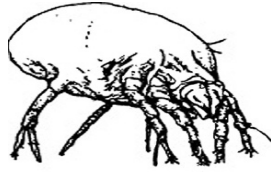


CONTROLLING DUST MITE ALLERGENS IN YOUR BEDROOM



Dust mites and their allergens are probably the world's greatest causes of allergies and are significant triggers of asthmatic attacks.

A recent study has suggested that allergic and asthmatic individuals would do well to rely on a broad program of interventions, like frequently washing clothes, bedding and blankets; encasing mattresses and pillows; using air conditioning instead of humidifiers; and strictly limiting exposure to allergens from cigarette smoke etc.

Estimates are that as high as 20% of the earth's total population is allergic to dust mites and that they are responsible for 25% of all allergy diseases and 50% to 80% of asthmatic disease. Symptoms can include stuffy, runny or itchy noses, red runny eyes, sneezing and bronchial congestion.

Dust mites are not parasitic and are not capable of biting or stinging humans. Their importance is due to the powerful protein allergens contained in their fecal matter, exoskeletons (cast skin), and secretions.

The inhalation of these allergens by hypersensitive asthmatic individuals frequently results in acute attacks of bronchial asthma, accompanied by wheezing and shortness of breath.

All of this makes your bed bedroom, the best places reducing dust mite allergen

deMite[®]
laundry additive



Controlling Dust Mite Allergens

Following is a short course in "How to Control the Dust Mite Allergens in Your Bed."

First: Encasing your pillows, mattress and box springs in mite-proof encasings (encasements) is a necessity. These encasings will control the colonies of dust mites and their allergens that are contained within them and keep them from escaping to your bedding above.

Second, and most important, is being able to control the dust mites and their allergens that lay **on**, and in, your pillowcases and sheets. This is the source of your problem. The circulating air in your home deposits many unseen allergens including pollen, dust and pet dander. Sooner or later these will settle on your bedding, all to be deeply inhaled as you sleep. Dead skin cells from your body, the mites' food source, also build up on your bedding as you sleep.

At this point, **laundering** is the only way to get rid of virtually all dust mite allergens on your bedding.

Third: DeMite Laundry Additive is the only practical way to do this. DeMite is guaranteed to eliminate virtually all dust mite allergens from your bedding in cold, warm or hot water. Just add to your wash load along with your normal detergent.

Fourth, an undesirable alternative: Washing in extremely hot water (over 140 F.) has been frequently recommended as being an effective way to kill dust mites. However, Federal regulations now require that all water heaters carry a label stating the dangers and hazards of scalding water, especially to children and elderly. Keep 120° F. as your limit. Extremely hot water can also damage fine fabrics and their colors..

Buy only washable bedding (not wool or feathered pillows) and launder on a weekly schedule.



1 dust mite
can produce **250**
or more allergens

... and a typical bed contains from
100,000 to 10,000,000 of them
along with billions of their allergens

Dust mites are approximately 250 to 300 microns in size, invisible to the naked eye with a translucent body. It would take at least a 10x glass to see them. They continuously deposit protein fecal pellets, exoskeletons (cast off skin) and secretions onto your sheets and pillowcases.

Dust mites thrive most rapidly with moisture, heat and food. Your bed is their palace. They have the heat of your body, the moisture your body emits, and the food of your dead skin cells ... all that they need to sustain life and multiply.

The protein fecal material, exoskeletons and secretions that mites deposit on your bedding are primary health concerns because they are so deeply inhaled into the airways of the lungs. Your face is in constant contact with your bedding as you sleep. High levels of dust mite allergens are associated with dermatitis, characterized by itchy, irritated skin.

THE MOST IMPORTANT ROOM to allergen-proof is the bedroom. It is this room that contains the greatest number of dust mite and pet allergens, especially if your dog or cat sleeps on the bed. It is estimated that one untreated double bed may contain several million dust mites and billions of their allergens with a large percentage being found in the sheets and pillowcases where your body moisture and dead skin scales collect to provide the necessary humidity and food for them to exist and thrive.

ENCLOSING YOUR MATTRESS, box springs, and pillows in mite-proof encasements is the first major step in reducing your exposure to these mites. Quality encasements are valuable aids in controlling dust mites in these areas.

EQUALLY IMPORTANT is controlling the dust mite allergens contained on your sheets, pillowcases and blankets. It is these allergens which are so deeply inhaled that are the prime source of your problem.

ELIMINATING dust mite allergens from your bedding adds significantly to control beyond that of using encasements only. De-Mite Laundry Additive can achieve this control by eliminating virtually all dust mite allergens when washing your bedding and undergarments in cool, warm or hot water.

CENTRAL AIR CONDITIONING plays a major role in asthma and to a lesser degree may be related to many indoor allergy problems. Indoor air in today's energy-efficient, closed environment homes is brimming with microscopic allergens, from dust mite allergens to pet dander, pollens and more, all bottled up with nowhere to go. And to make matters worse, this same air is being constantly recirculated throughout the house. If you are considering the purchase a central air conditioner, be certain that it contains a **high efficiency filtration system** to reduce these allergens as much as possible and to control other airborne bacteria.

As an alternative to central air conditioning, your doctor may recommend using an air cleaner in the bedroom and other rooms to reduce the levels of allergens circulating throughout your home. Air cleaners are effective only on airborne particles, not those that have built up in your carpets, upholstered furniture and bedding.

A quality free-standing air cleaner will greatly reduce irritating allergens in the room of your choice. Always choose one with a true HEPA air cleaner or filter. HEPA cleaners can be a tremendous help in purifying the air. High Efficiency Particulated Air purifiers have the capacity to filter out particles that others miss. A "true" HEPA filter must be able to capture particles of at least 0.3 microns in size with 99.97 percent efficiency. Anything less efficient is not a true HEPA filter and should only be referred to as a 'HEPA TYPE' air cleaner.

Choose washable curtains and/or shades that are easy to launder or maintain. Avoid long or heavy drapes and Venetian or other kinds of vertical slatted blinds that attract dust and allergens.

Replace feather pillows with pillows stuffed with synthetics. If the pillow is washable, launder it regularly adding De-Mite Laundry Additive to the water, then tumble it dry in a warm dryer.

Vacuum around the base of your bed weekly. Remember to vacuum under the bed and to dust the bed frame frequently.

CONVENTIONAL VACUUMS do not retain microscopic particles such as dust mite allergens, the cat allergen Fel d 1, animal dander and pollen, which are found in carpets by the billions. Yes, they do pick them up, but they immediately recirculate them back into the air you breathe because they are not physically capable of retaining ultra small particles. Their filtering systems usually retain only particles 50 microns or larger, not small enough to collect those that are creating your problems. You should always use a vacuum with true HEPA filtration. You can, however, turn a standard vacuum into an allergen fighter by changing to double-lined, high-efficiency vacuum bags that augment filtration. These are available for most upright and canister models.

Carpets are allergen reservoirs. They collect them at one hundred times the rate of bare floors. As carpets get older, they begin to harbor more and more allergens . . . dust mite exoskeletons and fecal pellets, animal danders, Fel d 1, house dust, mold growths and outdoor pollens. Bare surfaces, such as hard wood floors or inlaid tiles with washable throw rugs are big deterrents to allergen build-up and are much easier to keep clean than carpets

Try to keep pets out of the bedroom at all times, or at least keep them off your bed. Give them their own bed with washable bedding in a distant part of the room. Keep them brushed and combed to reduce shedding and loose dander.

DeMite Laundry Additive

Dust mites are everywhere, but your most serious problems come from those that live on your bed. Your bed is the single largest concentration of dust mites and their allergens in your home. The problems they create are not from the dust mite itself, but from its allergens, the fecal droppings, secretions and exoskeletons (cast-off body parts) that are shed onto your sheets and pillowcases.

Presently, DeMite Laundry Additive is only practical way to virtually eliminate them from your bed. Just add to your wash with your detergent in cold, warm or hot water. We guarantee it!

DeMite Fabric Sealer

All airborne allergens, including dust mite and pet-related, settle on upholstered furniture, curtains and drapes the same as they do on hard surfaces with one exception ... they stay there for longer periods of time.

DeMite Fabric Sealer is a custom-formulated and hypoallergenic non-aerosol spray, that holds and keeps these allergens from entering your environment. Besides sealing in the allergens, we found an unrelated benefit. It neutralizes pet and cigarette smoking odors. It is safe for almost all fabrics. Test fabric first.

Eat My Dust

Wood furniture, paneling and other hard surfaces attract dust and allergens. Waxy dusting sprays create surfaces which will attract even more dust mite allergens. Eat My Dust leaves no oily residue and wood and other hard surfaces with the beautiful soft, velvety look of hand rubbing. Non-aerosol and environmentally safe, Eat My dust is also odorless and contains no perfumes or fragrances.

www.de-mite.com

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