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# Tech device beats underarm odour by zapping bacteria



## Reference

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Title

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Creation date

## Caption

Ferrari Press Agency Deodoriser 1 Ref 16907 17/06/2025 See Ferrari text Picture MUST credit: CodeSteri Inc A new device is claimed to prevent the underarm body odour without the use of deodorant, by killing the bacteria that use it, The gadget, called the PlaDeo was invented by two South Korean doctors The user holds it beneath each clean, dry armpit in turn. Pressing and holding the power button for 90 seconds causes the PlaDeo to start producing a gas called cold atmospheric plasma. The gas generates reactive oxygen and nitrogen, a group of chemically reactive molecules that kill bacteria. A 1 cm gap between the device's plasma emitter and the armpit means skin cells are not harmed. The process reportedly allows an armpit to remain odour-free for a day. There is no pore-clogging or sticky residue found with may spray or roll-on deodorants. OPS: The PlaDeo deodoriser device

Picture supplied by Ferrari (FOTO: DUKAS/FERRARI PRESS)

Special instructions

### (c) Dukas

City

Credit

DUKAS

Source

FERRARI PRESS

Author

CodeSteri Inc

Original references