



Aussie Invention Combats Driver Fatigue

Driver fatigue is a major factor in up to 20 per cent of the annual road toll throughout Australia, and with families gearing up to hit the roads this Easter, it is time to consider our options.

Statistics released by the RTA reveal that almost 18 per cent of road accidents, from January 2008 to January 2009, were caused by fatigue, just slightly less than those caused by alcohol consumption (18.8 per cent).

For drivers about to get behind the wheel there's a new Australian designed product, the **ELANRA Air**, which increases driver alertness, concentration and reaction time.

By reproducing the small ingestible negative ions of oxygen that are found in nature, **ELANRA Air** eliminates the harmful effects of positive ions that build up in the car while driving. Reports from the USA, Hungary, Japan, and Britain support findings that show the build-up of positive ions – that come from traffic fumes, air conditioning and the vehicle's electrical system - inside moving vehicles leads to loss of driver co-ordination and a resulting increase in traffic accidents. Called a 'Faraday Cage', this positively charged atmosphere can cause drivers to suffer drowsiness and have slower reaction times, putting both driver and passengers at risk.

With more than 40 years in the business, inventor Joshua Shaw has examined the closed environment of motor vehicles and its effect upon drivers. In a study Shaw conducted on a group of Australian long-distance truck drivers exposed to the *therapeutic* benefits of nature's *negative ions*, 87 per cent reported an increase in alertness while driving after using the ion generator and 73 per cent reported less irritability.

As the third product in the Elanra range of therapeutic ionisers, **ELANRA Air** is also included as a medical device on the TGA register of therapeutic goods. With nine easy-to-program settings, including three output levels and three different frequencies including the energy setting 25Hz to keep you alert, another exclusive benefit of the **ELANRA Air** is the ability to customise your settings. Using the latest Lithium Ion Battery, the rechargeable **ELANRA Air** will function continually for up to 40 hours, making it ideal for long-haul car trips, campervan holidays and truck drivers driving long distances.

"There is so much talk this time of year about driver fatigue, and the need to Stop, Revive, Survive. Complementing this life saving strategy, it is also comforting to know there is a product like the **ELANRA Air** available, which can work in conjunction with regular rest stops, to assist with the wellbeing of your family," said inventor Joshua Shaw.

Conveniently compact, **ELANRA Air** can be worn comfortably around the neck, providing you with unrestricted freedom and therapeutic benefits while travelling. So, on your next car trip, instead of breathing in the polluted air from an open window, give yourself the therapeutic benefits of nature's own negative ions of oxygen with **ELANRA Air** and arrive at your destination refreshed.

ELANRA Air RRP \$295 (including charger and international adaptors).

Available from: www.globaltravelproducts.com.au

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