



CASE STUDY

Breathe Better: How The Class Elevated Wellness with PuriFi



Client: The Class

Location: New York, NY

Partners: Frequency + PuriFi

Focus: PM2.5 air quality improvements via HVAC-integrated purification



OVERVIEW

As part of its mission to create spaces where people feel and function their best, Frequency partnered with The Class, a boutique fitness and wellness studio in New York City, to elevate indoor air quality using the PuriFi active air purification system. This case study explores how cutting-edge HVAC-integrated purification measurably improved particulate matter levels (fine airborne particles) linked to health risks, enhancing both the wellness experience and the studio's brand differentiation.

WHAT IS PARTICULATE MATTER AND, MORE SPECIFICALLY, PM2.5?

Particulate matter refers to minuscule particles from sources such as dust, smoke, and indoor activities, and is linked to respiratory and cardiovascular health risks. PM2.5 refers to fine particulate matter that is 2.5 μm or smaller, small enough to penetrate deep into the lungs and even enter the bloodstream. Maintaining low particulate matter levels, particularly those PM2.5 or smaller, is essential for healthy indoor air, especially in high-energy environments like wellness studios.

THE CHALLENGE

The Class is a boutique fitness studio in New York City that offers a cathartic, music-driven workout experience. High occupancy, incense burning, and breathwork in a confined space raised significant concerns about air quality, particularly levels of PM2.5. The studio's leadership team sought a solution that would align with their wellness-forward ethos and enhance the client experience. Prior to intervention, PM2.5 levels were observed to fluctuate significantly and frequently peaked during class hours.



THE SOLUTION

In early 2025, The Class partnered with Frequency, an indoor health innovation company, to evaluate and implement a clean air strategy. Frequency recommended the installation of PuriFi's active air purification system into the building's HVAC infrastructure. PuriFi's technology offers real-time monitoring and delivers fast, continuous removal of airborne particles through ion generation and advanced filtration. Installation was seamless, non-invasive, and required minimal operational downtime, allowing the studio to continue offering classes uninterrupted.



METHODOLOGY

To quantify air quality improvements, Frequency collected and analyzed data using PuriFi Labs sensors. The analysis compared two data sets:

- Baseline (Pre) Data: February-March 2025
- Post-Installation (After) Data: April-June 2025

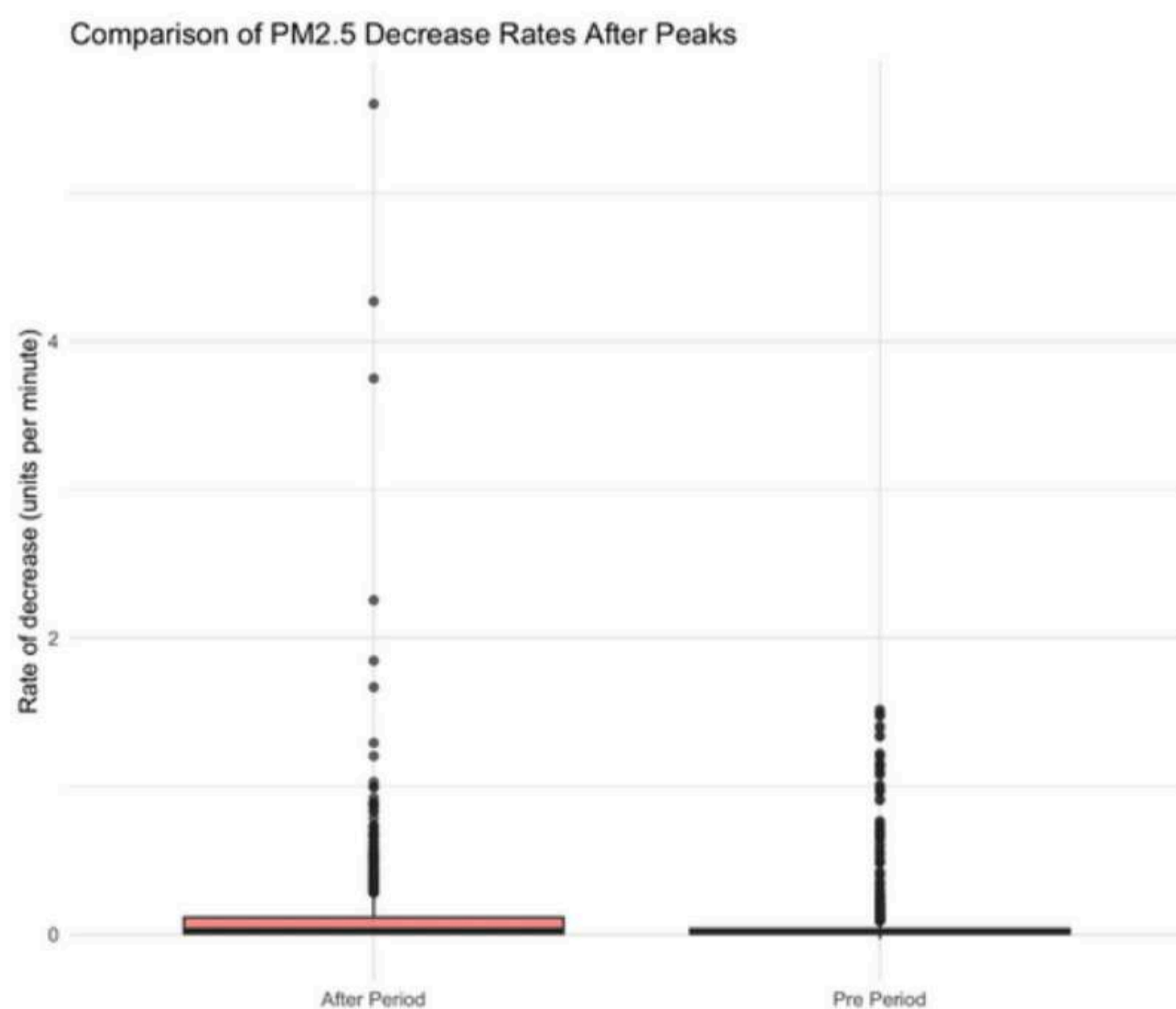
METRICS ANALYZED

- Rate of PM2.5 decline after spikes
- Duration of "clean air" periods ($PM_{2.5} \leq 2 \mu g/m^3$)
- Weekly clean air time

KEY RESULTS

Faster Air Purification

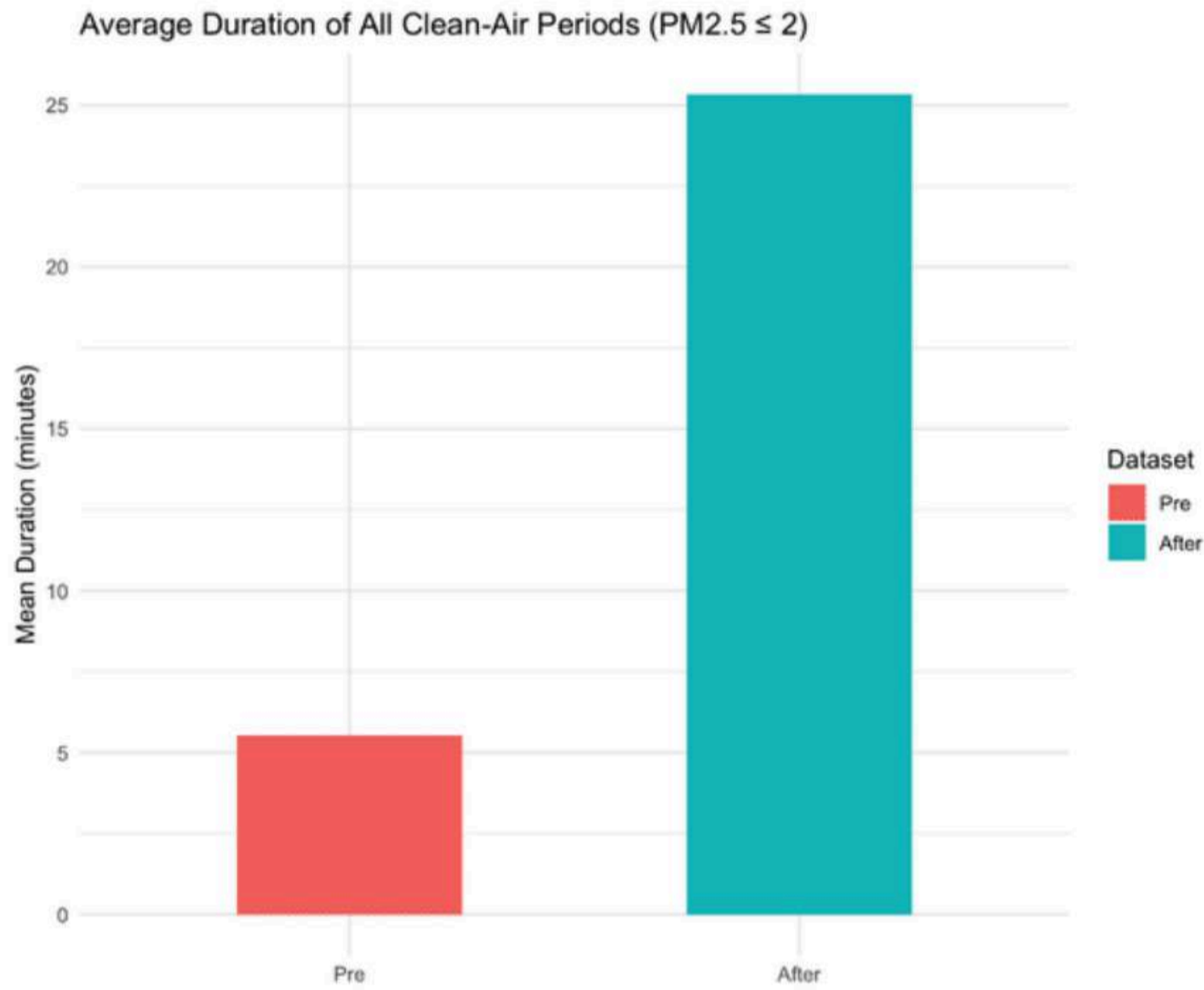
The average rate at which PM2.5 levels declined after spikes increased by 25%, with a statistically significant p-value of 0.044, indicating that improvements were not due to chance.





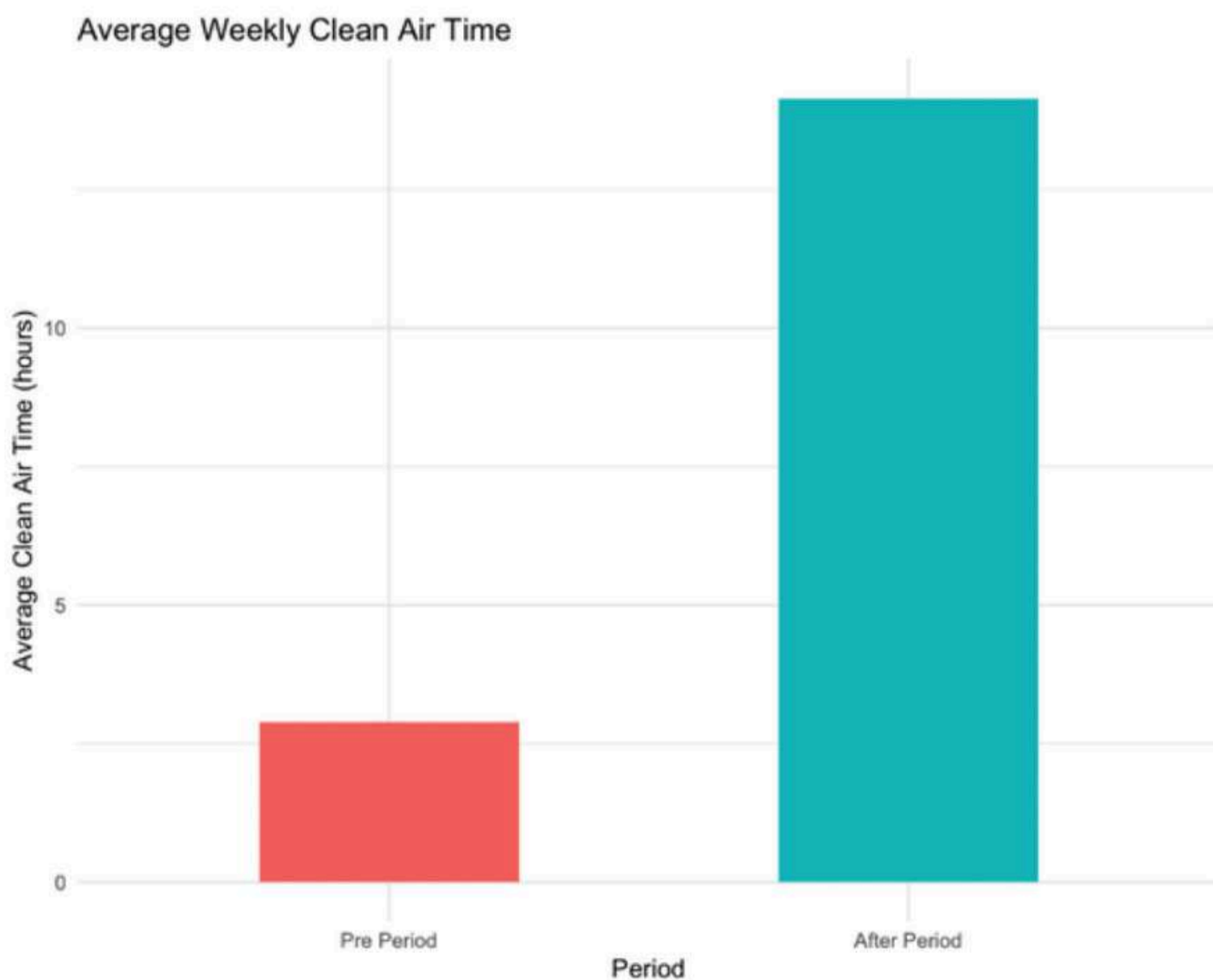
Cleaner Air, Longer

The average duration of clean-air periods ($PM_{2.5} \leq 2 \mu g/m^3$) increased from 5.5 minutes to 25.3 minutes, a 359% improvement. Some periods extended beyond 9 hours in the post-installation phase.



More Clean Air Time Each Week

On average, the total number of minutes per week where $PM_{2.5}$ remained at or below $2 \mu g/m^3$ jumped from 173 minutes to 849 minutes—a 390% increase.





IMPACT

Since integrating PuriFi through Frequency, The Class has reported a noticeable difference in the studio environment. Clients and instructors have commented on the fresher air and reduced odors, and some noted improved focus and energy during sessions. There have been fewer complaints about allergens or respiratory discomfort, reinforcing the value of clean air in physical and emotional well-being.

PuriFi, introduced and implemented with the guidance of Frequency, is now positioned as part of The Class's broader commitment to intentional space design and holistic wellness, enhancing both their brand story and operational environment.

CONCLUSION

The Class exemplifies how clean indoor air can be both measurable and marketable. Through its partnership with Frequency and PuriFi, the studio successfully addressed a critical indoor health concern while aligning with its mission to support emotional and physical transformation. The result: improved air quality, enriched experience, and a stronger foundation for growth in the wellness space.

This case study demonstrates the measurable impact of Frequency's preferred air purification partner, PuriFi, a solution we confidently recommend to clients seeking science-backed, performance-driven indoor air upgrades. It serves as a powerful example of how integrating the right technology can enhance wellness outcomes and differentiate spaces in an increasingly health-conscious market.

