

Eat healthier food

The food we eat at home plays an important role in helping us live healthy and hygienic lives, but with food being transported long distances to the supermarket shelf, it doesn't always arrive in our homes in perfectly fresh condition. That's why it's important to ensure that the food in your fridge stays fresh for as long as possible.

LG has introduced some great new innovations to our latest range of refrigerators to reduce both odour and bacteria. LG's Hygiene Fresh+ technology maintains inside hygiene by killing 99.999% of four typical bacteria and eliminating odours. Double filters with a photocatalyst and UV LED effectively eliminate bacteria and fungi, while double deodorisers reduce acidic odours like vegetable smells, along with alkaline odours like fish. A fan amplifies the effect of multi-layer filters to filter out bacteria and odours.

The result is a more hygienic refrigerator that not only keeps food fresh and healthy for longer but smells great too!

Wear cleaner, more hygienic clothes

With most of our cities being impacted by poor air quality, more and more people are suffering from allergies. Many of the allergens that irritate the skin and airways are also present in our clothing. While a piece of clothing may appear to be perfectly clean, it can be full of invisible allergens that cause constant discomfort and irritation.

To combat this issue, LG's latest generation of front-loader washers have been designed to reduce allergens, dust mites, fungi and bacteria in clothing by 99.9%. The new steam and 60°C allergy care function effectively dissolves loosened allergens from clothes, which are then drained out during spin cycles.

The result is cleaner clothes containing fewer allergens, as certified by the British Allergy Foundation.

Make sure that your home is hygienic and healthy

There's very little we can do about the constant onslaught of germs outside our homes, but taking steps to reduce the number of germs, bacteria and fungi inside your home can go a long way to help us live healthier and more comfortable lives.



From innovative refrigerators, to state of the art washing machines – LG's wide range of advanced features are designed for cleaner living. Explore our appliances today.