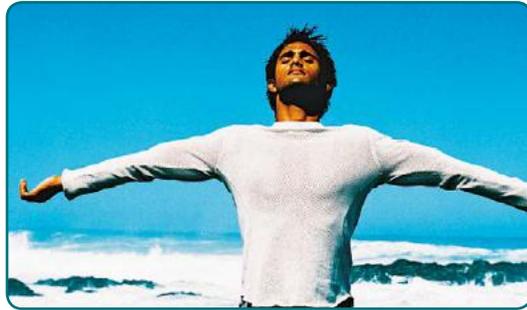
we absorb around half a litre of air. We are therefore taking on some eight litres a minute and around 12,000 litres of air a day.

**When breathing normally**

the air flowing out moves at 3 m per second, whereas when coughing it is 100m per second up to the speed of sound (343 m/sec)

**Humans**

utilise only 25 % of the oxygen in the air they breathe.



## BREATHING: MEDICATION WITHOUT LIMITATIONS.

Instead of quickly reaching for the medication, you can practise breathing techniques. Here you will find a few examples which can be easily integrated into your everyday routine. There's just one proviso, however: in order to be effective you need to take a cautious approach to your breathing. This simply means treating your breathing like a timid deer and not like a German shepherd – don't force it.

Before the exercises don't breathe deeply or for too long.  
We wish you every success and hope you feel the benefits!

### **Headache/ Improve mood**

A series of relaxed yawns, preferably with noises or sighs, releases serotonin, the happy hormone. Relaxes the temples and base of the brain.

### **Sickness/nausea**

Fold the tongue and gently place the underside against the palate.

### **Tightening in chest area**

Gently blow a butterfly away from your hand – repeat several times.

### **Rage and anger**

With clenched fists throw back your outstretched arms at shoulder height to clear the way, while exclaiming "shush!"

# SYMPATHETIC AND PARASYMPATHETIC:

Airnergy makes nags blunt: more power for sympathetic and parasympathetic nervous system. „It gets on my nerves“ - pretty much everyone would have said that before, and it means something is stressing me. Something bothers my psyche. Something can not keep me calm and makes me feel not really healthy. “I can not go on any longer”.

What exactly does it mean by this „to get on the nerves“? Certainly, by the biology lessons at school we all know now what nerves are: (lat: nervus = thread, tendon, cord) parallel running fibers which lie in a connective tissue cover and provide the information exchange in the body. Simply said: to be a network of electrical wires that run through our body.

The sum of all nerves is the ‘nervous system’ - a network that is responsible for our stimulus perception, stimulus processing and response control. So to speak the command center of our organism.

This command center consists of several „departments“; The central nervous system (CNS), the peripheral nervous system (PNS), the somatic nervous system (arbitrary NS) and finally the vegetative nervous system (VNS). The latter is also known as an involuntary nervous system, because it regulates processes that a person can not intentionally influence.

The vegetative nervous system runs like a permanent basic operating program and organizes everything we perceive as self-evident life functions - it keeps our inner balance in which it takes care of processes such as heartbeat, digestion, vision, blood pressure, energy formation, freezing or sweating and much more.

If this command center does not function properly, then it can lead to physical functional disorders that do not please us at all. Even our love life and our reproductive capacity would suffer sensitive, because - you guessed it - erectile function, ejaculation and function of the uterine cervix are also included in the responsibility of the

# A MISMATCHED PAIR, WHY?

VNS. Just like pulse-beat and blood pressure, breathing, ability to move, motor skills, defecation, tear flow or the detoxification activity of the liver.

The most important two „employees“ of this command center are called sympathetic (the so-called „labor or job nerve“) and parasympathetic (also called „rest nerve“). In order to remain healthy and powerful, it is of great importance to balance, stabilize and strengthen our vegetative nervous system – hence the functionality of nervous system.

Unfortunately, some powerful ‘enemies’ regularly try to prevent us from doing so. These enemies are stress and overload. The close ‘relatives’ are insomnia, lack of recovery, and finally exhaustion and disease. They live on extreme imbalance between effort and rest in our daily lives. They scrape away the nerve-endings, sabotaging and disturbing the optimal functioning of our nervous system.

We spend on average two thirds of our day doing activities that require enormous effort and energy expenditure while the vital resting phases and recreational phases come off badly. The ‘health bill’ is presented to us more and more in terms of cardiovascular diseases. According to the German Federal Statistical Office, these diseases are the most frequent causes of death in our habitat; even more frequently than cancer (the second most common cause of disease).

Airnergy is an advanced method from complementary medicine that is evidently helpful to our vegetative nervous system. The aim is to increase our efficiency and making our regeneration phases or recovery phases more effective that are missing out.

*“Fire and water – two sides of the same coin”*

Author unknown



OTTMAR HITZFELD



MERCEDES-BENZ AMG DTM



JENSON BUTTON



ASICS OLYMPIA LOUNGE



HEINRICH POPOW

## HOW WE THINK AND FEEL.

### **Cooperation, not competition.**

Today it is not just neurobiologists who recognise that we live in systems. And that the system which we form together will be destroyed if we continue only to compete. Even birds in the trees warn animals living on the ground if there is a predator approaching. And baboons, which see better, combine with zebras, which have a better sense of smell. This is known as cooperation. It requires the acknowledgement of others, far-sightedness and communication. In other words, the world can be great if we let it. Let's make a start.

### **Democratising prevention.**

Healthcare provision as an obtainable good for all. This is what we hope to achieve with Airnergy. Based on quantifiable results we were able to prove for the first time that it is not the quantity of oxygen (as demonstrated by an increase in the supply of oxygen in previous oxygen therapies) which is of greatest

significance, but rather the ability of the organism to utilise it. With oxygen as a basis for regeneration, without adding extraneous substances. In the form of respiratory air and in a device accessible to all.

### **Airnergy respiratory air studios.**

In order to make Airnergy accessible to a wide audience, Airnergy partners ([www.airnergy.com](http://www.airnergy.com)) in almost all major cities are providing energy applications which can be used to regularly breathe Airnergy. A franchise concept for respiratory air stations is to be gradually rolled out.

### **Involvement in disability sport.**

Together with the well-known sports clothing company ASICS, Airnergy had a presence at both the Olympic Games in Athens and the Paralympics.



## AWARDS

**2014 – Science Award** – The IPO (International Prevention Organization) is addressing the subject: promotion of public health care and the development and dissemination of health promotion measures.

**2014 – Health Media Award** - The Health Media Award is the Communication Prize in the healthcare business. Each year, the best ones in the industry receive the prize in the form of the health-angel figure. The competition is sponsored by the Health Media Award International Ltd.

**2013 – Expansion Technologie & Innovation ETI Award** - The Network Career Magazin is dedicated to representatives of the direct sales sector and conferred Airnergy for the development of the Spirovital method with the 2013 Technology

**2014 – Five Star Diamond “Green” Award** – The American Academy of Hospitality Sciences awards the Five Star Diamond Awards for special achievements in the travel and general services sector. Especially the Green Award is a recognition of

the special use of environmentally friendly, sustainable energy resources. This Award was conferred the second time to Airnergy in its 20-year history of the Academy Award.

**2012 – Innovation-Award of the Century** – The Innovation Award of the Century was awarded by the Fitness Tribune Magazin in recognition of the Spirovital method. It's the first time that an “Award of the Century” has been awarded to a technology, brand name or product.

**2012 – SENSES Innovation Award** – The International Wellness & Lifestyle Magazine is addressed to the superior Hotel, Spa and Wellness sector for 15 years already.

**2010 – European HEALTH & SPA AWARD** – The European HEALTH & SPA AWARD is issued by the Vienna Agency for Health and Wellness. The aim is the opportunity to present trends and information in the field of the wellness industry.



AIRNERGY AG, ZENTRALE HENNEF

RETTUNGSWEGE  
FÜR DIE  
FEUERWEHR  
FRUKHALTEN

AIRNERGY+  
IN THE AIR 21  
ZENTRALE  
WERN HENNEFSTRASSE

## AIRNERGY: KAIZEN

Respiratory air as the source of a holistic therapy method. This is how Airnergy achieved pioneering work from the start and could develop a market-ready healthcare system able to improve the utilisation of oxygen in the body without supplying increased concentrations of oxygen or adding any extraneous substances. The results not only made doctors and healthcare experts in the field sit up and take notice, but also inspired scientists and researchers from a number of different disciplines around the world.

At present scientists at institutes and universities, both nationally and internationally, are researching the basic functioning of Airnergy. The results of their studies and theses are reflected in our ongoing development work. Numerous doctors from

various disciplines are also carrying out their own practice observations on breathing using Airnergy. Now, thanks to the kind support of our customers in more than 60 countries, Airnergy can draw on experience from a broad range of applications, from effects in different clinical pictures, cases of increased wellbeing to simple improvements in appearance. In order to meet our quality objectives we strive for continual improvement.

The fact that Airnergy has achieved this recognition in the scientific and medical arena is something of which we are very proud and we use any newly acquired knowledge to pass on to our production team and in providing specialist advice to our customers.



GUIDO BIERTHER, FOUNDER



### ARE YOU INTERESTED IN OBTAINING FURTHER INFORMATION?

We would be happy to send you any information requested. We are also happy to contact you in person upon request

Please place a cross next to the areas of interest to you:

- Specialist advice by telephone
- Specialist advice in person
- Airnergy supply programme
- Request for lease quotation
- Request for finance quotation
- Request for quotation to buy
- Medical Literature for the Somatovital therapy
- Resumes from experiences
- Resumes from medical practices
- FAQs
- Other requests:

[www.airnergy.com](http://www.airnergy.com)

Sender

Name

Street

Post code / Town

Telephone

E-mail

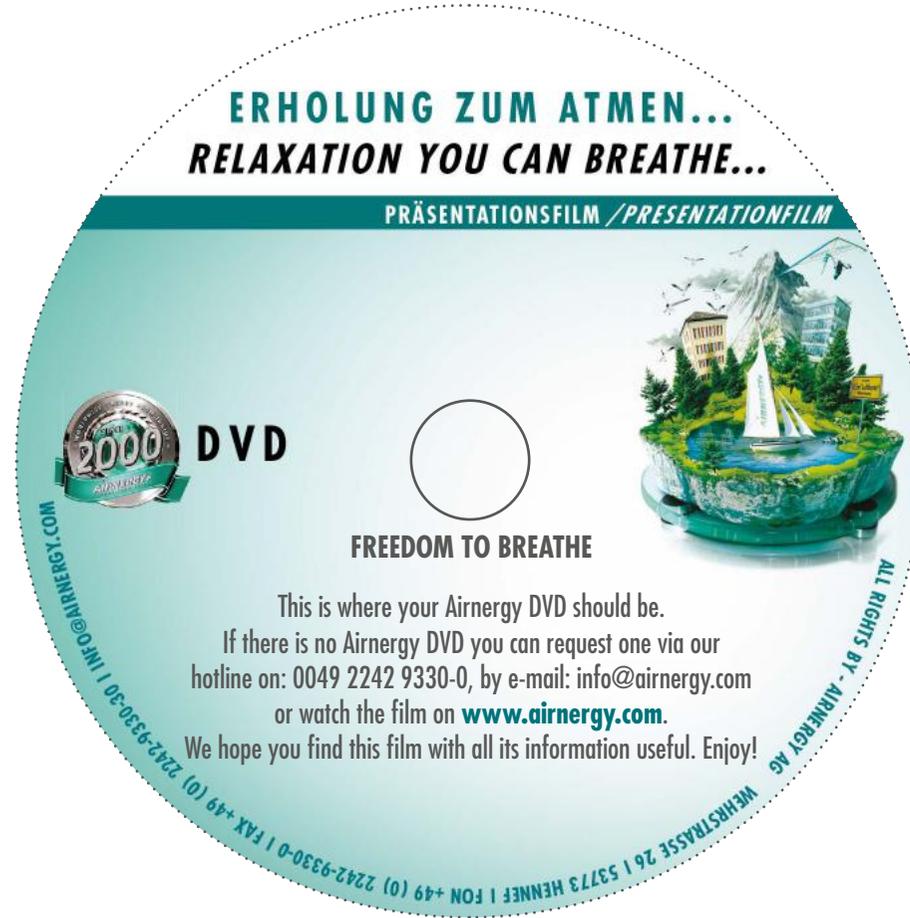


**AIRNERGY AG**  
Wehrstr. 26  
D-53773 Hennef  
Germany

Telephone 0049 2242 9330-0 | Fax 0049 2242 9330-30 | info@airnergy.com

[www.airnergy.com](http://www.airnergy.com)

Visit our website. Learn all about Airnergy, who we are, how our products work and how you can find an Airnergy distributor near you. Learn more about recent publications in the press, on radio and TV and about cooperation programmes and the latest events.



## CURIOSITY KEEPS US ACTIVE.

We hope that you will feel able to try out something that your body has always known about. Because the powers of nature are wonderful, but remain forgotten until rediscovered.

We hope that we have made you curious and that you would like to know more about what Airnergy can do for you.

Simply call us on 0049 2242 9330 0 or visit our website at: [www.airnergy.com](http://www.airnergy.com).

We look forward to you and have a good breathing!

### AIRNERGY

Wehrstraße 24-26  
53773 Hennef

Fon: 0049 2242 9330-0  
Fax: 0049 2242 9330-30

E-Mail: [info@airnergy.com](mailto:info@airnergy.com)  
Web: [www.airnergy.com](http://www.airnergy.com)





# ENERGY FROM INSIDE