

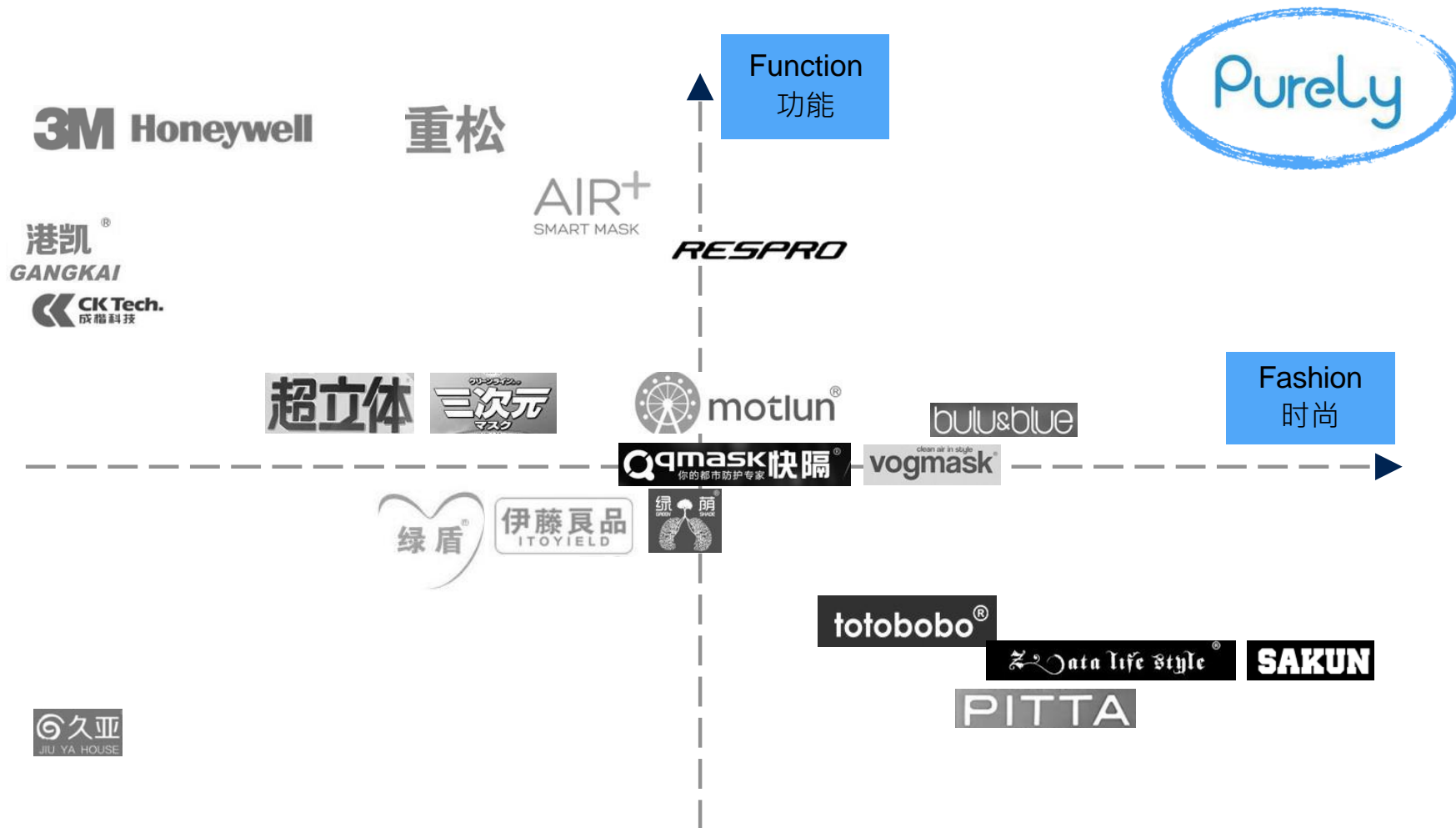


Purely

Every Breath Counts

Brand Positioning

We stand out from other brand by combining functionality and fashion together.



Product Features

COMFORT

- Smooth breathing
- Keep face dry
- Stay close to skin
- Comfortable wearing

SAFETY

- Resist PM0.3-PM2.5
- Applicable to diverse uses
- Healthy and hygienic
- Washable (external cover)
- Replaceable (internal filter)

STYLE

- Fashionable
- Three-dimensional profile
- Manual embroidering

SMART

- Personalized fan speed
- Low-battery alert



Healthy and Comfortable Experience

Deeply purified fresh air is injected into the mask by the miniaturized fresh air module with proprietary technology. Through air circulating channel, unhealthy and humid exhaled air is propelled out of the mask. Wearing mask is no longer a suffocated experience.

Exceptional filtering Capability

The filtering material is composed of four layers. Relying on the technology of nanoelectrets, it can significantly resist particulates including pollens, allergens, second-hand smoke, and pollutants. It has a filtering efficiency larger than 99% against PM2.5.

Product Features



RoHS

SGS



Product Features

CETIFICATES

RoHS

Product-Level Environment Safety



Battery Safety



Anti-Bacteria



Material-Level Filtering Efficiency (GB2626-2006-KN95)



Product-Level Filtering Efficiency (GB2626-2006-KN95)

Crowd-funding

The crowd-funding was launched at Xiaomi on Nov. 8, 2016. The objective was achieved within three minutes. 10 thousand pieces were sold within ten hours. 2.8 Million RMB was raised during the two-week crowd-funding, which was ranked top 4 among Xiaomi crowd-funding campaigns of all time.

Purely

布梨新风口罩

- 卓越净化
- 立体循环
- 拒绝湿气
- 仅50.5g



非小米/非米家品牌产品

布梨新风口罩 成功

31321件
目标10000件

2787569元
已筹金额

预计12月20日发货

3132%
众筹进度

小米众筹再现爆品 布梨新风口罩强势登陆创佳绩

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捷报频传

布梨新风口罩
三分钟完成众筹目标

12小时 10000件



等风来 不如戴风出发

- ↑ 10:00 众筹开始
- ↑ 10:03 3分钟完成众筹
- ↑ 22:00 12小时完成10000件
- ↑ 06:00 20小时突破1,000,000.00元

深受雾霾困扰的你, 还在等什么?

Crowd-funding

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11月8日，国内防霾市场又增一新产品——布梨新风口罩在小米众筹上线，这款产品一上市即被用户称作“戴在脸上的空气净化器”，一下子使得它与普通的防雾霾口罩有了本质上的区别。

今天小编拿到了这款布梨新风口罩与市面上一款传统的防霾口罩，我们将从几方面对两者进行对比测评，看看布梨新风口罩在防霾战争中是如何表现的。



Q 布梨 X 取消
 综合 视频 图集 头条号 问答

小米布梨新风口罩发布 89元体验高颜值新革命



钨丝科技 评论17 11-08 12:30

小米众筹新品布梨新风口罩发布，口罩体验新革命



科技这些事儿 评论29 11-08 10:46

米家新品：年轻人的第一个口罩，充电一次续航8小时，仅售89



氢科技 评论4372 11-08 10:20

小米众筹再掀风口 大利新

Q 布梨 X 取消
 综合 视频 图集 头条号 问答

89元！小米众筹口罩发布：PM 2.5过滤效率99%



快科技 评论202 11-08 10:33

口罩也智能？小米推出米家智能纳米级口罩，售价不到一百



火星鱼 评论187 11-12 23:58

小米众筹新品，能充电带新风系统，89元一个的口罩。



刘言非愚 评论18 11-08 22:18

自带风扇的米家智能口罩



Thanks for watching