

# Totally New Air Cooler Runs On Pennies A Day

# USES 75 - 95% LESS ELECTRICITY THAN AIR CONDITIONERS

## Cool Your Air Up to 20 Degrees and Purify Your Air with HEPA Filter at the Same Time

### THE ONLY WATERLESS AIR COOLER - WILL NOT ADD TO HUMIDITY

By: L. Kamp, Media Services

Believe it or not, there are people who can look forward to the heat of summer because they know they can:

- stay cool
- have their air purified
- and save money on their electric bill...

...all at the same time! What do they know that you don't? They are using the new Air Cooler PLUS, a waterless air cooler with an added plus, a HEPA filter. Smart consumers everywhere are looking for reliable ways to stay cool and save money, supplementing air conditioners which are expensive to buy and use a great deal of electricity.

That's why the waterless Air Cooler PLUS is so revolutionary. It is based on a basic technology that has been updated for 21st century living. To understand the many benefits of the Air Cooler PLUS, we've compiled the most asked questions so you will know exactly how it can keep you cool, clean your air and save you money.

**Q. How does the Air Cooler PLUS cool without water?**

A. Each Air Cooler comes with 2 Gel Ice Packs which you place in the freezer until frozen hard, then load in the cooler's exclusive Cooling Chamber. Warm air is pulled through the chamber where the air is cooled at least 15 degrees without adding water to the unit, therefore not increasing humidity.

**Q. What is the technology behind the Air Cooler PLUS with water?**

A. The Air Cooler PLUS can also function as an evaporative cooler which produces effective cooling by combining the natural process of water evaporation with a simple reliable air moving system, like a fan or a blower. As mentioned, the new Air Cooler PLUS can also cool without water, using the exclusive Cooling Chamber.

**Q. How does evaporative cooling work?**

A. If you wet your arm and blow air on it, your skin feels cooler. That's evaporative cooling. In an evaporative cooler, outside air is pulled through moist pads where it is cooled by evaporation. Evaporation is an endothermic reaction; it absorbs heat. So the air that goes through the pads has had heat absorbed out of it. This cooler air is then circulated through the room by a blower.

**Q. How effective is the Air Cooler PLUS?**

A. On average, the Air Cooler PLUS can lower the temperature up to 20 degrees. If using water, a great deal depends on the humidity in the air. Evaporative coolers work best when humidity is below 50%. If using the waterless Cooling Chamber, the air is cooled at least 15 degrees and humidity is not an issue.

**Q. Why does the energy-saving Air Cooler PLUS use so little electricity?**

A. Because the technology is so basic, the electricity is used mainly to run the fan or blower. This takes about the same amount of electricity as using a lightbulb. In air conditioning, the electricity must power a compressor which is much more complex and involves high energy usage.

**Q. How does the Air**

#### Air Cooler Plus vs. Air Conditioner

The Air Cooler PLUS is not an air conditioner, but it does have unique benefits when compared to air conditioning.

Features and Benefits	IHS Exclusive Air Cooler PLUS	Most Portable Air Conditioners
<b>Cost Per Unit</b>	Under \$200 FREE Shipping	\$450 - \$800
<b>Cooling Source</b>	Water, Fresh Air 2 Gel Ice Packs	Freon, Compressor
<b>Venting</b>	No Vent Needed	Must Vent To Outside
<b>Cooling Ability</b>	Can Cool Air Up to 20°	Can Lower Temp. To A Thermostatically Controlled Temp.
<b>Home Prep</b>	Windows Open For Air Flow	Windows And Doors Must Be Closed
<b>Air Quality</b>	HEPA Filter	Recycles Same Air Over And Over
<b>Electrical Usage</b>	Runs on 62 Watts Only pennies a day 12¢ - 15¢ Per Day	High Electrical Usage \$70 - \$90+ Per Month

\* Air Coolers in general help freshen the air, but the Air Cooler PLUS has a HEPA filter to greatly magnify this ability.

Everyone in the family loves the cool, clean air of the Air Cooler PLUS... even Max.



#### Cooler PLUS clean the air?

A. All evaporative coolers by their very nature help clean the air. But the Air Cooler PLUS has a HEPA filter which can remove at least 99.97% of airborne particles 0.3 microns in diameter. They are highly effective at reducing the number of allergens and asthma triggers such as dust, pollen, mold, dander and tobacco smoke.

This is in contrast to a portable air conditioner which just recycles the same air over and over and over. You have probably heard that in-house air pollution is worse than outdoor air pollution. And closed-door/window air conditioning is one of the reasons for this discouraging phenomenon.

They are also great for the office, condo, RV and dorm room.

**Q. Why would a person choose the Air Cooler PLUS over the portable air conditioner?**

A. The biggest reason is cost. The Air Cooler PLUS costs under \$200 while portable air conditioners run between \$450.00 to \$800.00. As mentioned, air conditioners can also use up to 16 times as much electricity as air coolers.

In recent years people have become much more conscious of health enhancing features, so the addition of the HEPA filter is a major benefit for everyone who is trying to improve the quality of the air he or she breathes safely and inexpensively.

**Q. How can consumers get an Air Cooler PLUS?**

A. You can only get the Air Cooler PLUS from International Home Shopping by returning your Special Reader's Discount Coupon or by calling 1-800-466-9973. You can also visit us online at [www.ihsmall.com/aircoolerplus](http://www.ihsmall.com/aircoolerplus).



**One Simple Unit NO VENTING**

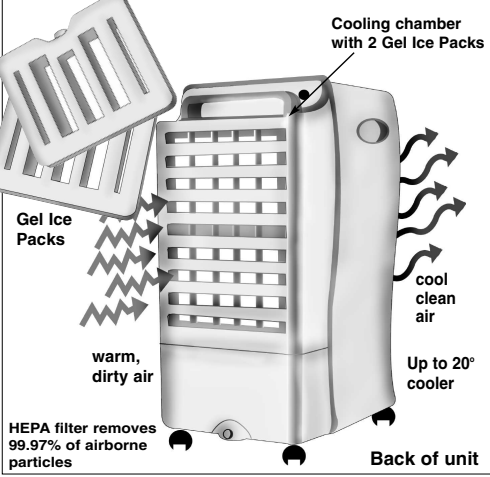
- Overall size 11" x 15" x 25"
- Magnetic remote control sticks to side of cooler, no hunting for remote.
- Oscillating function allows for more coverage - cools areas several yards away.
- HEPA filter removes 99.97% of particles in the air - dust, pollen and odors too.
- Optional water tank capacity - 2.0 gallons, one fill-up lasts 20 - 22 hours.
- Lightweight, moves from room to room on easy glide casters.

**Covered by: One Year Warranty On Parts & Labor Plus, a 60-Day Satisfaction Guarantee**



#### Worldwide Exclusive Waterless Air Cooler

The Air Cooler PLUS's exclusive Cooling Chamber with Gel Ice Packs will not increase humidity.



#### SPECIAL READER'S DISCOUNT COUPON

The price of the IHS Air Cooler PLUS is \$264.00 plus \$25.00 shipping and handling for a total of \$289.00. If you order within 10 days, you get a \$75.00 discount plus free shipping and handling. So you get the IHS Air Cooler PLUS with HEPA filter, 2 Gel Ice Packs, 2 Ice Pods and magnetic remote control all for only \$189 delivered. Additional units only \$169. After 10 days, we reserve the right to accept orders.

- To order by phone, call toll-free 1-800-466-9973 and give the operator your Authorization code: XXXXX.
- To order by mail, fill out and return this coupon to the address below.

*This product carries a 60-day Satisfaction Guarantee and a 1 year warranty. If you are not satisfied your purchase price will be refunded - you risk nothing.*

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

I am ordering within 10 days. I pay only \$189 for the IHS Air Cooler PLUS, and \$169 for additional units.

I am ordering after 10 days. I pay \$264 plus \$25 s+h for a total of \$289.00.

Enclosed is \$ \_\_\_\_\_ for \_\_\_\_\_ units in:  Check  Money Order  
 (Make payable to IHS) or charge my:  
 VISA  MasterCard  Am. Exp./Optima  Discover/Novus

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Signature \_\_\_\_\_

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 Canton, OH 44767

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