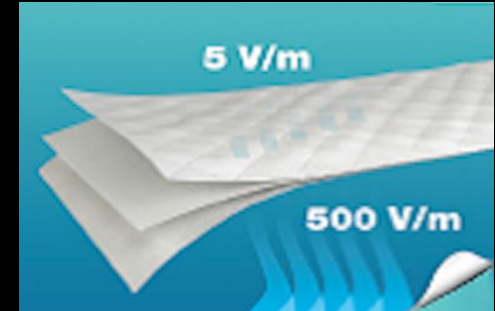


ADR MAT



ELECTRIC RADIATION SHIELD

DIELECTRIC MATERIALS ABSORBING ELECTRIC FIELDS



ADR CHAIR MAT

ADR Technology®

Avatar Marketing
74511 – 2768 West Broadway
Vancouver, B.C. V6K 2G4 CANADA
www.adermark.com

THE

**ADR
Presentation
Composed by
Brian Asttaria**



HAZARDOUS ELECTRO- MAGNETIC FIELDS

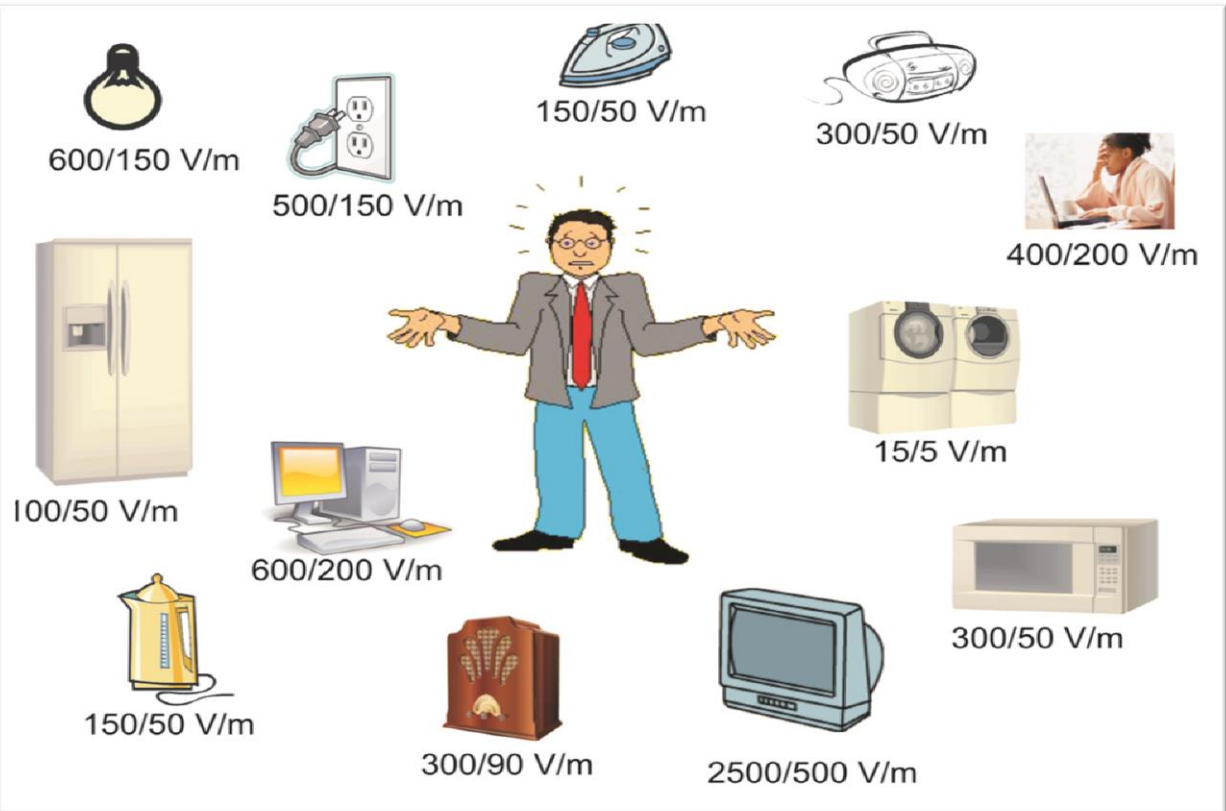
ARE Everywhere:
In domestic and industrial
environments



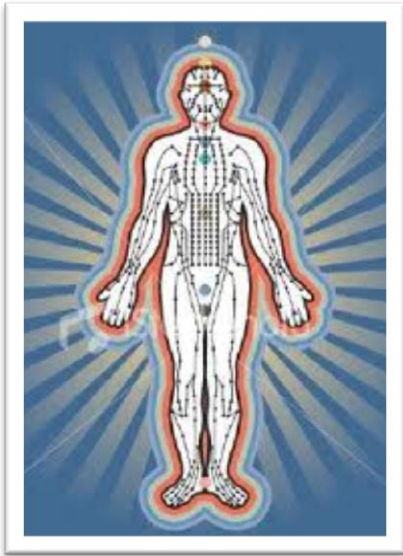
Electric power is an essential world commodity in our technology-based society. The health consequences of these developments can be difficult to predict and manage.

The influence of electric, electromagnetic (EM) and static magnetic fields on cells, tissues, plants, animals and human beings in everyday situations and the laboratory is of considerable interest.

Long-term exposure to electric and magnetic fields, even if of minor strength, has been reported to disturb people's well being and increase the risk of certain types of diseases.



HAZARDOUS ELECTRO- MAGNETIC FIELDS



EMFs Damage Living Organisms

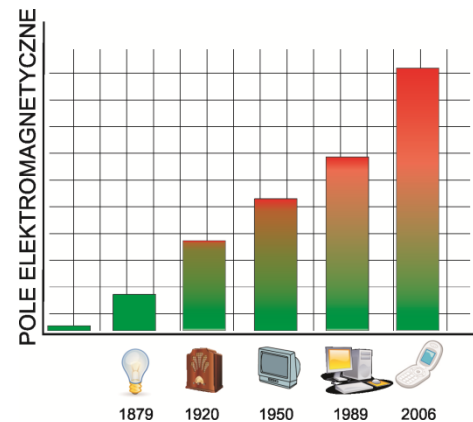
DNA (Deoxyribonucleic acid) importance lies in long-term information storage related to the instruction of the development and functioning of all known living organisms. DNA is continuously damaged by endogenous and exogenous factors and then repaired by DNA repair enzymes. The damage to DNA can accumulate and lead to cell death or Cancer when the repair function is inadequate. The damage to DNA consists in strand breaks and cross-linking. Endogenous agents such as free radicals created by mitochondrial respiration and cellular metabolism are responsible for strand breaks in DNA. Damage also occurs when cells are exposed to UV light, ionizing and non-ionizing radiation and chemicals (exogenous factors). Numerous papers on the effect of non-ionizing electromagnetic fields on DNA and chromosomal structure have been published and the results are reviewed in a paper by Phillips, Singh and Lai.

Exposure to emf, microwave, electronic and electric devices including Earth radiations may contribute to harmful effects on biological systems in the body that manifest as a lack of vitality leading to more serious conditions. For example, research shows an increased rate of leukemia among children exposed to high intensity low-frequency emf fields.

Cell phones emit microwaves that have a thermal effect on brain tissue increasing localized cell temperatures by several degrees.



HAZARDOUS ELECTRO- MAGNETIC SMOG



**Frequencies
from 1Hz to
300 MHz**

Electromagnetic Smog

The flow of electric current is accompanied by the presence of both electric and magnetic fields in the proximity of appliances and electrical wires. With the rapid advances in electric, electronic and communication technologies we are exposed to increasing levels of electric and magnetic fields. Everyday use of electrical household equipment and the boom in technologies such as the internet, cellular phone networks and satellite navigation systems result in electromagnetic smog.

Today the level of measured emf fields is approximately a million times greater than 130 years ago. The picture to the left shows an increase in electronic radiation fields dating from 1879 – 2006. These fields continue to grow annually.

Electric currents naturally exist in the human body as an essential function. Electric processes are involved both in transmitting nerve signals and in biochemical reactions related to digestion, brain activity etc. It should be noted that long-term exposure to EMF, even if of minor strength, may influence people's well being.

EMFs are divided into static and low-frequency electric and magnetic fields (frequency $f \leq 100$ kHz) originating from power lines, household electrical appliances and computers. High or radio frequency fields ($f < \sim 100$ GHz) sources are radio and TV broadcasts, mobile phones, radar, induction heaters etc.

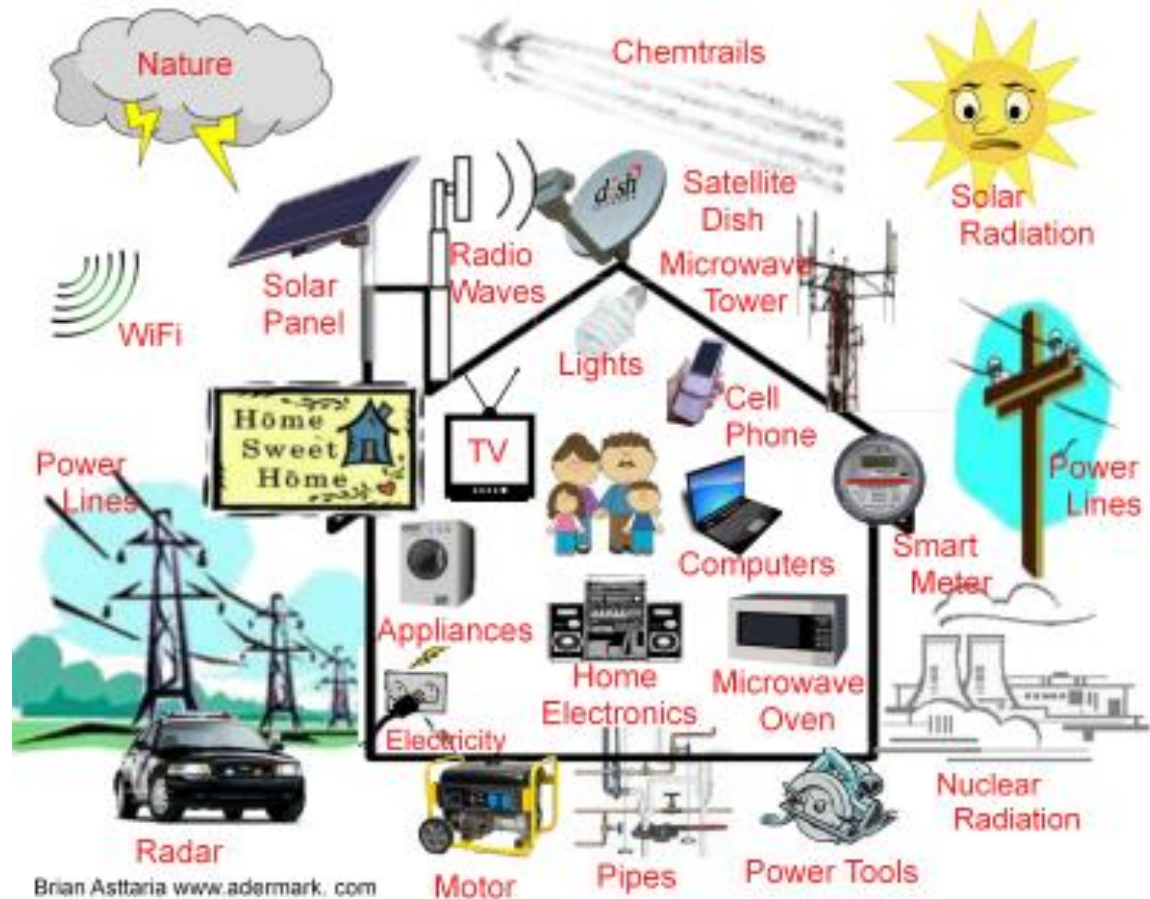
The harmful effects of the static and low-frequency electric fields can be significantly reduced by the absorption of electric fields by the **ADR MAT**.

PROTECT YOURSELF AND YOUR FAMILY FROM ELECTRO- MAGNETIC POLLUTION



Home Sweet Home

Electromagnetic Smog is Hazardous to Human Health



Measured emf fields are a MILLION times greater today than they were 130 years ago and they continue to grow yearly.

ADR MAT ELECTRIC RADIATION SHIELD

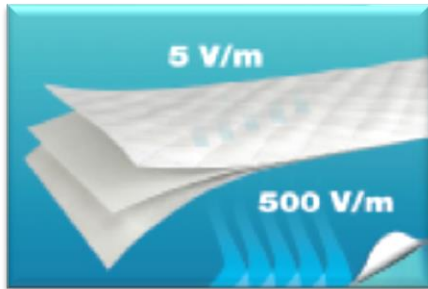
Works by
Shielding &
Absorbing
Electric Fields



- The **ADR MAT** is an electric field screen based on advanced technology of dielectric composites which provide protection against harmful electric fields.
- Exposure to static and low-frequency electrical fields originating from electric wiring and household appliances generate magnetic fields. This electromagnetic smog exerts adverse biological effects and interferes with the working of the brain and the body's immune system. EMFs are suspected to be carcinogenic to humans.
- The **ADR MAT** is designed to mimic the absorption of low-frequency electric fields by the human body, which consists of 60% water confined in various ways. The active part of the **ADR MAT** consists of a polymer matrix in which various water-containing phases are randomly dispersed.
- When in bed the body is exposed to primary and secondary electrical currents. The **ADR MAT** placed under a mattress shields against and absorbs electric fields minimizing their effect on the human body during sleep.
- The shielding of electric fields helps DNA replication and cell proliferation during sleep because these processes have a higher level during the dark cycle of the circadian rhythm. The **ADR MAT** supports DNA repair during sleep and minimizes UV damage caused by the Sun and its resultant free radical effects.
- The **ADR MAT** is placed under the mattress and promotes deep relaxation as well as healthy and regenerative sleep.
- The **ADR MAT** is made from high quality, non-allergenic materials and doesn't require a power supply or ground.

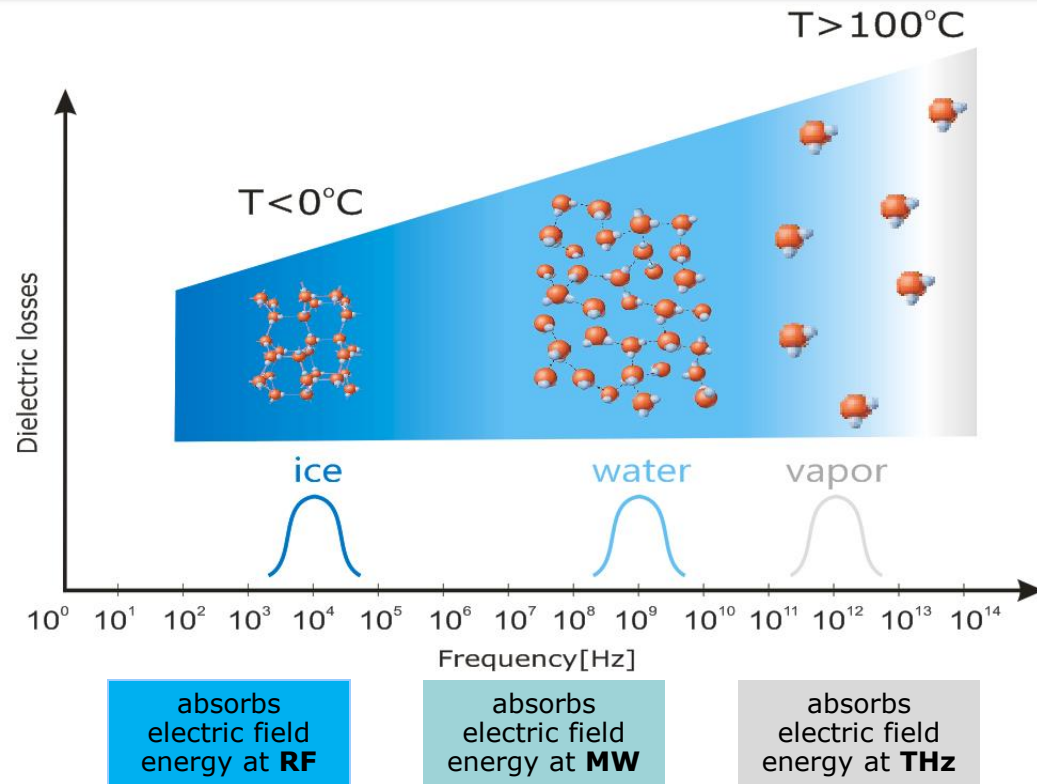
ADR Technology
stands for **Advanced
Dielectric Radiation
Trap**

Advanced Dielectric Radiation Trap



Common electric field shields are based on conductive media which need grounding. Examples are metallic foil, polymer or glass housed metal meshes, conducting polymers and cotton/polyester blends with micro-fine silver or stainless steel fibers.

ADR advanced technology is based on a nano-composite in which the electric component of electromagnetic radiation is absorbed by water dispersed in a dielectric matrix in various ways.



The ADR electric field shield is designed as a "bodyguard" for living organisms by absorbing low frequency electric fields.

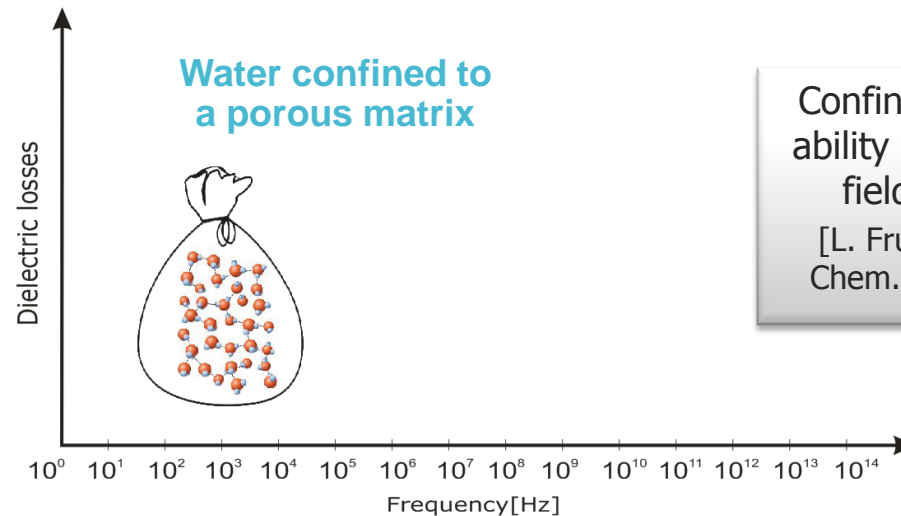
ADR MAT

Electric Field Shield



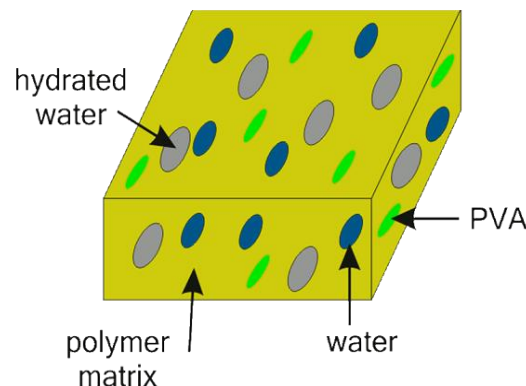
The **ADR MAT** is designed as a shield to protect living organisms by absorbing low frequency electric fields.

The active part of the **ADR MAT** consists of **ADR Technology®** composite: a polymer tissue permeated with water dispersed in various ways. The water confined in the matrix absorbs low-frequency electric fields and acts as a shield against low-frequency a.c. fields.



Confined water has the ability to absorb electric fields just like ice.

[L. Frunza et al. J. Phys. Chem. B 106(2002)9191]



Water is dispersed in the **Dielectric Matrix** in the form of:

- crystallized water in the lattice of the hydrate
- **micro-drops of water loaded into the matrix**
- **micro-drops of aqueous solution of PVA**

ADR MAT

Properties



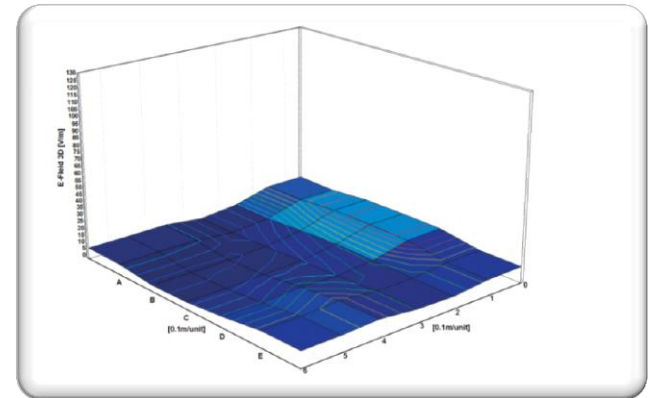
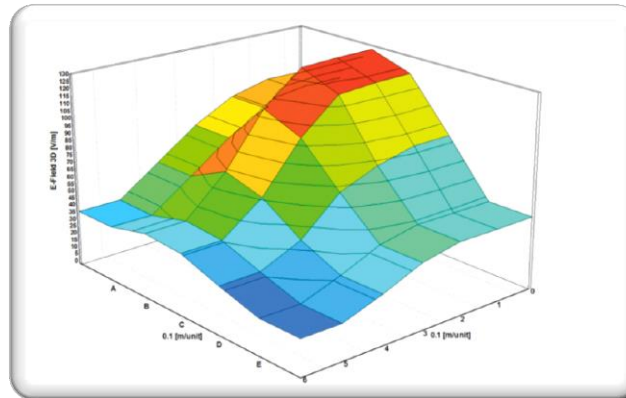
The **ADR MAT** reduces the effects of electrical fields allowing a deep and restorative sleep essential for a healthy lifestyle.

The **ADR MAT**[®] exhibits high dielectric absorption and shields electric fields within the frequency range from **~10 mHz to 1 MHz**

The properties of the composite are determined by the properties and microstructure of the dielectric matrix, the loading aqueous solution and the connectivity of different phases (Patent Pending P-387274; WO2010/093270).

ELECTRIC FIELD DISTRIBUTION

Without Protection & with ADR MAT Protection



Electric field distribution without the **ADR MAT** (*left*) and after shielding with the **ADR MAT** (*right*)

ADR MAT

Electric Field Shield

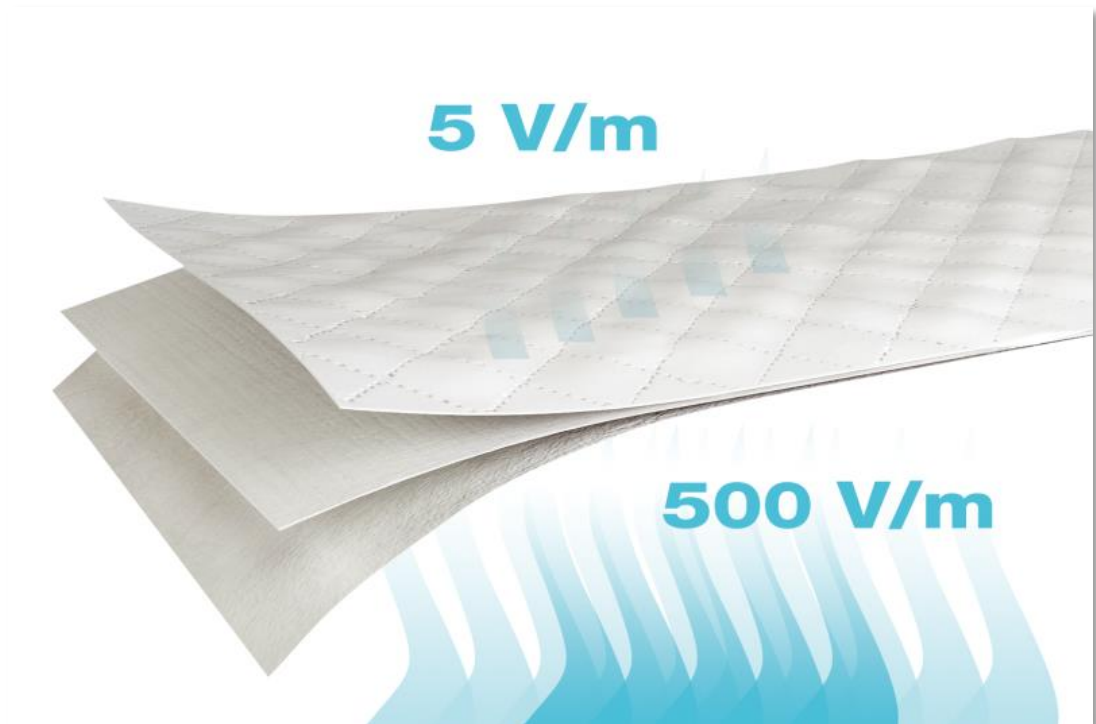


The **ADR MAT** can be placed under a mattress or on top of a mattress, but under an additional sheet or cover. It can be used to shield against electric fields from above by placing it inside a duvet cover on the top of the duvet

Due to the absorption of electric field energy in the active part of the **ADR MAT**



the harmful effects of the electric component of electromagnetic fields on the human body are decreased by **about two orders of magnitude**.

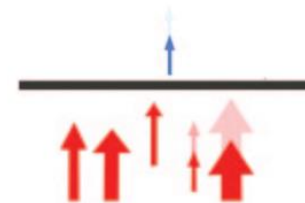
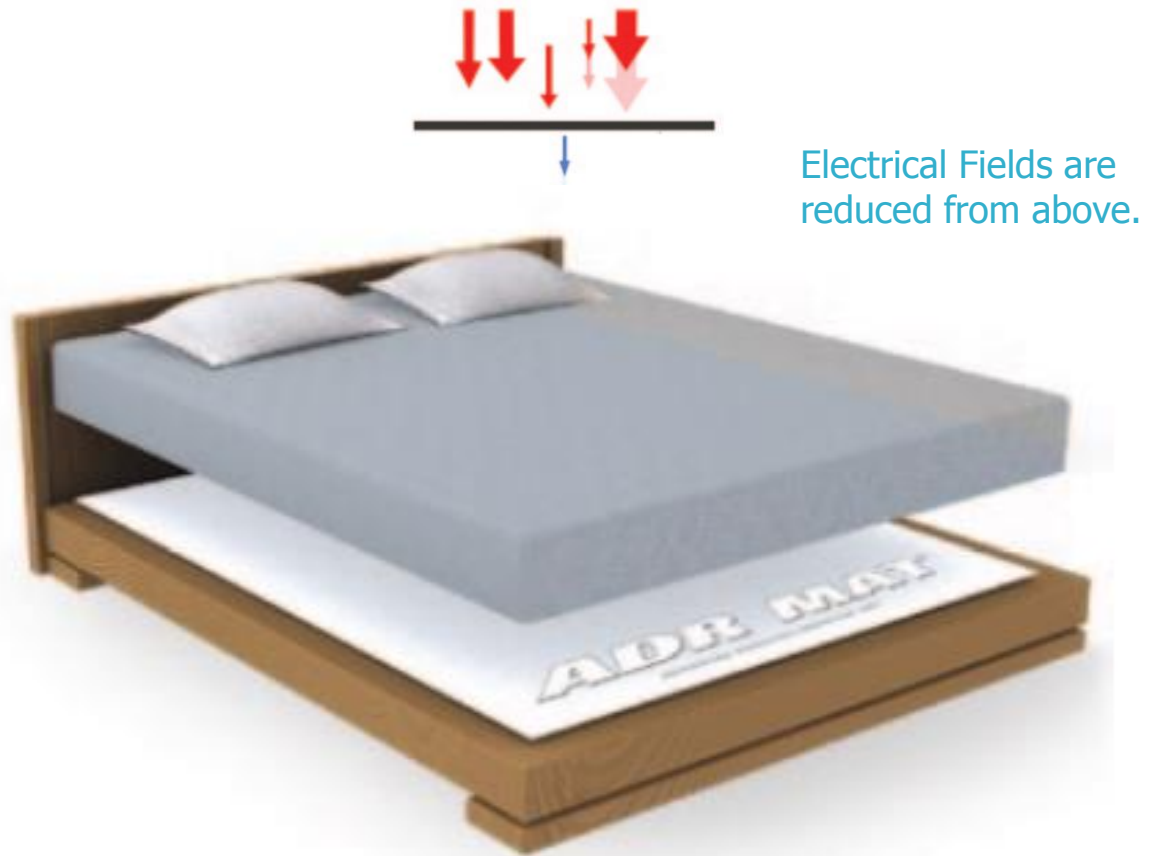


ADR CHAIR MAT

Electric Field
Shield



The **ADR CHAIR MAT** has extra padding to increase comfort and can be sat on directly or placed under a cushion.



The **ADR MAT** can be placed **under** the mattress and inside a duvet placed **over** the user for **ultimate protection**.

BIOLOGICAL EFFECTS OF EMFs

Genetic effects	Immune System
Cancer, Tumors	Metabolic Changes
Cellular Changes	Brittle Diabetes
Behavioral Changes	Auto-Immune Disorders
Nervous System	Fertility Impairment
Brain Impairment	Learning Disorders
Blood Brain Barrier Leak	Interpersonal Effects
Calcium Efflux	Cysts / Growths
Cardiovascular Impairment	Sleeping Disorders
Hormonal Disruption	Molecular Damage



Figure A



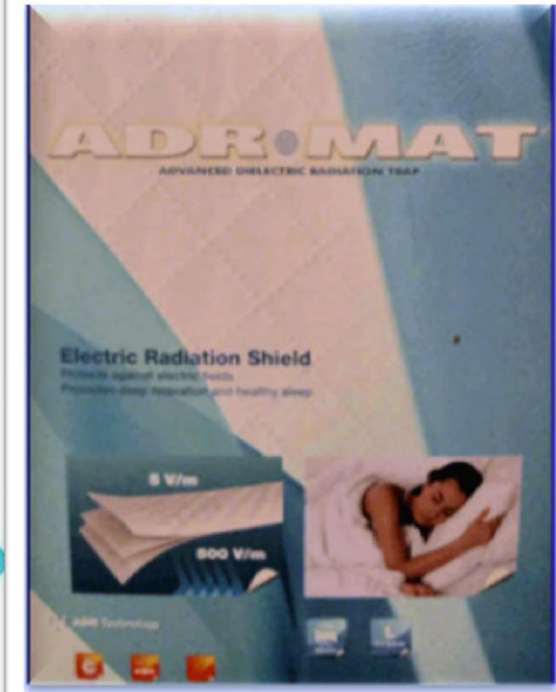
Figure B

Figure A shows volt meter reading over an unshielded extension cable connected to a 230V/50Hz source. *Figure B* shows the reduced volt meter reading when the **ADR MAT** is placed over the extension cable.

ADR MAT	Metallic Shielding
No need for grounding	Normally needs grounding
Designed for band-pass and band-stop filtration	Always has a flat frequency response
Does not shield natural static field	Shields natural static field

**Overexposure to
EMFs and
Microwaves
leads to an increase
in the following
symptoms**

Increase in Stress Levels	Irritability
Confusion	Mental Fog
Migraines	Headaches
Hot or "Burning" Ear	Tinnitus – Ringing Ears
Blurred Vision	Deteriorating Eyesight
Pain, Inflammation	Overactive Immune Response
Tiredness & Fatigue	Mood Swings
Increased Feeling of Being Hot	Increased Nervousness
Slow Healing Response	Sleep Disorders



ADR MAT Electric Radiation Shield
is produced in the following sizes

METRIC	USA
30 x 50 cm Multi-Function	12" x 20" Multi-Function
35 x 35 cm Chair Mat	14" x 14" Chair Mat
60 x 120 cm	24" x 48"
90 x 200 cm	36" x 80"
150 x 200 cm	60" x 80"

ADR MAT is placed under a mattress or on the top of a mattress, but under an additional sheet or cover.

ADR MAT may also be used to shield against electric fields from above and is placed inside a duvet cover or casing and placed on top.

ADR CHAIR MAT has extra padding for comfort and is placed directly on a chair, couch, high chair, car seat, etc., or placed under a cushion.

ADR Multi-Function MAT can be placed under a cushion, pillow, laptop, on a inner wall to block Smart Meter, under the rug, behind a mounted LCD TV or anywhere you need protection.

ADR MATS can be hand washed at low temperature, however do not soak in water. **ADR MATS** are durable and will last a minimum of 5 years.

FUTURE APPLICATIONS ADR[®]TEX TECHNOLOGY



CLOTHING	INTERIORS	INDUSTRY
Tops, Shirts	Mattresses	Roofs
Pants, Skirts	Mats	Floors
Coats, Vests	Wall Coverings	Walls
Shoes, Insoles	Cushions, Pillows	Electric Cable Lines
Hats, Headgear	Furniture	Protective Overalls

ADR PRODUCT LINE:

ADR PROTECT

ADR SHIELD

ADR PLATE

ADR CUP



ADR MAT

ADR MATTRESS

ADR CHAIR MAT

ADR MULTI USE
MAT

Check out the full line of **ADR** electromagnetic protection products available from

AVATAR MARKETING

www.adermark.com

ADR PROTECT ENERGY STIMULATOR

The **ADR PROTECT ENERGY STIMULATOR** is a revolutionary device that reduces the adverse effects from emf, microwave, electronic smog and other environmental pollutants.

By equalizing the level of energy in all acupuncture meridians, the **ADR Protect** restores balance or homeostasis allowing the body to compensate efficiently from emissions generated by electric and electronic devices.



ADR PRODUCT LINE:

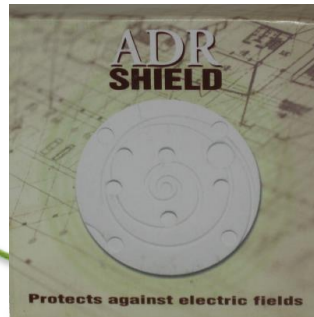
ADR PROTECT
ADR SHIELD
ADR PLATE
ADR CUP



ADR MAT
ADR MATTRESS
ADR CHAIR MAT
ADR MULTI USE
MAT

ADR SHIELD RADIATION HARMONIZER

The ADR Shield Harmonizes Geopathic and Low Level EMF Fields. The **ADR Shield** is a ceramic disc 72 mm (2.5/8") in diameter and 6 mm (1/4") thick and serves as a device to decrease or eliminate the harmful effects of electrical components of local low frequency emf fields. The **ADR Shield** reduces the effects of alternating emf fields with a wide range of frequencies, including the commonly used 50 & 60 Hz band.

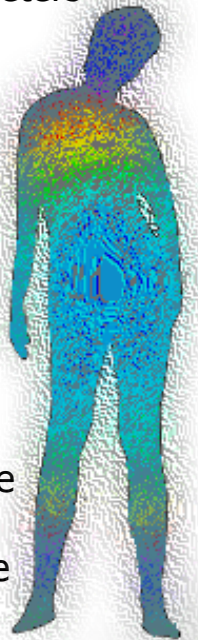


In normal conditions with low levels of radiation one **ADR Shield** will provide sufficient protection for an area of 100 sq. meters (1,100 sq. ft.).

To harmonize areas with high intensity geopathic radiation, several **ADR Shields** are necessary. A tri-meter can be used however an experienced dowser will help determine the level of radiation and recommend the number of **ADR Shields** required as well as their possible locations.

To Clear a house, apartment or an office of geopathic influences or electronic smog, place one or more **ADR Shields** close to power supplies (near / under fuses or breakers). This will help to distribute positive energy along the electrical circuits of the building.

The **ADR Shield** works with the design face-up. Using one or more **ADR Protects** and **ADR Shields** will provide the most benefits.



ADR PRODUCT LINE:

ADR PROTECT
ADR SHIELD
ADR PLATE
ADR CUP

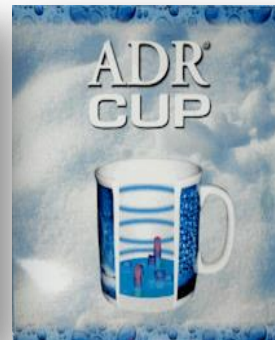


ADR MAT
ADR MATTRESS
ADR CHAIR MAT
ADR MULTI USE
MAT

ADR REVITALIZER PLATE AND CUP

Patented High-Tech Food and Beverage Energizer.

Any food or beverage containing water molecules can be energized with the **ADR Revitalizer Plate** or **Cup** by placing it directly on the Plate with the ADR symbol face up or directly in the **ADR Revitalizer Cup** for approximately 3 minutes. After 3 minutes have passed, the water molecules will be properly arranged and energized.



Consuming foods and liquids placed on the **ADR Revitalizer Plate** or **Cup** can contribute to an increase in vitality and health when used on a daily basis.



Best results are obtained when using fresh foods, produce and spring or mineral water. Do not use a dishwasher when cleaning the Plate or Cup, but normal cleaning under running water is fine.

Further benefits may be obtained by placing the **ADR Revitalizer Plate**, inscription face down, directly over a part of the body.

THE **ADR Revitalizer Plate** provides several additional benefits to the human body such as an increase in stamina, vitality and strengthening of the body's immune system.

The **ADR Revitalizer Plate** alters the intermolecular arrangement of water in alcoholic beverages reducing the "hangover" effect. Furthermore, placing cosmetics on the Plate improves the moisturizing properties and results in increased skin absorption of creams and lotions.

ADR AWARDS



The **ADR** line of products, winner of several international awards and backed by scientific studies provides effective results in reducing symptoms associated from various radiation fields found in our environment.

Awards of Recognition for ADR Products



Available from Avatar Marketing
74511 – 2768 West Broadway
Vancouver, B.C. V6K 2G4 CANADA
www.adermark.com
604-321-5361

A	GOLD MEDAL 1st Runner Up INPEX 2001 – World's Largest Invention & New Product Exposition (May 2001) Pittsburg, PA, USA
B	SILVER MEDAL INPEX 2001 – World's Largest Invention & New Product Exposition (May 2001) Pittsburg, PA, USA
C	BRONZE MEDAL INPEX 2001 – World's Largest Invention & New Product Exposition (May 2001) Pittsburg, PA, USA
D	GOLD MEDAL EUREKA 1998 – World Exhibition of Invention, Research & Industrial Innovation (Nov. 1998) Brussels, Belgium
E	GOLD MEDAL 15 th WGC 2001 – World Genius Convention in the category of Genius Award of Health Products (Nov. 2001) Tokyo, Japan
F	GOLD TROPHY Special Award - EUREKA 1998 – World Exhibition of Invention, Research & Industrial Innovation (Nov. 1998) Brussels Belgium; Presented by the Institute of European Community
G	GOLD MEDAL Achievement Award - EUREKA 2001 – World Exhibition of Invention, Research & Industrial Innovation – Brussels, Belgium
H	GOLD MEDAL Award of Excellence – INPEX 2001 – World's largest Invention & New Product Exposition; Pittsburg, PA, USA
I	SILVER MEDAL AWARD OF EXCELLENCE – World Genius Convention 2001 in the category of Genius Award of Home Products (Nov. 2001) Tokyo, Japan