

INFORMATION FACT SHEET - 21care™

“Is Lockdown over, will shopping online now be the new normal?”

According to recent reports around 40% of us prefer the safety of shopping online rather than risk visiting any shops. News of 2nd spikes is not helping. Vaccines may happen but now we are really concerned about all infections. We are all desperate to go to bars, hair salons and shopping but right now 40% will not visit you unless they know you care to keep them safe.

If 40% of your customers stay home, how much will it cost you?

Even if Covid-19 does not worry you, but can you really afford to lose the many customers who do? How many customers might you lose to competitors who show they care about hygiene and keeping customers safe. Now 21care™ is the sign that shows customers that you are equipped and really care about preventing the spread of all infectious diseases, not only Covid-19.

21care™ is the sign that everyone is looking for to know you are really serious about preventing infection.



Over 60% of us check food hygiene ratings for cafés and restaurants. No one wants food poisoning. The fear of Covid-19 has woken us all up to the fact that nobody wants to risk any illness; from colds to flu and any viruses. Now we are all looking for the signs that show that everything is being done to keep us safe from infection.

Display the 21care™ signs and show how your customers you care and defend your business from losing customers. Disinfection is the new priority and the 21care™ sign tells everyone that you care enough to invest in the latest and most effective products to keep everyone as safe as possible:

1. 21care™ LED UV sanitising radiation panel

This is the latest LED Radiation, now proven to be the ultimate weapon to fight infection.

2. 21care™ Hypochlorous acid (HOCl)

A recent breakthrough now proven to be the most effective germicide. Natural and safe for everyone and best for planet earth.

To find out more, examine the following pages to learn why these products have been selected as the best for the 21care™ brand and read what makes them so valuable for you, your staff and business.



21care™
ADVANCED GERMICIDAL TECHNOLOGY

So many ways to show just how much you care

Optimum proven decontamination

- U-VIR-LED 21 ADVANCED LED GERMICIDAL RADIATION PLUS
- HYPOCHLOROUS ACID (HOCl) GERMICIDE DISINFECTANT

Display the 21care™ window signs and everyone will see just how seriously you are preventing the spread of infections in your premises.



Read the following pages to find out why displaying the 21care™ sign is so important for you and your customers...



Now we have 21care™, everyone knows our salon is the safest.



Busier now customers can see my shop and stock are disinfected with 21care™



How can I trust that my kids school books, classrooms and all their toys will be safe?



Happy to be open again and now customers know that all my clothes are safe to try on.



“Didn’t Sam kick off about coming here? Not at all, she’s seen the 21care™ signs.”

Why is LED UV radiation so effective against virus?

Ultraviolet is delivered by the sun. It includes very short wavelengths of ultraviolet light energy called UVC. The earth's ozone layer should block this out. This UV radiation attacks all and everything; viruses, microbes, bacteria and germs. UVC has to be very powerful, so we must never be exposed to it.

Mercury fluorescent tubes and lamp bulbs were invented 100 years ago after UVC was discovered with little change. LED technology has advanced significantly especially in recent months.

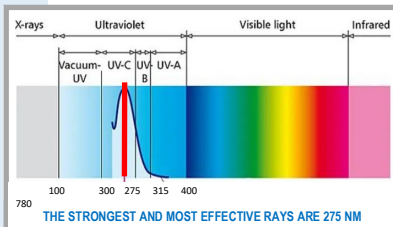


Both UVA and UVB damage the skin, UVC attacks all living matter (Credit: Getty Images), and <https://www.bbc.com/future/article/20200327-can-you-kill-coronavirus-with-uv-light>

Why choose 21care™ LED radiation to fight infection?

It is now been proven that the wavelength of 275nm is the most effective to attack and destroy all living matter, but we can control it. We can turn it on and off without risking being exposed to it.

So why has UVC not been used to stop the spread of infectious diseases before now?



Until now, we have not been taking hygiene very seriously. Mercury lamps are very old technology. They cannot be tuned to focus on 275nm. They are only effective on objects that are very close because they send out all UVC wavelengths much at the same time. This is like your radio sending broadcasting all FM stations at the same time and you would only hear a scrambled noise.

When you tune into a narrow band of radio waves you have far sharper reception. The sound is clear, far louder and much less energy is needed. UV wavelengths are similar, LEDs can tune in to 275nm and so are far more effective.

The latest LEDs can project its lethal UV radiation for a distance of over 2 metres. So not only disinfecting surfaces but just as important, it can attack all of the airborne virus and bacteria. Mercury lamps cannot do this.

LEDs need less energy, our LED daylight lamps at home give out 60 watts but only need 10 watts. We also know that LEDs can last thousands of hours longer. Replacement and electricity costs are far lower than the cost of running and replacing mercury lamps.

Mercury lamps are effective primarily for disinfecting anything very close to it, we use it for decontaminating our water because the water flows directly over the lamp but they are not for business use.

A very important concern with mercury lamps is they emit toxic levels of ozone.

If exposed only for just one minute to more than one part of ozone to a million parts of air you risk serious damage to your lungs. To be of any real use, expensive extra ventilation is essential. This is not just to remove toxins but the awful smell they leave that can linger for days. This is one reason why hospitals have rarely used mercury UVC lamps. **LEDs cannot emit ozone. In fact, they clean the air, they do not pollute it.**

Watch <https://youtu.be/CU54kKJf1h8> and see how much LED radiation has advanced.



Is the new coronavirus deactivated with 21care™?

The National Academy of Sciences have said that, to date; while there has been insufficient time to have absolute peer reviewed evidence, LED has been proven to deactivate many other coronaviruses such as Norovirus, Mers and Sars. Scientists expect LEDs to be fully capable of attacking all coronaviruses. For more information, search on line and, for example, visit: <http://www.iuva.org/IUVA-Fact-Sheet-on-UV-Disinfection-for-COVID-19>

4 good reasons to choose 21care™



21care™ LED radiation panel will sanitise every object in its path

Bacteria, viruses, and all germs that the energy of these new LEDs strike can be destroyed. Small "21care™ SANITISED" labels (shown here) are available to put on every object to show it has been sanitised. **21CLINIC** therapists will advise you how to operate the panel and also help you to promote the way your business is keeping customers safe with local media, Facebook, Instagram...



21care™ LED panels clean large areas & small objects

21care™ LED panels give you the power to disinfect large areas while you relax and collections of smaller items together in minutes when placed close to the LED panel. Customised designs for you are available to give to your shop fitter or ours to make cabinets for stock or other possessions.



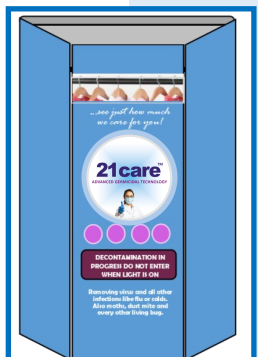
21care™ LED will not damage décor or any of your possessions

21care™ LED light panel attacks all living matter with invisible light but it cannot harm inanimate objects such as electronic equipment, décor, clothes or any fabrics. Painstakingly washing with soap and water can cause damage and is so very time consuming.



21care™ make sure UV radiation can be used safely

UV Radiation can be very dangerous but you will be safe if you follow all the manufacturers advice and instructions for the LED panel. **21care™** are the first and currently the only technology to include serious guidance in the safe use of LED radiation and disinfection with warning signs to assist preventing entry to any area while the **21care™** LED panel is in operation.



Screen off rails or shelf displays with LED panels fitted inside using as many flexible 750mm x 1000mm safety screens as required.



Cabinets of various designs to disinfect any collection of stock or anything smaller that customers and staff might have touched in minutes.

Turn to the next page to read why LED & HOCl technology were selected for 21care™ and also click here to read the [21care™ LED and HOCl product brochure](#) for full details about the 21care™ LED panel and HOCl germicide.

21care™ the only name to show the world you care about keeping your customers safe

Are your customers and your staff confident that you care about hygiene? How many might choose to go to competitors that appear to care more about hygiene than you do? So many are frightened, recently in Italy and Spain shops have been allowed to open, few did so. Now those displaying the fact that they sanitise have their customers coming back.

21care™ the name that tells every one that you doing everything to keep them safe. After thorough research and careful investigation, the two most advanced and effective ways to attack every living infectious organism have been discovered and selected for 21care™ by Longshire Ltd are importers and the creators of 21care™. They are not manufacturers, so like you they are free to choose the best. The difference is they have to invest in stock.

- **LED radiation** is evidently the best weapon we have to fight infection today. 21care™ have found the latest and best. There are many cheap small mercury UVC lamps. These claim so much and can do so little, many do not even warn you of their dangers when switched on.
- **Hypochlorous Acid (HOCl)** is widely recognised as the most effective sanitiser. In only the last few years HOCl has become the preferred choice of hospitals for clinical use. It is 80-100 times more effective than bleach. It is 100% natural, a truly organic sanitiser. It is the same mild acid that our white blood cells create and use to kill invaders. It is basically made from salt and water and is less sharp than lemon juice. It is preferred by medics and is totally safe for you and your customers.

Why is 21care™ LED radiation so effective?

21care™ LED radiation (model u-vir-LED 21) is a brand new product developed by experts in Northern Italy. They saw the full impact of Covid-19 first hand in early March 2020. They turned all their skills to create the most powerful LED germicidal light. Initially for the benefit of all the health clinics supplied around the world with their advanced non-surgical treatment technology by importers like Longshire Ltd and delivered to you in the UK by 21 Clinic.



Most manufacturers of mercury UVC lamps and older LED technology created them primarily for industrial use. They have had little time and have not turned their attention to the many benefits that the new, advanced LED radiation 21care™ can now bring to fight infection.

Unlike 21 Equipment, few manufacturers of industrial UV devices are of the importance of the level of hygiene that is required by clinics and now all premises.

21 Equipment know, first hand, how the fear of infection has damaged business for clinics they supply. Their new LED radiation panel has solved the problem by ending the fear.

Longshire created; the 21care™ name, they could see the benefit this relatively inexpensive technology could bring and recognised how essential it is for business to have visible promotional materials to make sure your customers and staff are fully aware of the effort and investments that has been made to fight infection and keep them safe.

21care™ bring you the latest and best weapons to fight infection



21care™HOCl germicidal spray, the perfect companion for 21care™ LED

21care™ HOCl Germicide has been selected because medics now recommend it. Hypochlorous Acid is mild for us but not for viruses and infections. It is more effective than any other ordinary disinfectants. It can be sprayed, wiped or dry mist fogged on and is safe even for sensitive skins, ideal for decontaminating clothes that have been tried on. It does not damage décor or fabrics. It is also excellent for deodorising them, destroying the bacteria, rather than adding a smell.



21care™LED, smart panels that radiate rooms with powerful, invisible waves of energy to disinfect and decontaminate everything it strikes

The 21care™LED panel is 50X30 cm with enough energy to decontaminate all surfaces and the air we breathe in larger areas. Quick and easy to install and very simple to operate. Simply set the pre-programmable timer for when no one will be in the room. Press start, leave the area immediately, secure it to ensure no person or animal can enter. The panel will switch on after one minute and off automatically at the end the time you set. The LED radiation will then have attacked all infection it strikes. If you believe a customer may have arrived with some infection, even a cold, you can then close the area and attack airborne infections with LED for 10 minutes, then spray or wipe areas with 21care™ HOCl.



21care™LED panels - essential to attack airborne infection

The 21care™LED panel will attack every living cell it strikes. The force of only one LED panel will decontaminate everything it strikes for over 2 metres. It will attack viruses and infection on every surface, most important are those that build up with customers leaving their bugs floating in the air. The LED panel also attacks mould, dust mite, many insects and pollens. The size of the area to be treated can be extended by adding more LED panels or be sectioned off with safety screens. For more details see the [21care™ LED & HOCl Product Brochure](#).



21care™LED panels - energy that doesn't damage electrical components

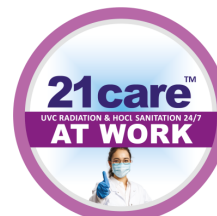
Mobile phones, TV remote controls, computers and even sensitive treatment equipment used by medics and therapists will not be harmed by these LED UV wavelengths, only the bugs that are on the surface and many small items can be treated together, saving so much time.



Now with your care and attention to disinfection and decontamination customer and staff confidence will be restored.

LED is the new weapon to win the war on bugs and infections. Let everyone know how you have invested in their safety. It is not expensive. Can you afford to and your customer will return far more reward with their loyalty and custom to thank you for having the foresight and social responsibility to join the fight against all infections.

Next page, read exactly what you get when you choose 21care™ and just how little it costs to keep your customers and staff safe.



"LED science is well known.

Now it can kill every living bug that it strikes: Germ, viruses, some harmful insects, mould spores and even the pollens that can cause so many allergies!"

21care™
ADVANCED GERMICIDAL TECHNOLOGY



21care™ LED and HOCl no hiding place for germs.

If you wish your customers to know how much care you are taking to protect your premises and to stop other customers bringing in new infections.

When customers arrive, offer them inexpensive disposable visors, and simple plastic disposable gloves and even shoe covers.

A high level of service will reward you both by customers spreading the word and reduce your costs for cleaning.



21care™ fast, safe, effective decontamination

Let 21care™ give you the power of nature to keep infection under control. LED light that will do so much of the work for you with invisible wavelengths of energy.

Combine this with the convenient 21care™ HOCl germicide, safe and effective for clothes, fabrics and every surface. Together they will fight viruses, bacteria, germs and much more.

Everything LED radiation touches is decontaminated without you lifting a finger. When LED radiation is not appropriate, you have the power of 21care™ HOCl.

Essential extras that show customers you care

Use 21care™ LED or HOCl and you are entitled display the 21care™ signs to show everyone that you are doing more than anyone to fight infection and keep them safe.

When you choose 21care™ you receive a free, comprehensive business starter pack.

This currently includes a free trial 750ml HOCl spray with every 21care™ LED panel.

- [Large, clear warning signs](#) to help you prevent access to any room that is being LED radiated. [No one can enter any area being LED radiated.](#)
- [Window stickers](#) to make everyone aware that you have invested in the very latest technology to help protect every visitor.
- [Small stickers](#) to put on all radiated of HOCl treated objects so that everyone can see exactly what has been decontaminated by 21care™.

plus with 21 Clinic guidance, you will be able to display your 21care™ certificates with pride.

Order now - start welcoming visitors

The price of the 21care™ LED light panel is only £695 plus VAT

or lease 21care™ LED-UVC light panel for less than £5 a week!

Order now, **for a limited period only** to reduce your costs during these difficult times, we will deduct the cost of VAT worth £139 (first panel only).

Also, 21care™ HOCl normally, retailed at an SRP of £17.99 ahs special offers. [Ask about our introductory trade prices and special offers for 21care™ HOCl.](#) Your customers and staff will want to use the best for the their homes, just the same as you want for your business.

[If you need more than one panel!](#) Longshire do offer quantity discounts, please call and ask for details. [Club together with other local businesses?](#) It will reduce the cost for you all.

In the interest of keeping prices down, as with all 21 Equipment technology, you buy directly from the importers, Longshire Ltd., 21 Clinic organise delivery, merchandising support and provide after care to assist you whenever you need it.

How much will it cost you for your staff to spend time disinfecting everything every day? If they do not, it is generally estimated that businesses who do not could lose up to 40% of customers to those competitors that do treat preventing the risk of infection seriously.

Reducing the spread of even common infections such as colds and flu will obviously keep you and your staff healthier. It will also reduce the number of days lost through illness, a cost saving for you, help to reduce the burden on the NHS and boost your local reputation.

For more information or to order now, contact Liz Hirst and her team at 21 Clinic. Call, WhatsApp or text on 07811 343 556 or email liz@21Clinic.co.uk

Want to read more detailed information?

Click here to read for more information [21care™ LED & HOCl Product Brochure](#) and here to read the [Director's Report](#). This provides a personal and interesting insight by the CEO of Longshire that describes his motives and why he selected in the products described here.

For more information about the manufactures of 21care™ HOCl click here [HOCl - the science](#).

As importers and buyers, Longshire Ltd have to be sure that manufacturer's information and that all claims made are correct. Also that the way they are all expressed are valid and abiding by the current advice provided by the UK Advertising Standards Association (ASA).

**If you requested a printed version of this fact sheet, these reports should be attached, if not email; scandamail@aol.com and printed copies will be posted to you.*

21care™
ADVANCED GERMICIDAL TECHNOLOGY

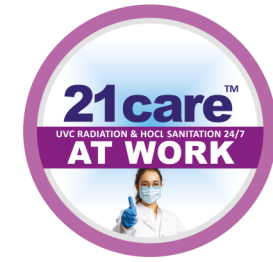
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GENERAL WINDOW SIGN



UVC WARNING NOTICE



WINDOW SIGN



STICKERS TO SHOW ALL ITEMS TREATED WITH UVC or HOCl



21CARE™ ACCREDITED CERTIFICATE

- 21CARE™™ (U-VIR-LED21) IS DEVELOPED AND MANUFACTURED IN ITALY BY 21 EQUIPMENT LTD, U-VIR-LED21 CONFORMS TO EC REGULATIONS - PATENT APPLIED FOR.
- U-VIR-LED21 IS DISTRIBUTED IN THE UK TO CLINICS BY 21 CLINIC LTD UNDER THE IMPORTER'S TRADE MARK 21CARE™™.
- LONGSHIRE ARE EXCLUSIVE IMPORTERS FOR THE UK, A LONG AND WELL ESTABLISHED COMPANY HAVING OVER 30 YEARS EXPERIENCE BOTH IN DEVELOPING, SOURCING AND ALSO MARKETING EFFECTIVE NATURAL HEALTH CARE PRODUCTS.
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