

Boutique Fitness and Wellness Studio Measurable Clean Air, Elevated Wellness

Case Study | New York Wellness Studio

How PuriFi helped turn indoor air quality into a measurable wellness advantage.



Case Study Detail

Case Study Detail	Information
Client / Site	Boutique fitness and wellness studio
Location	New York, NY
Market Vertical	Wellness / Fitness Studio
Partners	Indoor Health Innovation Company + PuriFi
Focus	PM2.5 air quality improvement through HVAC-integrated active purification
Data Review Period	Baseline: February-March 2025 Post-installation: April-June 2025

1. Executive Summary

This boutique fitness and wellness studio in New York City offers a high-energy, music-driven workout experience centered on breathwork, movement, and sensory elements such as incense. With high occupancy and comfort playing an important role in each session, indoor air quality is an integral part of the overall client experience.

An Indoor Health Innovation Company teamed up with this boutique fitness and wellness studio to evaluate and improve indoor air quality using PuriFi’s HVAC-integrated active air purification system. PuriFi Labs sensor data was reviewed across baseline and post-installation periods to evaluate PM2.5 performance, recovery after spikes, and time spent in a defined clean-air range.

Executive Summary Element	Summary
Client / Site	Boutique fitness and wellness studio
IAQ Opportunity	Support a wellness-forward environment with measurable indoor air quality improvement.
Solution Deployed	PuriFi HVAC-integrated active air purification recommended and deployed through an Indoor Health Innovation Company.
Measured Result	25% faster PM2.5 decline after spikes; 359% longer clean-air periods; 390% more weekly clean-air time.
Operational Value	Supports comfort, brand differentiation, real-time visibility, and Proof. Not Promises.® positioning.



2. The Challenge / Opportunity

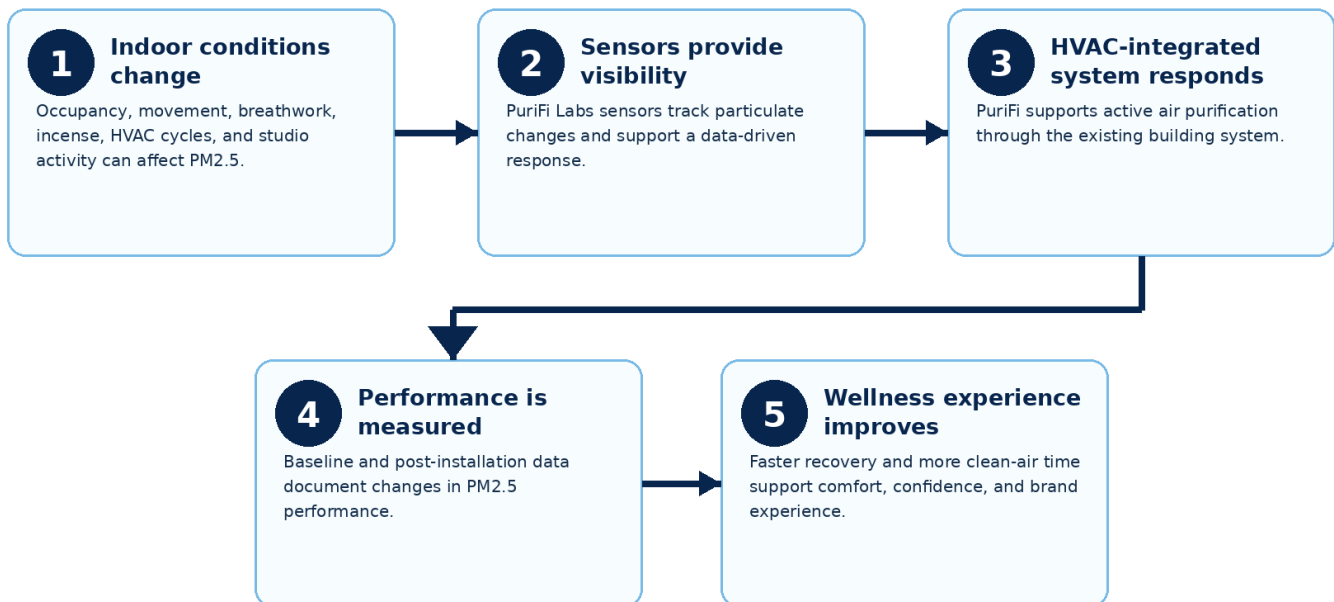
Wellness studios are built around how people feel. Air quality can affect comfort, confidence, perceived cleanliness, instructor experience, client experience, and the way a brand delivers on its wellness promise.

Why PM2.5 Matters

PM2.5 refers to fine airborne particles measuring 2.5 microns or smaller. In a high-occupancy wellness environment, common sources may include outdoor air, dust, incense and indoor activity. Because these particles can remain suspended in the air and travel deep into the respiratory system, monitoring and reducing PM2.5 is important for supporting cleaner indoor air and a more comfortable studio experience.

Challenge / Opportunity	Evidence / Context	Why It Matters
PM2.5 spikes during class hours	Fine particulate levels fluctuated and peaked during occupied, high-energy use periods.	Supports comfort and helps protect the sensory experience of the studio.
Wellness brand alignment	The IAQ solution needed to support, not distract from, the studio environment.	Connects indoor air quality to the client experience and brand standard.
Visibility gap	Leadership needed data that could show what was happening before and after intervention.	Moves the conversation from general clean-air claims to measurable performance.
Operational continuity	The solution needed to be implemented with minimal disruption to classes.	Supports day-to-day operations without a cluttered standalone-only approach.

How PuriFi Supports a Wellness IAQ Response



PuriFi helps wellness spaces connect real-time visibility with measurable performance.

3. PuriFi Solution Deployed

In early 2025, the boutique fitness and wellness studio partnered with an indoor health innovation company to evaluate and implement a clean-air strategy. The Indoor Health Innovation Company recommended integrating PuriFi’s active air purification system into the building’s HVAC infrastructure. The approach was designed to support continuous air treatment through existing building systems while using PuriFi Labs sensors for performance visibility.

How PuriFi Works

PuriFi’s patented AMP Technology uses non-thermal cold plasma to generate a balanced mix of ions that travel through the HVAC system and into the occupied space. This active process goes beyond filtration by reducing airborne particulates, VOCs and odors throughout the treated environment.

Solution Component	Purpose / Notes
HVAC-integrated purification	PuriFi was integrated into the building’s HVAC infrastructure rather than relying only on standalone devices.
Real-time monitoring	PuriFi Labs sensors supported ongoing visibility into PM2.5 conditions.
Minimal disruption	The installation was described as seamless and non-invasive, allowing classes to continue with minimal downtime.
Performance validation	Data was reviewed across baseline and post-installation periods to understand measurable change.

4. Measurement Approach

The Indoor Health Innovation Company collected and analyzed PuriFi Labs sensor data across two periods: baseline data from February-March 2025 and post-installation data from April-June 2025. The review focused on how the space responded after PM2.5 spikes and how much time the studio spent at or below the clean-air threshold used in the analysis.

Measurement Timeline



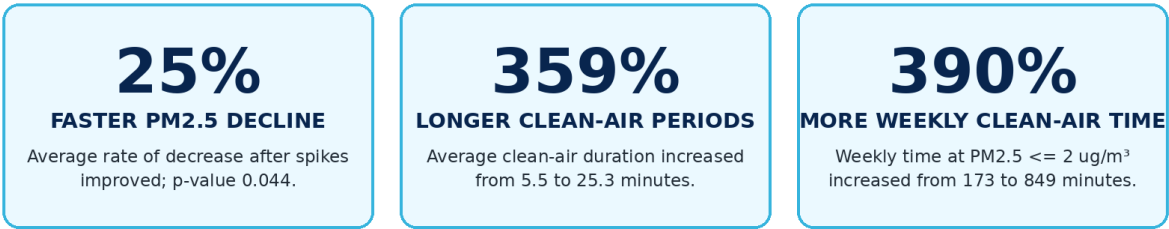
Measurement Category	Included in Review
Baseline data	February-March 2025
Post-installation data	April-June 2025
Primary metric	PM2.5
Clean-air threshold	PM2.5 <= 2 ug/m ³
Metrics analyzed	Rate of PM2.5 decline after spikes; duration of clean-air periods; weekly clean-air time

5. Results Dashboard

The post-installation results showed meaningful improvement across all three metrics reviewed. The studio recovered faster after PM2.5 spikes, stayed cleaner longer, and spent far more time each week in the defined clean-air range.

Measured Wellness IAQ Results Snapshot

Post-installation PM2.5 performance compared with baseline measurements from PuriFi Labs sensor data.



Metric	Baseline / Pre	Post-Installation	Result
Rate of PM2.5 decline after spikes	Pre-install decline rate	Improved decline rate	25% faster average decrease; p-value 0.044
Average clean-air period duration	5.5 minutes	25.3 minutes	359% improvement; some post-install periods exceeded 9 hours
Average weekly clean-air time	173 minutes per week	849 minutes per week	390% increase
Clean-air threshold used in analysis	PM2.5 <= 2 ug/m ³	PM2.5 <= 2 ug/m ³	Consistent benchmark across data periods



6. Results Interpretation

The data suggests that PuriFi helped the boutique fitness and wellness studio move from reactive air-quality fluctuations to a more stable indoor environment. The 25% improvement in PM2.5 decline rate after spikes is especially important because fitness and wellness spaces are dynamic. The question is not whether PM2.5 will ever rise. The better question is how quickly the space can recover when it does.

The clean-air duration results make the improvement easy to understand. Average clean-air periods increased from 5.5 minutes to 25.3 minutes, and some post-installation clean-air periods extended beyond 9 hours. Weekly clean-air time also increased from 173 minutes to 849 minutes.

What the Data Supports	How to Say It
Faster recovery after PM2.5 spikes	PuriFi supported faster PM2.5 recovery after spikes in an active wellness studio environment.
Longer clean-air periods	The average clean-air period increased from 5.5 to 25.3 minutes.
More clean-air time each week	Weekly time at or below the PM2.5 threshold increased from 173 to 849 minutes.
Wellness experience relevance	The data supports a cleaner, more comfortable studio experience that aligns with the brand's wellness-forward positioning.

7. Why This Matters for Wellness Spaces

For wellness spaces, indoor air quality is not simply a facilities issue. It is part of how clients experience the brand. In a studio setting that includes breathwork, movement, class turnover, incense, and high occupancy, the ability to measure and improve PM2.5 performance provides a meaningful operational and experiential advantage.

Reported Studio Feedback

According to this Indoor Health Innovation Company case study, clients and instructors commented on fresher air and reduced odors, and some reported improved focus and energy during sessions. The studio also reported fewer complaints related to allergens or respiratory discomfort.

Impact Area	Why It Matters
Client experience	Supports a fresher, more comfortable studio environment.
Instructor experience	Helps support the environment instructors work in throughout the day.
Brand differentiation	Makes indoor air quality part of the studio's wellness-forward story.
Measurable performance	Supports Proof. Not Promises.® positioning with sensor-based IAQ review.
Operational fit	HVAC integration helps avoid a cluttered or disruptive standalone-only approach.



8. Key Benefits Demonstrated

The review demonstrated multiple measurable benefits tied to PM2.5 performance in an active wellness environment. Taken together, the results show a clear improvement profile that supports cleaner indoor conditions and a more measurable wellness experience.

Benefit	Relevance
Measurable IAQ visibility	Documents PM2.5 performance across baseline and post-installation periods.
Active air purification	Supports active treatment through HVAC-integrated air purification.
Faster recovery	Improved average rate of PM2.5 decline after spikes.
Longer clean-air periods	Average clean-air duration increased from 5.5 to 25.3 minutes.
Wellness-market relevance	Applies to fitness studios, wellness centers, spas, and premium experience spaces.

9. Strategic Relevance

This case study is a strong wellness-market example because it connects measurable PM2.5 improvement to customer experience, brand standard, and repeatable facility value. It also shows how PuriFi can fit naturally into partner-led indoor health strategies through groups that specialize in Indoor Health Innovation and wellness.

- Use for wellness studios, boutique fitness, spa environments, hospitality wellness spaces, and premium client-experience facilities.
- Lead with the simple story: faster recovery, longer clean-air periods, and more clean-air time each week.
- Use the data as the credibility anchor and the wellness experience as the emotional hook.

10. Conclusion

The boutique fitness and wellness studio demonstrates how indoor air quality can become part of a measurable wellness experience. Through PuriFi's IAQ strategy and HVAC-integrated active air purification, the studio improved PM2.5 performance across the key metrics reviewed.

Post-installation data showed faster PM2.5 recovery after spikes, longer clean-air periods, and significantly more weekly time in the defined clean-air range. For a studio experience built around how clients feel, these improvements support both wellness delivery and brand differentiation.

For wellness spaces seeking to improve indoor environmental quality, support client confidence, and make clean air measurable, PuriFi offers more than an air purification system. It offers measurable performance.



Visit the PuriFi Experience Center

Connect with our team to schedule a personalized tour of the PuriFi Experience Center, explore additional case studies and independent third-party testing, and discuss how PuriFi can support indoor air quality goals, facility modernization, and client experience.

PuriFi Experience Center

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