

FAQ

FREKA AND ITS FEATURES

What is FREKA?

FREKA is ergonomically designed facewear that filters and refreshes the air you breathe. It is made up of two key parts: a fabric exterior Wing and an interior Insert, designed based on ergonomics to contour the face for a superior fit and functionality, solving the existing issues of pollution masks such as air-leakage, discomfort, ruining-make-up, and humidity.

Made for urban dwellers living in stressful, polluted environments, FREKA offers Air-Revitalisation Technology. Users can choose from two replaceable filters created with a four layer FREKA Filter Technology that purify inhaled air. The Air Filter 95 Filter filters out over 95% of airborne pollutants including Particulate Matter PM0.3-PM2.5, dust, pollen, odours, and exhaust fumes. The filters work with and Hinoki Vitaliser made from a fragrant Japanese Cypress wood to refresh the air with a rejuvenating scent, and elevate the flow of fresh air into the body.

Who is FREKA for?

FREKA facewear is designed for you.

Every face is uniquely complex and we found it was incredibly difficult to find something wearable that comfortably fits any face shape or size. Freka is created to adapt to the shape of the face and does not compromise between aesthetics and functionality. FREKA is designed to contour the face for a great fit, and features a unique Internal Ventilation System and Air-Revitalisation Technology for easy airflow, and fresh, rejuvenating air.

Living in highly polluted urban areas with high Particulate Matter and dust, or during seasons with high pollen levels can stress your mind and body. It can cause respiratory problems, hay fever, and generally affect your mood. FREKA is made for the urban dweller who wants to breathe pure and fresh air, and is seeking something of superior design and functionality. FREKA features two options of a replaceable filter created using a four layer FREKA Filter Technology that filter out Particulate Matter PM0.3-PM2.5, dust, pollen, odours, and exhaust fumes. The scent of the Hinoki Vitaliser brings the pure and calming experience of nature directly to you.

You can wear your FREKA any time you want to breathe refreshing air and protect yourself from harmful external elements such as dust, pollen, and pollution. FREKA can be worn whenever you are out- such as during your daily commute or while walking outside.

FREKA is NOT for industrial use.

What is the best way to breathe?

Breathing brings oxygen to all the vital organs in our body and keeps us alive. However most people only take shallow, unconscious breaths. These shallow breaths also reflect the stress of our mind and body.

Correct, deep breathing has incredible benefits on your mental and physical wellbeing. Conscious, deep and slow breaths increase circulation in the body, increase blood oxygen level, help focus the mind, and improve overall functioning of the body.

FREKA is ergonomically designed to follow the natural breathing pattern of the body, and its Air-Revitalising Technology enhances the breathing experience.

POLLUTION AND FILTERS

What are the negative effects of air pollution on the body?

Air pollution is detrimental to overall health and wellbeing. The pollutant that affects more people than any other pollutant found in ambient air is Particulate Matter (PM).

PM is a complex mix of fine solid and liquid particles created from all types of combustion and dust generating activities. Particles vary in size from 10 microns in diameter to 2.5 microns and less. Exposure to these particles, along with other pollutants such as NO₂ puts people at risk of developing cardiovascular and respiratory problems.

Many masks are unable to effectively filter out Particulate Matter due to ineffective design. Often masks do not fit the face well, resulting in air-leakage. Freka is designed to adjust to fit to the complex nature of different face shapes, providing an air-tight seal. Along with its Micro Particle Filters with high filtering efficiency, Freka protects you from harmful pollutants found in the city air by ensuring effective filtration.

What is PM_{0.3}-PM_{2.5}?

Particulate matter (PM) is a pollutant that is an airborne mix of solid and liquid particles. These particles are generally emissions from industrial activities such as burning coal, diesel, and other fuels. PM_{0.3}- PM_{2.5} are particulate matter that have diameters anywhere between 2.5 microns to 0.3 microns, and are the most dangerous as it can get lodged deep in the lungs and contribute to acute respiratory problems. To give a comparison, the width of a PM_{2.5} particle is about 30 times smaller than the width of a human hair.

What filter does FREKA use?

FREKA offers an option of two replaceable filters, created with a four layer Freka Filter Technology, that purifies inhaled air. The Air Filter 95 filters out over 95% of airborne pollutants including Particulate Matter PM0.3-PM2.5, dust, pollen, odours, and exhaust fumes. Using 'TORAY' high performance Activated Carbon Filter.

Air Filter 95 Filter: Suitable for use in very polluted urban environments. Recommended for use in cities with high particulate matter (PM0.3-PM2.5) levels.

Filter 16 with Vitaliser

Suitable for dusty and moderate-highly polluted urban environments. Also recommended for those seeking protection from pollen.

What can I do to protect myself from pollution?

You can wear FREKA to protect yourself from pollution and other airborne pollutants, and to breathe fresh air. FREKA is a comprehensive facewear that goes beyond pollution protection. Unlike a regular pollution mask, it provides extraordinary comfort while filtering and refreshing the air you breathe.

At what pollution level should I wear FREKA facewear or a pollution mask?

FREKA protects from pollution and allows you to breathe fresh air. It can be worn at any time when you are out and about in the city to ensure the air you breathe is fresh and filtered. According to the Air Quality Index (AQI), which goes from 0-500, any level of pollution above 50 begins to have effects on health, and individuals exposed to this air should take precaution.

FREKA USER GUIDE AND MAINTENANCE

How long can FREKA's Insert and Wing be used for?

Aside from the Vitaliser and Filter which should be replaced after a maximum of two weeks from being removed from their individual sealed packaging, the Insert and Wing can be used for up to 3 years with proper maintenance.

Please follow the instructions below on how to best take care of your FREKA facewear:

Wing: Handwash in lukewarm water. Iron only on lowest heat if necessary.

Insert: Handwash in lukewarm water or clean with gentle disinfectant wipe.

Filter: Depending on pollution levels and usage, the average usage period for each filter is about 7 days. We recommend changing the filter after a maximum of two weeks' usage.

How long can the Filter and Vitaliser be used for before I need to change it?

Filter: The average usage period for the FREKA Micro Particle Filters is about 7 days depending on pollution and usage. Depending on your usage and geographical location you may find you need to replace your Filter and Vitaliser any time between 3-10 days.

Vitaliser : Effective for an average of 5-7 days. Should be changed with the filter.

Regardless of usage, we recommend replacing the Filter and Vitaliser 2 weeks after being removed from their sealed packaging. As the filter is exposed to unhygienic external environments such as pollution and bacteria once it is opened from packaging, changing the filter often ensures you are always breathing clean and pure air.