

## National Asthma Awareness

Do your part to educate others about this important issue !

In 1998, The Centers for Disease Control and Prevention reported that asthma **increased 75%** from 1980-1994 and in 2007, the EPA reported that an average of **one out of every 13 school-age children suffers from asthma.**

\* In fact, "asthma has become the most common serious disease of childhood, and there are at least several well-designed epidemiologic studies that have documented **a strong link between use of domestic and industrial cleaning products and risk of asthma,**" says **Dr. John Spengler**, Akira Yamaguchi Professor of Environmental Health and Human Habitation, Department of Environmental Health at Harvard University. "When reviewing the rapid increases of asthma rates in America, it is critical to recognize the link between pollution and human health, including chemical and biological pollutants in indoor environments."

To help raise awareness around the asthma epidemic, Shaklee has teamed up with Harris Interactive (January 2008) to survey more than 1,000 American moms about their perceptions of home cleaners and their safety.

### **Key results from the Harris Poll are as follows:**

- **81% of moms believe that their household cleaning products can trigger asthma in children and adults**

"Moms already know household cleaners can be hazardous if swallowed or spilled directly on your skin, but most don't make the connection that when these products are used as directed on floors, sinks and tubs, their families are exposed 24 hours a day." - Jane Houlihan, VP for Research at Environmental Working Group in Washington, D.C.

- **38% of moms even agree that the air inside their homes is more toxic than the air outside**

A person who spends 15 minutes cleaning scale off shower walls could inhale 3 times the "acute one-hour exposure limit" for glycol ether-containing products set by the California Office of Environmental Health Hazard Assessment.



Shaklee Get Clean Scour Off™ Heavy Duty Paste gently removes stains and is great for cleaning tubs, ovens, sinks, and tiles.

- **88% of moms agree that household cleaning products can be harmful to you and your family's health**



With its incredibly powerful formula, Shaklee Get Clean Basic H2 Organic Super Cleaning Concentrate dominates grease, grime, and dirt 1,000 different ways. Basic H2 and Get Clean products offer cleaning choices that are non-toxic, hypoallergenic, free of volatile organic cleaning compounds, and free of harmful fumes.

- **94% of surveyed moms would discontinue use of their favorite household cleaning products if they learned that they might be harmful to their families' health. However, 35% believe that their children have developed skin rashes from the chemicals in cleaning agents used at home.**



Shaklee Get Clean Fresh Laundry Liquid Concentrate, HE Compatible is a two-for-one non-toxic and hypoallergenic concentrate that outperforms leading detergents and big-name stain removers.

- **41% of moms admitted that they don't know what types of ingredients are in the cleaning products they currently use**



Shaklee Get Clean Soft Fabric Fragrance-Free Dryer Sheets use vegetable-based softeners on biodegradable sheets – you can throw the whole thing in the recycling bin when your load is done !

- **91% of moms report that they would use non-toxic cleaning products if they knew they really worked**

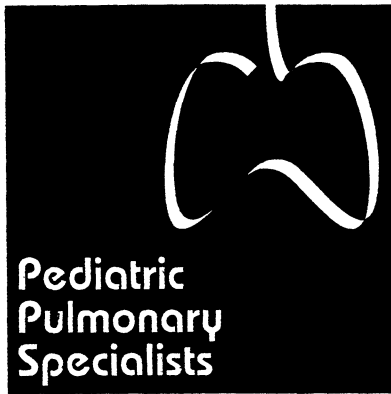
**Shaklee Get Clean offers cleaning choices that are green, safe, powerful and smart !**

\* Centers For Disease Control. Surveillance for Asthma, United States, 1960-1995, MMWR. 1998; 47 (SS-1)

[http://www.shaklee.net/members/articles/top\\_news/asthma\\_2008](http://www.shaklee.net/members/articles/top_news/asthma_2008)

# Virginia S. Kharasch, MD

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Specializing in  
lung diseases in children and  
pulmonary rehabilitation

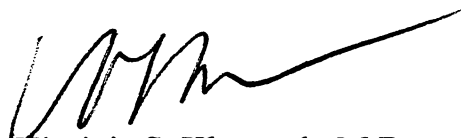
18 May 2005

Mr. Dubi Gordon  
Gordon & Matross Associates, Inc.  
172 Boden Lane  
Natick, MA 01760

Dear Dubi,

I have been recommending AirSource to my patients with chronic respiratory illnesses including those with asthma and atopy for the past year. I have observed that children with atopy and environmental allergies show remarkable improvement after institution of this air purification system. I have purchased a unit myself and have used it in my home with good results and improvement in air quality along with decreased allergy symptoms in my small children. I would recommend this product to all families with allergies and respiratory symptoms and would say that this is an excellent intervention for institution of environmental controls.

Sincerely,



Virginia S. Kharasch, M.D.  
VSK:pf