**AirPop Launches Its Line of Face Masks at Best Buy Canada**

*Anchored by the Active+ smart mask, the AirPop family of masks for adults and kids provide best-in-class defense from airborne threats along with superior fit, style and breathability*

**SAN FRANCISCO, CA, MAY 6, 2021 -** [AirPop](http://www.airpophealth.com), the leading consumer mask company founded in 2015, is bringing its expertise in creating high-performance face masks to Best Buy Canada. AirPop masks are distributed in Canada by Erikson Consumer. The full portfolio of AirPop mask models are available for purchase — including the Light SE, the Pocket, and the AirPop mask for kids; the Original and Active washable masks; and the Active+ smart mask with Halo sensor.

AirPop has harnessed filtration science and technology innovation to build products that deliver unrivaled comfort & breathability — revolutionizing the mask wearing experience for consumers. AirPop masks provide a serious line of defense against airborne threats carried by particles and droplets and they are designed to be breathable, stylish and wearable.They offer the same, highly-effective two-way barrier as the best medical and industrial-grade masks, but are specifically designed for consumers, to be comfortable all day on a variety of face shapes and sizes.

“Masks provide the first line of defense from airborne threats. Our mission at AirPop has always been to provide consumers across the globe with a mask that provides the best in fit, filtration and protection,” said Chris Hosmer, Founder of AirPop. “By partnering with Best Buy, consumers in Canada have access to our full family of products, masks that are designed for consumers but with the same high quality standards and two-way filtration as the best medical and industrial respirators.”

**Introducing the AirPop Mask Portfolio Available at Best Buy Canada**

**AirPop Disposable Masks**

AirPop multi-use disposable masks provide 99.3% particle filtration and 99.9% bacterial filtration, plus fluid resistance, to deliver a robust two-way defense for up to 40 hours.

* ***AirPop Light SE:***  The patented design of the Light SE creates a “lighter than air” feel with a 3D domed structure that enables effortless breathability. Ergonomic wings, adjustable ear loops and a cushioned nose seal provide superior comfort and fit.
  + The Light SE comes in black and a single mask retails for $ $12.99, a 4-pack for $39.99
* ***AirPop Pocket and Pocket Case:***  The Pocket is a light mask that comes with a compatible carrying case, great for using on the go. The Pocket’s Ergo-Foam seal conforms to the nose bridge and its top vent allows for moisture to evaporate between wears. Its convertible structure provides compression strength during wear while still being flexible enough to fold down to 25 percent of its original size.
  + The Pocket comes in black and retails for $19.99 for a 2-pack and $34.99 for a 4-pack. Pocket case in black sold separately, retails for $12.99.
* ***AirPop Kids:***  We used the same patented design principles that make the AirPop Light SE superior to create a one-of-a-kind children’s mask. The AirPop Kids mask is light and breathable, giving kids the defense they need against airborne threats while providing comfort and ease for all-day wear.
  + AirPop Kids masks come in blue and retail for $19.99 for a 2-pack

**AirPop Reusable Masks**

Made with cutting-edge fabrics and Airpop’s patented 3D Air Dome design, the AirPop Original and Active masks are durable, lightweight, comfortable and stylish. The masks feature disposable, snap-in filters that block 99.97 PM0.3, including dust, bacteria, and viral matter, and deliver up to 40 hours of use.

* ***The Original:*** For every day use including travel and traversing around the city, the Original mask is stylish, comfortable and offers best-in-class defense against airborne threats. Made from engineered soft touch microfiber to help create a perfect feet for the face.
  + The Original comes in black, grey and beige colors, comes with four filters and retails for $79.99. Additional filter packs (4-pack) can be purchased for $29.99.
* ***The Active:*** *D*esigned to move with you. Engineered Airkniit delivers advanced comfort, breathability and protection.
  + The Active comes in black/yellow, grey/white and yellow/black colors, comes with four filters and retails for $89.99. Additional filter packs can be purchased for $29.99 (4-pack).
* ***The Active+ Smart Mask with Halo Sensor:*** The Active+ bridges the gap between AirPop’s precisely fitted physical profile with cutting-edge app support that gives the wearer the ability to actively monitor local air quality and potential health risks, as well as their own respiratory health. The app uses a combination of data collected from the Halo sensor about the wearer’s breathing patterns to give a visual overview of their breathing behavior, cycles, and even the pollutants that the mask has blocked during use.
  + The Active+ comes in black/yellow, grey/white, comes with four filters and retails for $199.99. Additional filter packs can be purchased for $29.99 (4-pack).
  + Halo sensor monitors breathing cycles and behavior, as well as local air quality and potential health risks.
  + Android and iOS support.
  + Multi-month battery life

***ENDS***

[Press release assets available here](https://www.dropbox.com/sh/k1fl8wnejvujsgy/AADGqIDGP0CXuQoAkn0kZQC6a?dl=0)

**About AirPop**

AirPop is the world’s first Air Wearables company. Since 2015, the company has harnessed filtration science and technology to build high-performance products that deliver unrivaled comfort and breathability for millions of people worldwide. AirPop masks deliver superior performance by solving three critical issues: fit, filtration and breathability. The revolutionary mask design includes a patented seal ensuring a secure fit, while the 3D Air Dome increases airflow for better breathability and comfort. Furthermore, AirPop masks combine a 4-layer filter material to create a barrier down to 0.3 microns achieving greater than 99% efficiency in accredited laboratory tests. For more information visit: [www.airpophealth.com](http://www.airpophealth.com/).

**About Erikson Consumer**

Erikson Consumer, the consumer electronics division of Jam Industries located in Baie D’Urfe, Quebec, is the distributor for Strax products in Canada. Erikson Consumer also distributes other consumer electronic products in Canada, including Adidas, Bodyguardz, JBL, Harman Kardon, RHA, Urbanears, SiriusXM, and many more. For more information, contact:

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