

COOL HUNTING

Paralda HEPA Air Purifier

by [Doug Black](#)



The tragic irony of many air purifiers is that while they remove toxins from your breathing space, they also spew ozone-depleting gases into the atmosphere. Instead of relying on this decidedly non-green electrostatic technology, Alen's new [Paralda Air Purifier](#) uses the EPA-recommended HEPA filter, which removes even smaller particles from living rooms while respecting the greater habitat.

The first purifier to get both an Energy Star certification for efficiency and RoHS (Restriction of Hazardous Substances) distinction as a green product, the Paralda uses no lead. Instead ionizers and ultraviolet light eliminate bacteria, pollen and mold while the filter itself collects other particles. The HEPA choice also eliminates the necessity to remove and clean it, an activity that can release allergens back into the air.

The unit itself is attractively designed, if a bit futuristic. The inner core is "bamboo green" with a translucent shell surrounding it. Vertically oriented, it has a small footprint and allows more area for air flow in tight rooms. The Paralda costs \$500 at the Alen [online store](#) and comes with a lifetime warranty.

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