

Research study demonstrates reduced secondhand toxicant exposure

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AIR announced the findings of a peer-reviewed study assessing indoor air quality during the use of tobacco and nicotine products. Conducted by independent accredited laboratory Al Futtaim Element Materials Technology Dubai LLC and published in *Contributions to Tobacco & Nicotine Research* in December 2025, the study found significantly reduced levels of certain harmful chemicals and pollutants from AIR's OOKA charcoal-free waterpipe and electronic vaping products compared with conventional waterpipes and cigarettes under the conditions tested. The research also reported lower particulate matter levels during OOKA use versus conventional waterpipe use in one-occupant scenarios, adding to the growing body of scientific evidence supporting reduced secondhand exposure from charcoal-free technologies.

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