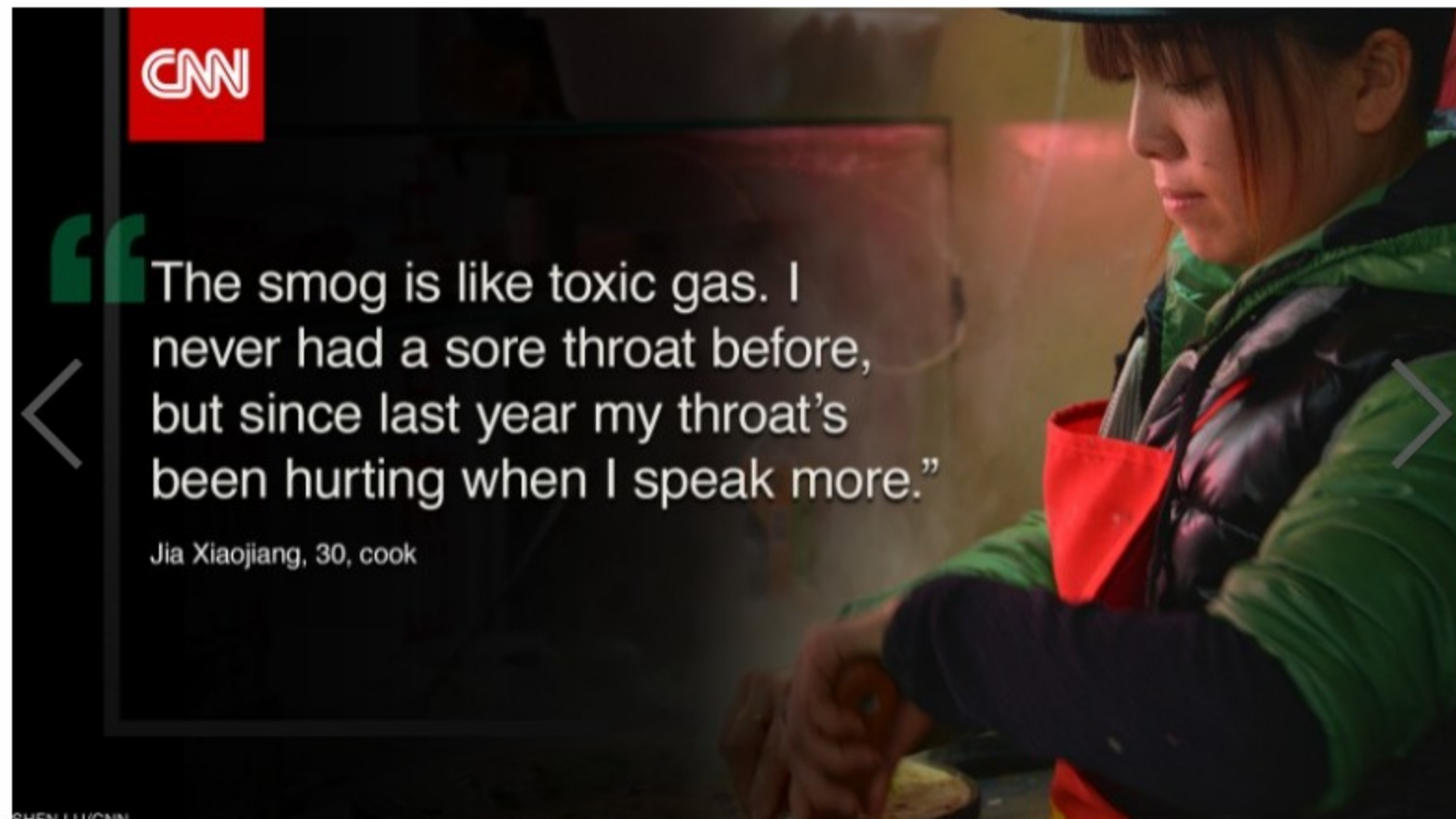


Aethaer follows in the footsteps of the Canadian company Vitality Air, which recently started selling canisters of fresh air from the Rocky Mountains to Chinese buyers.

Leo De Watt

Though at between \$14 and \$20 per canister, Canadian air seemingly costs a fraction of British breeze.



Photos: Beijing smog: What's it like to breathe the air?

This week, Beijing issued its first red alert for hazardous pollution, closing schools, restricting traffic and shutting construction sites. Residents tell CNN what it's like to live in the smog-cloaked city.