

Award-winning, life-saving aerosol product is the new kid on the block

Former firefighters Joe Barratt and Matt Sygrove discuss their new aerosol product Air For Life – an emergency escape device providing people with a self-contained supply of breathable air

Statistics indicate that around 85% of deaths from fire-related incidents are due to being overcome by gas or smoke. This is a devastating problem for which Air For Life has created a life-saving solution contained in an award-winning and innovative aerosol can.

Air For Life is an emergency escape device, providing people with a self-contained source of breathable air to survive and escape from emergencies where breathing may be impaired, such as domestic or high-rise fires and terrorist attacks. The idea for the product was first conceived by Joe Barratt and Matthew Sygrove, who both worked together as firefighters.

“Statistically, more than 85% of people who die in house fires die of smoke inhalation,” said Sygrove. “Being in the fire service, we had seen the devastating effects of fires. We’d rescued many people, but some of them had unfortunately passed away before we could get to them.

“Smoke hoods do exist, but if oxygen levels drop below 15%, filters (including filters found in smoke hoods) are not



Picture caption

sufficient to keep a person alive. An external source of oxygen is the only way to survive such situations.”

Barratt and Sygrove wanted to create an affordable product that could be kept in people’s homes, hotel rooms and offices in case of emergency.

“We worked with Dr Tony Ryan, a science professional with expertise in gas adsorption,” added Barratt. “The end product is a simple design capable of rapid deployment; when the button at the top is pressed, a flow of cooled oxygen is released to the mask, which is supplemented by air purified by the smoke and chemical filters.

“Air For Life uses activated carbon, which is made up of very fine pores that give rise to a large surface area. For example, one teaspoonful can purify an area equivalent to the size of an international football pitch.”

Since its launch in 2019, Air For Life has quickly been recognised as an award-winning emergency device. Firstly, Air For Life won Best PPE Accessory at the Professional Clothing Awards. Secondly, Air For Life picked up Aerosol of the Year at the British Aerosol Manufacturers Association (BAMA) Awards in October. Although the product and the brand that goes along with it are relatively new, it is a terrific achievement to pick up such prestigious awards. In particular, Aerosol of the Year demonstrates how Air For Life has used innovative packaging to contain the life-saving product and make it easy for individuals and families to use.

Picture caption



How does Air For Life work?

Air For Life contains a granular, activated carbon adsorbent. The activated carbon is specially designed to store a much larger volume of oxygen than could be otherwise stored using compression alone and, because of this technology, the canister will still feel full even once it has been discharged. Users then release the oxygen as and when they need to breathe, to waste as little oxygen as possible.

Why is this product so important?

Dr Ryan explains the importance of ‘oxygen, not air’ in a fire situation: “Oxygen is the most important of all human needs. In a fire, oxygen levels rapidly deplete. If the oxygen level drops below 15% then filters (including filters found in smoke hoods) will not be sufficient in keeping such a person alive.”

An external source of oxygen is the only way to survive such situations. Additionally, someone who inhales pure oxygen will be more easily resuscitated if they have been exposed to smoke, since their tissues are heavily saturated with oxygen.

There is a clear need for such a product. With its effective aerosol packaging,

Picture caption



ever-increasing response times become a significantly reduced issue. For example, in rural areas, the average response time is 10 minutes and 37 seconds.

Who is the product aimed at?

This aerosol product is suitable for any individual concerned about their health and safety. At the same time, you may be in a business looking to protect the

health of your employees. You may be an organisation that is currently based in high rise offices. It’s no secret that height is an essential factor in fire safety.

It’s clear that Air For Life is here to stay; let’s see what the new kid on the block does in the future!

For more information:
Visit: www.airforlife.org.uk

