



## **Perseverance pays off**

*Bionic pioneer from North-Rhine Westphalia inspires the world*

The prestigious award from the leading specialist magazine for health promotion within German-speaking Europe has previously been awarded to leading companies in the global market, including Life Fitness, Nautilus (both USA) and Technogym (Italy). And now the bionic company Airnergy has brought the award for an innovation of the century - almost the elite discipline - to Germany.

Under the Airnergy brand-name the company develops and produces medical devices for supplementing respiration to give an extra vitality boost. The transformers that are approximately the size of a notebook simulate important processes of plant photosynthesis. The principle is known as spirovitalisation and acts causally on the entire organism and is considered by specialist doctors and scientists as the "medicine of the 21st-century".

Not only the company's founder, Guido Bierther, is behind this development but also Prof. Dr. med. Klaus Jung, head of the Airnergy Medical Advisory Board. Professor Jung is a specialist in internal medicine, sports medicine and naturopathy. For nearly 25 years he was head of the Sports Medicine Department at the Johannes-Gutenberg University in Mainz and he is chairman of the "International Prevention Organisation". With more than 1,000 lectures, more than 100 books and book contributions and around 500 published articles to his name he is regarded in specialist circles as an expert in oxygen therapies and energy metabolism.

In his capacity of an independent external consultant Jung heads up and coordinates the science and new studies area. Amongst other things, his foundational work on the Airnergy projects is based on his many years of collaborative research with Professor Manfred von Ardenne - the German pioneer in the field of oxygen therapy.

Contrary to the propositions of Prof. von Ardenne from the 1950s/1960s, which were based on an unphysiologically high dose of oxygen (which could have harmful side-effects), the Airnergy spirovital method is based on increasing the energetic quality of the respiratory oxygen. And indeed without any side effects.

Whereas in other countries, for example in Asia, people are made aware of their breathing even in childhood, in Western medicine we only recognize the importance of the vital nutrient that is the air we breathe when deficiency symptoms have already taken their toll on the body. One of the deciding factors for the jury in allocating the Innovation Award of the Century were the millions of treatments that have now been carried out in over 70 countries.

Despite a strong headwind and an oppositional lobby, the start-up company has entered its 12th year without losing momentum. In its country of origin alone more than 5,000 breathing devices are being used by doctors, clinics, sports, beauty and wellness facilities, in socially-oriented companies and in private households.

<http://en.airnergy.com/news/awards/news-details/article/airnergy-a-success-story/index.html>

## **Pressekontakt**

Videodeutschland

Herr Udo Bertram  
Am Burgholz 6  
42349 Wuppertal

video-deutschland.de  
bertram@video-deutschland.de

## **Firmenkontakt**

Airnergy AG

Herr Guido Bierther  
Wehrstr. 26  
53773 Hennef

airnergy.com  
info@airnergy.com

Cooperation, not competition.

Today it is not just neurobiologists who recognise that we live in systems. And that the system which we form together will be destroyed if we continue only to compete. Even birds in the trees warn animals living on the ground if there is a predator approaching. And baboons, which see better, combine with zebras, which have a better sense of smell. This is known as cooperation. It requires the acknowledgement of others, far-sightedness and communication. In other words, the world can be great if we let it. Let's make a start.

Impressum:

AIRNERGY AG  
Wehrstraße 26  
D-53773 Hennef  
Telefon: +49 (0) 22 42 - 93 30-0  
Telefax: +49 (0) 22 42 - 93 30-30  
E-Mail: [info@airnergy.info](mailto:info@airnergy.info)  
Internet: <http://www.airnergy.de>  
Vertretungsberechtigter Vorstand: Jürgen Dressler  
Aufsichtsratsvorsitzender: Guido Bierther  
Registergericht: Amtsgericht Siegburg HRB 9214  
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