# Indoor air purifiers gain traction amid UK’s air pollution health crisis



Air pollution remains a pressing public health concern in the UK, with government data indicating up to 43,000 deaths annually are linked to poor air quality. This stark reality has propelled increased interest in home air purifiers as a means to mitigate indoor pollution and improve breathing conditions. A recent first-hand account by a MyLondon reviewer illustrates this growing trend, detailing their experience with the Levoit Air Purifier with 5 Air Monitor. Initially sceptical, the reviewer was won over by the device’s performance, noting a significant improvement in air quality readings and a palpable sense of cleaner, fresher air, even detecting the purifier’s efficacy in removing cooking odours beyond the immediate room.

The Levoit model in question offers filtration of 99.9% of ultrafine particles, including dust, pollen, smoke, and viruses. Its user-friendly design, with easy setup and a wireless control system via the VeSync app, allows users to monitor air quality remotely. The reviewer praised its minimal maintenance requirements, needing filter checks only every six months, and recommended the device especially for urban dwellers near pollution hotspots such as Brixton Road in London. While not visually striking—described humorously as reminiscent of “R2-D2’s thalidomide brother”—the purifier’s functionality was deemed its standout feature.

For those seeking higher-end solutions, the Dyson Purifier Big+Quiet Formaldehyde represents a premium option, retailing around £899. Dyson’s own specifications claim it can purify spaces up to 100 square metres, capturing 99.95% of pollutants with a sophisticated HEPA H13-grade filter. Numerous independent reviews from outlets such as The Standard, Trusted Reviews, TechRadar, and Tech Advisor commend the Dyson’s rapid air cleaning capacity, quiet operation—rated around 43 to 50 decibels—and its ability to neutralise formaldehyde, a harmful indoor pollutant. Its smart features, including app control and real-time air quality monitoring, add to user convenience.

However, this premium model’s size and cost attract some criticism. Reviewers have noted its substantial footprint and high price as potential barriers. Additionally, some have remarked on the need to rely on app connectivity for full functionality and the noticeable airflow generated by the unit.

For more budget-conscious consumers, options such as the 4 Speed White Air Purifier available at Dunelm for around £40 provide basic purification for rooms up to 78 square metres, though without the advanced filtration and smart features of more expensive models.

In light of mounting evidence about the dangers of air pollution, including landmark legal rulings like the recognition of air pollution as a cause of death in the case of nine-year-old Ella Adoo-Kissi-Debrah, air purifiers are gaining traction as protective household devices. The MyLondon review highlights the tangible benefits of such devices to everyday living, particularly in busy urban environments where outdoor air quality can be poor.

Ultimately, choosing an air purifier involves balancing factors such as room size, budget, desired features, and aesthetic preferences. While devices like the Levoit provide an accessible introduction to indoor air quality management with effective particle filtration and convenient app monitoring, others like the Dyson offer cutting-edge technology and broader pollutant removal for those willing to invest more.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.mylondon.news/whats-on/shopping/levoit-home-air-purifier-review-32714906)
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* Paragraph 5 – [[2]](https://www.standard.co.uk/shopping/esbest/gadgets-tech/dyson-purifier-big-quiet-formaldehyde-review-b1185927.html), [[4]](https://www.trustedreviews.com/reviews/dyson-purifier-bigquiet-formaldehyde), [[6]](https://www.techadvisor.com/article/2136327/dyson-purifier-big-quiet-formaldehyde-review.html), [[7]](https://www.diviloom.com/air-purifier/dyson-purifier-bigquiet-bp03/)
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* Paragraph 7 – [[1]](https://www.mylondon.news/whats-on/shopping/levoit-home-air-purifier-review-32714906), [[2]](https://www.standard.co.uk/shopping/esbest/gadgets-tech/dyson-purifier-big-quiet-formaldehyde-review-b1185927.html), [[3]](https://www.dyson.co.uk/air-treatment/purifiers/big-quiet-formaldehyde)

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## Bibliography

1. <https://www.mylondon.news/whats-on/shopping/levoit-home-air-purifier-review-32714906> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/shopping/esbest/gadgets-tech/dyson-purifier-big-quiet-formaldehyde-review-b1185927.html> - The Standard's review of the Dyson Purifier Big+Quiet Formaldehyde highlights its effectiveness in purifying large spaces, its quiet operation, and its ability to destroy formaldehyde. The review also notes the device's sleek design and advanced filtration system, which includes a HEPA H13-grade filter. However, the high price point and the device's substantial size are mentioned as potential drawbacks.
3. <https://www.dyson.co.uk/air-treatment/purifiers/big-quiet-formaldehyde> - Dyson's official product page for the Purifier Big+Quiet Formaldehyde provides detailed specifications, including its ability to purify spaces up to 100m², its quiet operation at 43dBA, and its advanced filtration system that captures 99.95% of pollutants. The page also highlights the device's smart features, such as app control and real-time air quality monitoring.
4. <https://www.trustedreviews.com/reviews/dyson-purifier-bigquiet-formaldehyde> - Trusted Reviews' evaluation of the Dyson Purifier Big+Quiet Formaldehyde praises its rapid air cleaning capabilities and quiet operation. The review notes that the purifier effectively reduces pollutants, including smoke, and operates at a noise level of 49.8dB at maximum speed. The device's performance in large spaces and its efficient air purification are also highlighted.
5. <https://www.techradar.com/home/air-quality/dyson-purifier-bigquiet-formaldehyde-review> - TechRadar's review of the Dyson Purifier Big+Quiet Formaldehyde emphasizes its powerful air purification, quiet operation, and effective auto mode. The review mentions the device's ability to detect and filter pollutants from a distance and its relatively low noise levels compared to other Dyson purifiers. The design and functionality are also discussed.
6. <https://www.techadvisor.com/article/2136327/dyson-purifier-big-quiet-formaldehyde-review.html> - Tech Advisor's review of the Dyson Purifier Big+Quiet Formaldehyde highlights its effectiveness in purifying large areas, its long-lasting filters, and the convenience of the MyDyson app. The review also notes the device's high price point, substantial size, and the noticeable airflow it creates in its vicinity as potential downsides.
7. <https://www.diviloom.com/air-purifier/dyson-purifier-bigquiet-bp03/> - DiviLoom's review of the Dyson Purifier Big+Quiet Formaldehyde discusses its ability to purify large spaces, its advanced HEPA H13-grade filtration, and its smart features like app control. The review also mentions the device's high price point and the requirement of the app for full control as potential drawbacks.