

# THE NEW PROFIT OPPORTUNITY IN ANTI-ALLERGEN SERVICES

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## **THE NEW PROFIT OPPORTUNITY IN ANTI-ALLERGEN SERVICES**

## **Introduction to SaniClean Systems and our Anti-Allergen Product Line.**

This Special Report has been produced by the manufacturer of our anti-allergen product, and SaniClean Systems to alert you to one of the **biggest opportunities** the professional cleaning industry may ever have to “do well by doing good.” We have added our equipment and marketing tips where appropriate and edited it for the **new person getting into the business**. If you are a professional cleaner or new person thinking about getting into the business you are probably aware that allergies and other **allergic diseases** such as asthma and sinusitis affect very large segments of the population, in fact, between 50 and 70 million Americans.

While there are many types of allergies, the biggest risk factors for the development of allergic disease are found in the indoor environment. These risk factors are dust mite and pet allergens. Allergies are developed largely by overexposure to these and other allergens. And people with relatively mild allergies can develop very serious, chronic and even life threatening illnesses if they continue to be exposed to such contaminants.

Until now the emphasis has been on trying to eliminate these substances from the indoor environment, which has been an extremely difficult and sometimes impractical task. Instead, drugs and allergy shots and plain old misery have been the primary ways that patients have managed their illnesses.

But now there is a way to actually inactivate these allergens so that the body does not recognize them and does not trigger an allergic reaction! Instead of trying to eliminate dust mites, for example, or to have a family face the trauma of giving away a child’s beloved pet, you can now provide a treatment that will “denature” the most dangerous indoor allergens, rendering them harmless.

This means that you will be able to provide immense relief to allergy sufferers, including helping to prevent the development of more serious allergic diseases and even protecting people without allergies from developing them in the first place!

Best of all, this is a **cleaning and treatment process** that utilizes equipment that is easy to use and requires no complicated training or large investment. In fact, it is a service perfectly tailored to people wanting to start a business helping people while earning a substantial income, as well as an add service for existing cleaning companies. What you will need is knowledge, which is the reason for this Special Report. The first section of this document will provide, in layman’s terms, enough technical information about allergic disease so that you can speak intelligently with your customers and answer their questions. The second section will describe the product line in conjunction with the SaniClean System, and how Allergy Relief Treatment™ works, how to provide this service and marketing information that can help you to inform allergy sufferers about this dramatic new way you can help them manage their illnesses. And, how you can develop this very exciting new profit center for your business.

This Special Report contains substantial amounts of technical information in layman's terms. As you might imagine, the amount of medical and technical data that is available on the subject of allergies is enormous and beyond the scope of this document. For those of you that would like even more and very detailed medical information concerning allergic disease, several excellent resources will be provided in the Resources section at the end of this Report.

## **Section 1**

### **The Allergy and Asthma Crisis**

It has been well accepted by the medical community and government organizations such as the U.S. EPA and the Centers for Disease Control that allergic illnesses in America are reaching epidemic proportions.

These allergic illnesses include allergic rhinitis (nasal allergies), asthma, allergic conjunctivitis and otitis media (middle ear infection). The symptoms of these illnesses can drastically impact the lives of those who suffer with them. Consider these alarming statistics:

- Well over 50 million North Americans suffer from allergies
- Allergies are the sixth leading cause of chronic disease in the United States
- Allergies are the most frequently reported chronic illness in children
- Up to 40% of North American children suffer from allergies
- 20 million Americans suffer from asthma, including 6.3 million children
- There are two million Emergency Room visits, 500,000 hospitalizations (half of which are children) and 5,000 deaths (including hundreds of children) due to asthma each year
- Asthma is the most common chronic childhood disease. Nearly 1 in 13 school-aged children has asthma, and the rate is rising more rapidly in preschool-aged children than in any other age group
- Approximately 4.2 million children had an asthma attack in the last year • Asthma is growing at a rampant pace, increasing from 7 million sufferers in 1980 to 20 million in 2001
- Allergies are estimated to cost our economy \$18 billion annually with asthma costs estimated at \$14.5 billion in 2000
- Approximately 14 million school days and an equivalent number of workdays are lost due to allergies and asthma
- Asthma causes over 11 million doctor's office visits each year

- Asthma is the leading cause of school absenteeism due to chronic illness and during the past 20 years, the number of school absences due to asthma has more than doubled
- Asthma accounts for over 100 million restricted activity days each year
- Since 1980, asthma related hospitalizations and deaths are up by 75%
- The number of people affected by allergies, asthma and other allergic diseases is growing by 10% each year, which means that the total cases will double approximately every ten years!

As you can see from these statistics, there is an almost unlimited market for allergy relief services. Given the serious nature of these illnesses and the dramatic impact you can have on helping those that suffer with them, the ResponsibleCare products using the SaniClean System will be an ideal way for you to really help your customers while increasing both sales and profits.

## **Understanding Allergies and Asthma**

### **What are Allergies?**

An allergen is a substance found in the indoor or outdoor environment that is normally harmless to most people. Inhalation is the most common route for allergens, including those found in the indoor environment, to enter the body. Other allergens enter the body through ingestion (food allergies), skin contact (dermatitis) or injection (drug or bee sting allergies).

The first step in the development of allergic disease is a process called sensitization. Sensitization occurs when the body is overexposed to certain allergens, causing the immune system to produce what are known as IgE antibodies in response to these specific allergens.

For reasons that medical science is not completely sure of, the body mistakes these harmless environmental substances for materials that cause illness, specifically infection, and creates IgE antibodies in order to protect the body from “sickness” when it encounters these substances in the future.

In effect, the body programs itself to consider these harmless substances as enemies to be defended against. A person can become sensitized without expressing allergic illness. Generally, continued overexposure to allergens and other environmental irritants causes the illness to manifest and symptoms to occur. Allergic illnesses often multiply and lead to much more serious, chronic and debilitating ones such as allergic rhinitis patients developing asthma or sinusitis. Children are most susceptible to this sensitization because they are still developing.

Allergens are proteins that have unique shapes that identify them as allergens to the immune system. The allergen is like a lock and the antibody is like the key that fits only that lock. These IgE antibodies exist continuously in the body, constantly on the lookout for the presence of the

allergen they were created in response to, sort of like keys floating around the immune system looking for the locks they were created to fit.

The way IgE antibodies identify allergens that have entered the body involves a kind of confirmation process. The antibodies look for many copies of the allergen protein shape or “lock” in order to confirm that this is indeed the invader that they were created to defend the body against.

When these antibody “keys” find a repetitive pattern of the allergen “locks” that they fit, the antibody and the allergen bind together, setting off a chain reaction designed to protect the body from infection. Part of this process is that the body releases chemicals called mediators, such as histamine, that cause what doctors call an “immunologically mediated adverse reaction” or allergic reaction or attack.

In essence, allergic reactions are the body’s mistaken reactions to fight off disease when the “invader” is actually a harmless environmental substance. These allergic reactions produce symptoms including itching, coughing, wheezing, sneezing, watery eyes, inflammation and fatigue, which are unpleasant, distressing and frequently debilitating, causing millions of missed school and work days each year.

Allergies are not only annoying and uncomfortable to say the least, but many have been linked to a variety of very serious chronic respiratory illnesses such as sinusitis and asthma. Allergic reactions can be severe and even fatal, with thousands of deaths being caused by allergic diseases such as asthma each year.

Many people develop allergies simply through overexposure to allergens, especially when they are very young (though some are genetically predisposed to developing allergies). **While there are many other risk factors, exposure to indoor allergens is now one of largest and yet one of the most preventable and controllable causes of allergic illness.** The medical community has identified **dust mite and pet allergens as posing the greatest risk** for the development of allergies in the first place, continued suffering of those with allergic illness and a component in the development of much more serious allergic diseases such as asthma and sinusitis.

### **What is Asthma?**

Asthma is a chronic, inflammatory, allergic disease in which the body’s airways become sensitive to allergens. When the asthma sufferer is exposed to certain triggers, the linings of the airways become swollen and inflamed, the muscles surrounding the airways tighten and the production of mucus increases, further blocking the airways.

Asthma is often associated with allergy and risk factors for developing asthma include sensitization to indoor allergens such as from house dust mites, animals and cockroaches as well as outdoor allergens, early exposure to tobacco smoke and a variety of other risk factors.

During an asthma attack, which can last from a few hours to several days, breathing is difficult and symptoms also may include wheezing, coughing and chest tightness. **Asthma can even cause death.**

Each asthmatic has different triggers that cause attacks. These triggers include indoor allergens such as dust mites, animal dander and cockroaches, certain foods, strong fumes, irritants like cigarette smoke, smog, soot or pollen, respiratory infections, cold or windy weather conditions, and emotions or exercise that cause deep or rapid breathing.

One of the most important ways to control asthma attacks is to determine and eliminate the specific triggers for each individual. A health care professional should also be consulted to decide if allergy tests would be useful and which medications might help.

### **The Relationship Between Allergic Diseases**

Medical science does not clearly understand the links between allergic illnesses but it is clear that such relationships exist. People suffering from less serious allergies such as allergic rhinitis, for example, are at greater risk for developing much more serious illnesses such as asthma and sinusitis. **It is also clear that treating the less serious allergic illness is an important strategy for preventing the development of more serious illnesses or as part of managing the more serious illness once it has developed.**

There are many diseases that are likely to have an allergic component including rhinitis, conjunctivitis, asthma, dermatitis, urticaria (wheals or hives) and anaphylaxis. Again, the suspected link between allergic rhinitis with the development of asthma, rhinosinusitis, allergic conjunctivitis and otitis media is well established. To provide some idea of the magnitude of these illnesses, rhinosinusitis affects over 14% of the U.S. population and causes over 58.7 million restricted activity days annually and otitis media (middle ear infection) is the most common childhood disease requiring a healthcare visit.

Asthma is also commonly associated with allergic rhinitis, (also known as nasal allergy), which is an inflammation of the mucous membranes of the nose with characteristic symptoms including sneezing, itching, nasal discharge and congestion. In fact, as many as 78% of asthma patients have nasal symptoms and as many as 38% of allergic rhinitis patients have asthma. Treating the allergic rhinitis in asthma sufferers often helps treat the asthma condition as well.

Researchers are not sure why allergic illnesses are so closely related but suspect that the common passageways they share (sinuses, throat and lungs) may be the reason. But whatever the case it is clear that such illnesses can easily multiply and develop into much more serious conditions if allergen exposure is left unchecked.

## Allergy and Asthma Triggers and Indoor Air Quality

Once allergic disease is developed, asthma or allergy attacks can be caused by something that bothers the lungs, typically referred to as triggers. Triggers fall into two basic categories: allergens and irritants.

Allergens not only trigger allergy attacks but also the chemicals released during such attacks (called mediators) can, in turn, trigger asthma attacks. The most important triggers in indoor air are dust mite and animal (pet) allergens. These allergen proteins are known by the following designations:

Dust Mite Fecal Matter: Der p 1 and Der f 1 Animal Dander: Dog Dander Can f 1 and Cat Saliva Fel d 1 (though all types of animals and birds may also cause allergy)

Irritants such as cold air, cigarette smoke, industrial chemicals, perfume, paint and gasoline fumes can also trigger asthma. People with asthma may have a wide range of sensitivity to irritants, including cleaning chemicals. Therefore, it is very important to use cleaning products developed specifically for such applications, such as our ResponsibleCare products. These irritants likely trigger asthma symptoms by stimulating irritant receptors in the respiratory tract. These receptors, in turn, cause the muscles surrounding the airway to constrict, resulting in an asthma attack.

There is no question that the quality of indoor air (as well as outdoor air) can pose a significant health risk. Consider that the U. S. EPA states that indoor air pollution is **one of top five environmental risks to public health** and EPA statistics show levels of indoor pollutants **2 to 5 and to up to 100 times more concentrated indoors than outdoors**. And, the American College of Allergy, Asthma and Immunology states that, “50 percent of all illnesses are caused by or aggravated by polluted indoor air”.

The cleaning industry has long been aware that lack of proper ventilation, improper design and maintenance of HVAC systems, off-gassing of toxic materials, exposure to second-hand tobacco smoke, exposure to volatile organic compounds and biological agents and the plethora of contaminants in indoor air we are exposed to at home and work have created a serious public health issue.

Given that Americans spend up to 90% of their time indoors, there is little question that indoor air pollution exacerbates allergic diseases, concentrates both triggers and irritants and plays a significant role in triggering allergy and asthma attacks. There are clear links that diesel exhaust and passive tobacco smoke exposure (found in both indoor and outdoor air) are both potent risk factors for allergic disease, for example.

**It is important to understand that the most serious allergens in terms of the development and progression of allergic disease cannot simply be “cleaned away” or removed by improved ventilation.**

This is not to say that sound cleaning and maintenance practices are not extremely important to creating a healthy indoor environment in general terms as well as a specifically allergy safe indoor environment. For example, a specially designed cleaning program is an integral component of the SaniClean System of anti-allergen cleaning and treatment, but it should be recognized that **cleaning alone will not solve the indoor allergen problem.**

Let’s take a look at dust mite and pet allergies in greater detail.

### **Dust Mite Allergies**

Some sources indicate that dust mites are responsible for 25% of all allergies and are the most important cause of asthma worldwide. These sources further indicate that perhaps 15-20% of the earth’s population is severely allergic to dust mite allergen!

Physician organizations such as the American Academy of Allergy Asthma and Immunology (AAAAI) states that dust mite feces are a major source of allergen found in house dust. It is clear that dust mite feces are one of the most important and hazardous allergens found in indoor environments.

Dust mites are actually arachnids and not insects. Related to spiders, dust mites are microscopic, eight legged creatures that are 0.3mm in length (7,000 can fit on a fingernail) and are invisible to the naked eye.

Dust mites live on dead human skin cells, (which comprise up to 80% of house dust!) as well as fungi and bacteria. They also live off water vapor, which we provide for them by perspiration and respiration, emitting approximately one pint of moisture per person per night. This is why mites are found even in areas of extremely low humidity and prevention strategies such as reducing humidity levels in the home are generally ineffective.

Dust mites are found in virtually all homes regardless how clean, with the principal source of exposure in the home being the bedroom. Dust mites are found primarily in mattresses, sheets and blankets, pillows, stuffed animals, carpets, curtains and upholstered furniture. The average bedroom can be infested by millions of microscopic dust mites with up to 20% of the weight of an old pillow being dust mites!

In fact, while dust mites can be found throughout the home, 60% of them live in mattresses, making the bedroom the number one treatment priority.

The bedroom provides a plentiful supply of shed human skin cells, warmth and humidity, making it an ideal environment for dust mites to thrive and multiply in. And, given that we spend

up to one-third of our lives in the bedroom, we are also exposed to this highly potent allergen for long periods of time, increasing the likelihood of developing or aggravating allergic diseases.

A dust mite will produce 20 to 100 fecal pellets per day. That's 200 times its own body weight in feces during its short lifetime! If dust mite pellets were the size of golf balls, the average queen size bed would have a pile of pellets 70 feet high! A female dust mite will also lay 100 eggs during its approximately ten-week lifetime, with a new generation being produced about every three weeks.

During the night, most people toss and turn up to 60 or 70 times. This expels dust mite feces into the air from bedding and pillows. These allergens can then stay in the air for up to two hours. Once airborne, these potent allergens are inhaled where they can cause allergic illness in the first place and stimulate allergic reactions and asthma attacks in those that already have developed allergic disease. Other activities such as walking, vacuuming (with most vacuum cleaners) and changing bed linens easily stir up dust mite allergens.

Dust mite levels are on the rise but no one is really sure why. In 2002 the National Institute of Environmental Health published the results of a three year study determining that 47% of North American homes have bedding containing enough dust mite allergens to cause allergies. Of these homes, 24% had levels that were five times greater than the threshold to cause allergic reactions.

It is speculated that this rise is due to construction of "tight", energy efficient homes and offices, which reduces ventilation and increases humidity as well as the popularity of cool water detergents and cold water washing (hot water washing kills dust mites).

Some authorities suspect the prevalence of wall-to wall carpeting is also a factor in the increasing levels of dust mites. This hypothesis was put to the test in Sweden over 10 years ago. At that time in Sweden it was thought that carpet contributed to the development of allergic illnesses. Installed carpet was banned from public buildings and its market share went from 40 percent to 2 percent today. During that same time period, allergic cases increased 600 percent!

Now Swedish authorities believe that the increase in allergies was due to poor indoor air quality. Unfortunately, this assessment comes a little late for the Swedish carpet industry. As we know now, carpet likely acts as a filter or reservoir that holds indoor pollutants until they can be removed from the environment by cleaning.

Still, physicians and medical organizations often recommend minimizing the use of carpets and upholstered furniture, something that you as a cleaning and indoor environmental professional will need to be prepared to refute.

Laurence Lee, a Certified Industrial Hygienist at Argus Pacific has even found high levels of dust mites in office work places. It is being increasingly suspected that work environments are also causing and aggravating allergic conditions.

## Pet Allergies

It is estimated that there are more than **100 million pets** in the United States and more than 70% of American homes have a dog or a cat or both. We are attached to our pets for a variety of reasons including unconditional love, companionship, security and comfort to name a few.

However, according to the Humane Society of the United States, approximately 15% of the U.S. population is allergic to pets and other animals. People with pet allergies are allergic to a protein, which is found in pet dander (dead skin flakes), oils secreted by the sebaceous (skin) glands, saliva and urine.

There is a common misconception that people are allergic to pet hair or fur. It is not the hair itself that causes the allergic reaction. However, exposure to pet hair can and does expose people to allergens carried on the hair. This is because when an animal grooms itself, allergen-containing saliva is deposited on the hair. And, hair and fur can collect dust, pollen, mold and other allergens.

So, while the hair or fur is not an allergen in and of itself, it is easy to understand why the misconception concerning “pet hair allergy” exists. Given that there is no allergy to pet hair, per se, there is no such thing as a non-allergenic pet, even short haired or hairless breeds can cause allergy reactions. Cat allergies are twice as common as dog, though birds, rabbits, rodents and any animal with feathers or fur can create or trigger allergies. Pet droppings are also of concern, especially in the case of birds and rodents.

Pet allergen accumulates easily and persistently in carpets, mattresses, bedding, upholstered furniture and clothing. It consists of very small, lightweight particles and can stay airborne for long periods of time when disturbed, being easily inhaled into the nose and lungs or landing on the lining of the eyes.

One would, of course, expect to find animal allergens primarily in homes where animals are present. Surprisingly, however, animal allergens are also found (in lesser amounts) in places where pets have never been present such as workplaces, schools and other public buildings. It is likely that pet allergen is brought into these environments on the clothing of pet owners.

Animal dander is sticky and can easily adhere to other surfaces. So while dander on smooth surfaces can be easily removed by simple cleaning, dander on textile surfaces such as carpeting, upholstered furniture, mattresses and clothing can persist for long periods of time. Most estimates are that even after pets have been removed from a home, pet allergens will still be present even after five to six months!

The number one recommendation of allergists to families with pet allergy sufferers is to remove pets from the home. Anyone who has had to face the trauma of giving up a beloved pet will

understand why it is estimated that between 75 and 90% of families with pet allergies do not take their physician's advice and remove their pets from the home.

The Humane Society estimates that one third of people with cat allergies, perhaps the most potent pet allergy, have at least one cat in the home! It's clear that the benefits of pet ownership clearly outweigh the allergic symptoms for the majority of pet allergy sufferers.

Like dust mites, prolonged exposure to pet allergen can cause the development of allergies as well as aggravate existing allergic illness and stimulate the progression of allergies into more serious allergic diseases such as asthma. In fact, 20 to 30 percent of asthma sufferers also have pet allergies.

Given that people are so unwilling to treat pet allergies by removing the offending pets, and that containing and controlling pet allergen is so difficult, a treatment regimen using the ResponsibleCare products and the SaniClean System that renders pet allergen inert and unable to cause allergic reaction is ideal.

## **Can Allergic Illnesses be Controlled and Even Prevented Through Environmental Control?**

One of the major reasons people develop allergic illnesses is overexposure to various allergens, especially those found in indoor air. This is due in part to the rapidly increasing levels of serious allergens, especially from dust mites and pets, found indoors combined with the fact that Americans now spend up to 90% of their time indoors.

The American Academy of Allergy Asthma and Immunology (AAAAI) states that it is important to implement a system of controlling exposure to indoor allergens (known as Environmental Control or EC) **before the expression or manifestation of allergic illness**. EC is one of the four general principles of preventing and managing allergic disease recommended by the medical community.

They go on to say that it is important to use Environmental Control in homes with young children in order to prevent sensitization, the first phase in the development of allergic disease, in non-atopic (those without a genetic predisposition to allergic illness) children.

**It is now clear that allergies can, in fact, be controlled and even prevented by avoiding the triggers that cause them. These same triggers can cause sufferers to develop additional and often more serious allergic illnesses as well.**

With EC, efforts are made to reduce exposure to or eliminate the sources of the most important indoor allergens; dust mites and pets. Often, this approach is focused simply on reducing house dust, which contains these allergens when they are present. The theory being that a reduction in dust will equal a reduction in allergen.

There are many ways that people implement EC. These include mattress covers, HEPA air cleaners, specialized vacuum cleaners and even some exotic practices such as liquid nitrogen treatments. And there have been many reports that these efforts have helped some people.

And while it makes sense to practice EC to the extent that one is able, the real truth is that, until now, there has not been a truly successful way to reduce the most serious allergens found in indoor air without a lot of effort and expense and the very real possibility that no matter how diligent one is at implementing EC, results are uncertain at best.

## **Doing Nothing Can Make Something Annoying, Bad and Something Bad, Worse**

Exposure to dust mite and pet allergen are widely accepted to be one of the most important causes of allergic disease. And, continued exposure aggravates allergic illnesses, which can lead to the development of others. Allergies are also risk factors for the development of more serious, chronic and even life threatening illnesses like asthma and sinusitis.

Why allergic illnesses tend to multiply is not yet clearly understood. Scientists suspect that the common passageways of the sinuses, throat and lungs may be the reason. But in any case, there is a well established suspected link between allergic rhinitis (nose) with the development of asthma (lungs), rhinosinusitis (sinuses), allergic conjunctivitis (eyes) and otitis media (ears).

Doctors now recommend that the most important way to reduce symptoms, control and even prevent the development of allergies and asthma is to avoid or minimize exposure to dust mite and pet allergens.

One of the most important strategies for treatment of established allergic illness is the use of Environmental Control to minimize exposure to allergens that can lead to multiplication of allergic illnesses and the development of far more serious and even life threatening ones.

“Exposure to allergens produced by house dust mites— found in nearly every indoor environment—can lead to asthma in children who are predisposed to developing the disease.”

Institute of Medicine

“Indoor allergens play a major role in allergic diseases such as asthma and perennial allergic rhinitis. Most Americans spend more than 20 hours indoors each day.”

“The Allergy Report”, American Academy of Allergy Asthma and Immunology

“20 million Americans are highly allergic to dust mites”.

Asthma and Allergy Foundation of America

## Four Principles for Managing Incurable Allergic Diseases

As we have discussed, people first become sensitized to certain substances in the environment due to a variety of conditions including overexposure to various allergens. During sensitization the body develops allergen specific antibodies and programs itself to have allergic reactions when exposed to these allergens. During this phase the allergic illness itself may not yet have developed or expressed. The second phase is when the allergic disease actually manifests and produces symptoms.

Prevention is an ideal approach to allergic illnesses given the dramatic rise in such illnesses, that less serious allergic diseases often progress into chronic, serious and life threatening ones and the fact that **allergic diseases cannot thus far be cured and can only be managed**. Furthermore, prevention of allergic diseases is an important way to attempt to manage the enormous individual, social and economic costs of allergic disease.

Therefore, the medical community bases prevention strategies for allergic diseases on the following three stages:

**Primary Prevention:** This focuses on blocking sensitization and development of the IgE-mediated response and therefore allergic illness in the first place.

**Secondary Prevention:** This strategy attempts to block the expression of the disease, despite sensitization.

**Tertiary Prevention:** This tactic seeks to control factors that increase symptoms in persons who already have allergic illnesses.

## Diagnostic Testing

While this Special Report focuses on Environmental Control as a prevention and management strategy for allergic illnesses, a medical diagnosis, including specific diagnostic tests, is important to confirm the diagnosis of allergy, to differentiate the allergic disease from other disorders, and to help develop appropriate treatment plans.

While the professional cleaning industry can perform an important and valuable service for allergy sufferers, we should do so in concert with the medical profession at all times. It is wise to always recommend that customers work with qualified medical professionals to treat their conditions.

There are four general principles recommended for managing (and in some cases preventing) allergic diseases by the medical community:

1. Environment Control: Strategies to avoid and control the causes of allergic diseases. This is where you the professional cleaner comes in.

2. Pharmacologic Therapy
3. Allergen Immunotherapy
4. Patient Education: Again you can play a major role.

## **Five Reasons Environmental Control Often Fails**

### **Reason Number 1:**

Source removal is impractical and quite frankly, impossible.

It makes sense to get rid of dust mites, the source of one of the most potent indoor allergens. But just how does one do that in the real world? We humans provide them with an endless supply of food and water. And regardless how cool and dry (and how uncomfortable for us) we keep the bedroom; we create a warm, moist microclimate every night for mites to thrive in.

Eradication of dust mites would require such high levels of pesticide that such treatments would be harmful to humans. And, we always carry some mites on our hair and eyebrows that would be reintroduced to our bedding, starting the whole cycle again.

Remember, each mite lays 100 eggs during its short life and a new generation is produced every three weeks. So even if it was appropriate to use pesticides and miticides on mattresses the thickness of a sheet away from an allergic illness patient's skin (which, naturally it is not!) such poisons would not eliminate dust mites.

In terms of pet allergies it is sometimes possible to eliminate the source of the allergen. However, we have already seen that in most cases the source of the allergen will not be removed from the home.

### **Reason Number 2:**

**To have a positive effect, Environmental Control must drastically reduce levels of allergen.**

For people with dust mite allergies, to have any real effect EC must reduce dust mite populations to between one tenth and one hundredth of what they were before! And while it is not exactly known what degree of reduction would be required in terms of pet allergen, it is reasonable to suspect that similar reductions are required.

So as you might imagine, an Environmental Control program would have to be comprehensive and diligently followed to produce outcomes that would result in relief for allergy sufferers.

The bottom line is that whatever EC procedures are being followed they must perform very effectively in order to make any meaningful reduction in the allergen load in a home. This

inability to adequately reduce the amount of allergen, and therefore symptoms, is often a cause of failure of EC efforts.

### **Reason Number 3:**

**EC efforts must be consistent and long term.** Since we already know that we can't eradicate the source of dust mite allergen and that pet allergen can linger for months and even years after the source is removed (when it even can be removed), EC efforts must be ongoing. The sometimes drastic efforts of EC can be hard to sustain for months and years. EC can represent a real lifestyle change and in today's busy world, it is hard to add much more in terms of tasks or complexity and sustain such activities consistently.

### **Reason Number 4:**

**EC can be too complex to understand and implement correctly.** There are a lot of theories out there about what steps to take, often proposed by those selling products for that purpose. That doesn't mean those products don't provide a benefit but it can be so confusing to allergy sufferers that they give up on any EC efforts at all.

### **Reason Number 5:**

**EC efforts can be expensive and financially out of reach for some people.** Many EC efforts involve relatively expensive products such as air cleaners and HEPA vacuum cleaners not covered by insurance. For many people, such expenses are simply unaffordable.

To sum it all up, Environmental Control looks good on paper but often fails miserably in the real world where patients need it the most. Given that EC is one of medicine's primary strategies for preventing and managing allergic illnesses this has been a real disappointment to people suffering with these diseases.

### **Until now!**

At last, Environmental Control can be an incredibly powerful weapon to prevent and manage allergic illness with the development of Anti- Allergen Technology and the SaniClean Systems cleaning methods. **These technologies allows EC to be highly effective, knocking indoor allergen counts down dramatically to levels that will provide real and significant relief to allergic illness sufferers, levels that can prevent the development of allergies in the first place. And, these technologies are simple, non-toxic, scientifically proven to be effective and highly affordable.**

## SECTION 2

### The Anti-Allergen Technology That's Revolutionizing Environmental Control

Remember that an allergic reaction takes place when IgE antibodies in the immune system come into contact with a repetitive pattern of shapes contained on the surface of allergen proteins. You might recall that we used the example of keys floating around the body looking for locks that only they fit. When these “keys” come together with these “locks” an allergic reaction is the result.

Our product manufacturer has developed a very simple and highly effective way of changing the shape of the allergen proteins, making it unrecognizable to the body as an allergen! In layman's terms, the chemical or molecular structure of the allergen protein is not changed but the shape of it is. And it is this shape that the antibody looks for in order to identify the substance as an allergen. So when you change this shape, there is no repetitive pattern of shapes that allow the body to identify the material as an allergen and therefore, there is no allergic reaction!

Another way of looking at it is that this new Anti-Allergen Technology disassembles the allergen locks. The lock itself is not melted down or changed into something else and nothing is added nor taken away. In a very real way, the lock is still there. But as the antibody “keys” roam the body looking for the locks that only they fit, these allergen “locks” appear as cylinders and tumblers and shackles and cases and screws and rivets and so forth. **Because they do not appear as a “lock” to the body, the antibody “key” does not bind with them and there is no allergic reaction!**

This breakthrough product is called Allergy Relief Treatment™ and is the cornerstone of our manufacturer's ResponsibleCare products and the SaniClean System of anti-allergen cleaning and treatment. It is effective on dust mite, cat and dog allergen, the most hazardous allergens found in the indoor environment.

Allergy Relief Treatment does not kill mites (or people or pets or anything else for that matter!). It is not a pesticide or a miticide. That is done during the cleaning process.

Allergy Relief Treatment is a water-based solution that contains a powerful active ingredient derived from naturally occurring extracts found in certain fruit and vegetable seeds.

**This active ingredient has been scientifically proven to reduce indoor allergen concentrations below the levels that can cause allergy symptoms.**

**Allergy Relief Treatment provides an immediate reduction in allergen levels.** In fact, most of the time, patients report a drastic improvement in symptoms within the first three nights when the bedroom has been completely cleaned and treated.

**Even better, when properly applied, this treatment will provide a residual effect for up to six months!** In homes where the source of allergies such as pets will not be removed or where allergy symptoms are very severe, treatments may be required every three months.

Allergy Relief Treatment is applied following cleaning with the ResponsibleCare System products simply by pump-up or electric sprayer to mattresses, carpeting, upholstered furniture, rugs and window treatments that are safe to wet clean.

Allergy Relief Treatment can also be used to treat bedding in the washing machine. **It is so effective that the treatment will remain effective for up to four subsequent machine washings.**

Allergy Relief Treatment is **not tannic acid**, which is sometimes recommended for a similar purpose. Tannic acid can easily discolor many fabrics and even when it has been “decolorized” can make fabrics brittle and subject to strange discoloration when exposed to sunlight.

Allergy Relief Treatment is the foundation of our manufacturer’s ResponsibleCare products and SaniClean System’s anti-allergen cleaning and treatment, a system that is revolutionizing Environmental Control and providing unheard of opportunities for the cleaning professional to truly help their customers and prosper at the same time!

“This laboratory study has clearly demonstrated the potential for Allergy Relief Treatment as an effective denaturant of the major dust mite allergen Der p 1 protein.”

Dust Mite Allergen Denaturation: A Trial of Allergy Relief Treatment Richard Thorogood, MI Bio., Auckland University School of Medicine

“...Also, and more importantly from the allergen sufferers viewpoint, binding to Der p 1 (dust mite allergen) was reduced by the same proportion (100-1000 fold), demonstrating that exposure to (Allergy Relief Treatment) not only reduces the measurable concentration of Der p 1 (dust mite allergen) **but also destroys its allergenicity.**”

Dust Mite Allergen Denaturation: A Trial of Allergy Relief Treatment Richard Thorogood, MI Bio., Auckland University School of Medicine

“(Allergy Relief Treatment) was shown to have denaturing effects on Fel d 1 (Cat), Can f 1 (Dog), Der p 1 (Dust Mites), and Der f 1 (Dust Mites) in dust samples containing these allergens.”

P. Brock Williams, Ph.D. Director of Research IBT Reference Laboratory Lenexa, KS

### **How Much Allergen Reduction is Enough?**

One of the drawbacks of many Environmental Control efforts is that the reduction in allergen levels is insufficient to prevent or reduce symptoms or stop allergic illnesses from developing.

**The active ingredient in Allergy Relief Treatment has been scientifically proven to reduce indoor allergen concentrations below the levels that can cause allergy symptoms.**

*“If an allergen denaturant (Allergy Relief Treatment) is to be of value when used in the home, it must have the potential to reduce dust mite allergen concentrations below the level that can cause allergy symptoms. There is a threshold concentration of 10ug of Der p 1 (dust mite allergen) per gram of settled house dust, which is widely accepted to increase the risk of asthma symptoms in miteallergic asthmatics. Having the capacity to denature 90% of Der p 1 in house dust, Allergy Relief Treatment has the potential to reduce allergen levels below the 10 ug-g-1 threshold when house dust contains Der p 1 concentration of 100 uf.g-1. The average range of Der p 1 allergen levels in house dust in New Zealand are from 20-70 ug per gram of dust, whereas levels as high as 100 ug.g-1 do occasionally occur.”*

*Dust Mite Allergen Denaturation: A Trial of Allergy Relief Treatment Richard Thorogood, MI Bio., Auckland University School of Medicine*

*“Allergy Relief Treatment clearly has the potential to fill the role of an effective means of reducing dust mite allergens in carpets and upholstery and has the potential to become an effective aid for the mite sensitive allergy sufferer to minimize allergen exposure.”*

*Dust Mite Allergen Denaturation: A Trial of Allergy Relief Treatment Richard Thorogood, MI Bio., Auckland University School of Medicine*

### **How You Can Use these ResponsibleCare products and SaniClean System to Drastically Improve the Lives of Allergy Sufferers?**

SaniClean System consists of cleaners and a treatment specifically for the care of environments in the homes and work places of allergic illness sufferers or those who are chemically sensitive or both. Treatment of such environments is a two-step process.

First, surfaces must be cleaned. As we have discussed, it is very difficult to remove allergen from textile surfaces by cleaning and certainly vacuuming alone will not do it. However, we do want to remove the food source for dust mites as well as any allergen that can be released by cleaning. And, more importantly, cleaning removes the soils that might interfere with the application of Allergy Relief Treatment. Nothing cleans more thoroughly than SaniCleans Dry Vapor Steam and Extraction System, especially used in conjunction with our pre-spray cleaner.

All of the ResponsibleCare cleaning products including Allergy Relief Treatment are hypoallergenic, non-toxic, dye and perfume free, contain no solvents, volatile organic compounds (VOC's), phosphates or other hazardous materials and are biodegradable and environmentally safe and are derived from renewable fruit and vegetable seeds. They are also California CARB compliant.

The products are virtually odor free and have been specially formulated for use around people with allergic illnesses and chemical sensitivities. They can be safely and effectively used in homes with children and pets. Allergy Relief Treatment is so safe that it can even be used on pets!

Allergy Relief Treatment contains no benzyl benzoate and is **not** a pesticide or miticide.

In addition to having no volatile organic compounds (VOC's), ResponsibleCare products do not contain delimonene, a popular "green" cleaning agent that also off-gasses and can sometimes leave a soil attracting residue.

And, unlike other "green" cleaning products that achieve their non-toxic and green status at the cost of cleaning ability, ResponsibleCare products are formulated to be outstanding cleaners with an alkaline pH (10.0 for Anti-Allergen PreSpray and 9.2 for Anti- Allergen All Fiber Rinse), so you can obtain outstanding cleaning results even on heavily soiled carpets and upholstery.

The Anti-Allergen cleaning products include a Pre-Spray, All Fiber Rinse, Non-Fragrance Oxidizing Deodorizer and the Allergy Relief Treatment. In addition, there is an Anti-Allergen Filter Enhancer used to treat furnace filters and even vacuum cleaner bags.

Anti-allergy services primarily focus on the bedroom of the allergy sufferer(s). This is because the bedroom is the area of greatest allergen concentration (in terms of dust mites) and therefore exposure. In fact, 60% of the dust mites in the typical home are found in the mattress.

The environment in the bedroom can be more easily managed in terms of Environmental Control measures such as placing air cleaners, restricting pets, removing dust attracting clutter and so on. And, since we spend one third of our lives sleeping in the bedroom, it makes sense to concentrate EC efforts there. For these reasons, when you are providing services to prevent development of allergies, focusing on the bedrooms of all members of the household is recommended.

SaniClean System is designed to clean and treat mattresses, carpeting, upholstery, rugs, wet cleanable window treatments, baseboards, windowsills and bedding. While servicing the bedroom is the highest priority, significant benefits may also result from cleaning and treating other areas where allergy sufferers spend lots of time. These areas include the upholstered furniture and carpeting in rooms where time is spent watching television, reading and so on.

In homes where the source of allergies is a pet(s) that will remain in the home, all carpeted areas and upholstery that pets have access to should be cleaned and treated in addition to the bedroom. And naturally, the offending pet should never be permitted in the bedrooms.

It is worth at least recommending cleaning and treatment of all carpeting and the most frequently used (i.e. couch potato) upholstery when treating homes of allergy sufferers. Factors such as the severity of allergies, customer budget and other factors will influence this decision but the material cost of the ResponsibleCare cleaning products require only a ten to fifteen percent

premium above normal cleaning prices and Allergy Relief Spray is generally priced comparably to carpet protector at 12 to 15 cents per square foot,( but only cost 2 cents per square foot). This means that prices for such an important service are quite comparable to full service, high quality carpet cleaning and protection!

### **Let's examine the ResponsibleCare and SaniClean system cleaning and treatment procedures:**

#### **Dust Mite Evaluation:**

The System includes black demonstration cloths. An optional disposable dust mite testing kit can also be used to perform a scientific test to detect the presence of dust mites in home furnishings, and to evaluate the efficacy of cleaning is also available. We have found that most of the time this test kit is not necessary to convince the home owner of the need to have their mattress or furniture cleaned. The black demonstration cloths are usually more than enough.

That being said the test kit is a powerful demonstration that verifies the need for anti-allergy services and involves collecting dust from one square foot of mattress or other home furnishings by dry vacuuming. Wearing a dust mask, place a black cloth over a vacuum hose or the vacuum inlet on the tank, and extract the dust from approximately one square foot of mattress or other furnishing. This can be easily accomplished using our power head or hand tool attached to the SaniClean vacuum system furnished with our cleaning package. The visual demonstration of simply seeing this extracted sample is often enough to make the home owner approve services even without completing the test for dust mites. There is a test tube containing liquid that comes with the kit. A small sample of the collected dust is placed in this test tube, shaken, allowed to stand for five minutes and then shaken again. Then, using a dropper supplied with the kit, three drops of this solution are placed onto a designated spot on the test card. After five minutes the results can be read in the oval window indicating whether or not dust mites exist in concentrations that require cleaning and treatment. There is also another line that confirms that the test was carried out correctly. Again most cleaners find this type of test unnecessary, but it is available.

#### **Pre-Vacuuming:**

All areas to be treated should be thoroughly pre-vacuumed before steam cleaning. The preferred method for pre-vacuuming is using our high quality HEPA filter vacuum cleaner

In addition, it is recommended that technicians wear dust masks during vacuuming. This is for their protection as well as to make a value-added impression on the customer.

**Deodorization:**

If carpet or textile deodorization is required, apply our Anti-Allergen Oxidizing Deodorizer to mattresses, carpet or upholstery prior to cleaning. Allow a short dwell time and be sure to rinse the deodorizer completely during the cleaning process using the SaniClean steam and extraction.

**Pre-Treatment:**

Pre-spray mattresses, upholstery, carpeting, and any textiles to be cleaned with our Anti-Allergen Pre-Spray. You **can** agitate the area with the appropriate tool (brush, groomer, towel), if the fabric is dirty, to loosen the dirt and work the pre-spray into the fibers. Allow ten minutes of dwell time. Be sure to test for colorfastness or color change in an inconspicuous area.

**Extraction Cleaning:**

Use the SaniClean Dry Vapor Machine to steam and then extract the pre-sprayed areas.

**Mattress Cleaning:**

This process starts with a thorough vacuuming of all sides of the mattress with our HEPA- and water filtered vacuum cleaner. Apply the Anti-Allergen Pre-Spray and allow adequate dwell time. Clean the top of the mattress using the SaniClean dry vapor steam machine. Turn the mattress and repeat the process on the other side (if this is a mattress that can be turned as some of the new mattresses are designed never to be turned). Clean all the sides as well. This can often be done while the mattress is still on the box spring or frame. If cleaning box springs, follow this same procedure.

**Mattress Freshening:** An optional step that should be charged for.

One procedure that will provide a tremendous value perception to your customers is mattress freshening. If deodorizing is not provided, follow this procedure after cleaning. This procedure is especially effective when mattresses have been deodorized. This is because ResponsibleCare Anti-Allergen Deodorizer is an oxidizer that breaks down the cell walls of malodors causing them to break down into their harmless component parts. However, in order to be effective, the deodorizer needs to come into contact with the source of the odor, usually human sweat and urine in mattresses. First, place the mattress in a plastic mattress bag following deodorizing or cleaning. Then, use the SaniClean vacuum to remove all the air from the bag. This will remove the air from inside the mattress, which will then compress. When the vacuum is turned off and air is reintroduced into the mattress, deodorizer will be drawn deep into the mattress's fabric layers where it will come into contact with the source of malodors. In this way, you don't have to saturate the mattress with deodorizer in order to accomplish effective odor elimination.

This process also will “freshen” the mattress by exchanging the air trapped inside. Mattress freshening is visually very powerful. Therefore, whenever possible have your customers present during this process.

Mattress bags are available at U-Haul for the very reasonable price of about \$4.

### **Allergy Relief Treatment on Mattresses:**

Apply a wetting mist of Allergy Relief Treatment to all sides of the mattress using a pump-up or electric sprayer with the appropriate tip. Remember that a wetting mist for a mattress requires significantly less liquid than for carpet.

### **Mattress Turning:**

Turning the mattress should be part of your service offering. Generally, mattresses require turning every six months. Simply flip the mattress over from foot to head. If the customer has another way they would like the mattress to be turned, simply follow their directions.

It is also recommended that you obtain stickers that you can apply to the mattress with your company name and contact information as well as a space to write in the date of service and the date of next service.

Be sure to let your customers know that turning the mattress is part of your service and that you’ll turn it again on your next visit in six months.

Also see “how to clean a mattress”, “how to clean furniture”, and “how to treat carpeting” in this book.

### **Allergy Relief Treatment Application on Carpet and Upholstery:**

Apply a wetting mist of Allergy Relief Treatment to all areas using a pump-up or electric sprayer. Again, test for colorfastness or color change in an inconspicuous area and do not use on rayon fabrics!

### **Carpet Protector:**

Allergy Relief Treatment is compatible with Scotchgard® Protector and DuPont Teflon®, and most other carpet protectors on the market including our carpet protector Fiber Cop. Allergy Relief Treatment will not affect the performance of the protector nor will carpet protector adversely affect Allergy Relief Treatment. Simply apply protector first and the Allergy Relief Treatment as the final step.

Humidity is often an asthma trigger and so it is very important to use our cleaning process that is spelled out in our training manuals and DVD when cleaning all these areas. This is especially true of bedrooms and in particular mattresses, which must be dry by bedtime. Depending upon

temperature and humidity, mattresses as well as furniture and carpeting are usually dry in about half an hour.

### **Launder Bedding:**

Have the homeowner launder bedding in hot water, using two cups of Allergy Relief Treatment in the rinse for each load.

### **Pillows:**

Pillows may often be laundered and if so, this is recommended with two cups of Allergy Relief Treatment being used in the rinse cycle. Pillows can be placed in allergen proof covers and treated every six months. If pillows are not going to be washed then be sure to vacuum them thoroughly and steam them thoroughly, applying the Anti-Allergen Relief Treatment after cleaning.

### **Baseboard and Window Sill Cleaning:**

Wiping down baseboards and windowsills with a damp cloth is recommended as part of an extra thorough cleaning as these are often areas that collect allergen laden dust. You can even dampen your cloth with the Anti-Allergen Relief Treatment.

### **Allergen Impermeable Bedding Covers:**

Allergen impermeable covers are now available for mattresses, pillows and comforters and can be recommended and even sold by you. Weekly laundering of bedding in hot water using two cups of Allergy Relief Treatment every fourth week is also recommended.

### **Apply Anti-Allergen Filter Enhancer:**

If the home has a forced air heating system, spray Anti-Allergen Filter Enhancer on the furnace filter, which will help trap and hold allergen proteins in the filter without reducing airflow. Recommend to the homeowner that filters be treated each time they are replaced. This product can also be used to treat vacuum cleaner bags.

This cleaning and treatment application as described provides a residual effect of three to six months. In most cases, a complete cleaning and application of the Allergy Relief Treatment will be required only every six months. In cases of severe allergies or very difficult environmental conditions, cleaning and treatment may be required at three month intervals. In these rare cases, the cost of your services will be a small price to pay for the relief your customer will be experiencing.

The ResponsibleCare products of high quality cleaning agents are not only an important part of anti-allergen treatments but these cleaners are outstanding for everyday use as well. Given the epidemic growth of allergic illness, chemical sensitivity, mystery illnesses such as chronic

fatigue syndrome and fibromyalgia, and the litigious nature of our society, use of any potential irritants in the customer's home must be questioned. And, as a cleaning professional who may be exposed to cleaning chemicals every day for years on end it makes sense to use the safest products possible.

### **Allergy Relief Treatment is Safe for You, Your Customers, Children, Pets and the Environment**

The safety of the products is likely to be a very real concern of your customers. You should know that all of the ResponsibleCare cleaning products you will be using, including Allergy Relief Treatment are hypoallergenic, non-toxic, dye and perfume free, contain no volatile organic compounds (VOC's), phosphates or other hazardous materials and are biodegradable and environmentally safe. In addition, the products are derived from renewable fruit and vegetable seeds.

The products are virtually odor free and have been specially formulated for use around people with allergic illnesses and chemical sensitivities. They can be safely and effectively used in homes with very young children (who are at the greatest risk for developing allergic illnesses) and pets. Allergy Relief Treatment is so safe that it can even be used on pets! Allergy Relief Treatment contains no benzyl benzoate and is not a pesticide or miticide.

### **The Market and the Opportunity to Provide Allergy Relief Services**

No matter how you look at it, the market for allergy cleaning and treatment services is enormous. It is undisputed that 50 million Americans suffer from allergic illnesses and 20 million of us are asthmatics. Given that these illnesses sometimes co-exist we can deduce that there are between 50 and 70 million sufferers of allergies and asthma.

In addition, some sources indicate that 25% of all allergies are caused by dust mite allergen and that 15-20% of the earth's population is allergic to the waste these creatures produce. Regardless of the actual numbers, the **medical community is in agreement** that dust mite and pet allergen are the most serious indoor allergens we are exposed to and that preventing or minimizing exposure to these substances is one of the main ways to prevent and manage allergic disease.

Naturally, within a group of this size there will be all types of allergies and various levels of severity of the diseases being experienced. The more severe the illness, the more likely the person is to try to educate themselves and be willing to purchase services that might ease the "pain" they are experiencing. Therefore, the most likely prospect groups are those with the most serious illnesses such as asthma, sinusitis, repetitive otitis media (inner ear infection) and so on.

At the same time, those with serious illnesses may also be more skeptical. Cleaning professionals have found that the Symptom Relief Guarantee often reassures people that they are not going to be taken advantage of and often convinces them to give the treatment a try.

Don't forget that people with moderate to even serious allergic illnesses may not be as educated as you think. In these cases, a bit of explanation about the way allergies are developed and triggered, the way allergic diseases lead to others and the way moderate allergies are risk factors for very serious allergic diseases can help your prospect understand the need for anti-allergen services.

Given these facts and that continued exposure to indoor allergens can create all types of worsening of allergic disease, even people with mild to moderate allergic illnesses are also excellent prospects for allergy treatment services.

Families with children that have allergies and especially the more serious illness asthma (there are 6.3 million children with asthma in the U.S.) are outstanding prospects. No one wants to see their children suffer unnecessarily and these parents are not only outstanding prospects but the word of mouth advertising potential is enormous.

These numbers do not include the large numbers of people who would be interested in preventing the onset of allergic illness in themselves and their children. Given that young children are most at risk for developing allergic disease from exposure to indoor allergens, parents of young children or expectant families also make excellent prospects for these services.

Another group that is likely to be highly motivated to purchase allergy treatment services is people with pet allergies that have chosen to keep pets in their home. This group is ideal for a regular maintenance program that allows them to more easily live with the pets they are willing to suffer great discomfort to keep. (a specific marketing program is covered in our package)

So far, the discussion has been largely focused on the residential market. However, there is growing evidence that indoor allergens are increasing in the workplace and contributing to the development and exacerbation of allergic illnesses. Given the low cost of Allergy Relief Treatment there is definitely an opportunity to provide anti-allergen services to commercial clients at a very reasonable price to help offset what is likely to be a low sense of urgency. Workplaces that allow pets are excellent candidates for treatment. Desk chairs, upholstered office furniture and carpeting are all viable for anti-allergen cleaning and treatment.

In addition, given that many workers are suspicious of anything used in their workplace that has an odor, and, given that there may be allergic and/or chemically sensitive employees in commercial clients' buildings, use of ResponsibleCare cleaning agents is an option to offer your clients. Hotels, motels, bed & breakfast, college dorms, nursing, assisted living, are a few more.

Unfortunately, allergy treatment is likely to be a growth industry for the foreseeable future. Many of the reasons for the increase in indoor allergen levels are not even understood yet let alone being addressed in any meaningful way. It is estimated by the National Center for Health Statistics that the number of people with allergies increases 10% each year. This means that the market for these services is doubling every ten years.

Given that something close to 24% of the U.S. population suffers from some form of allergic illness it is certain that within your own customer base are many likely purchasers of these services once they know that you offer them. And it follows that out of ten new customers between two and three of them will also be viable candidates for allergy relief services.

Any way you look at it there is a large and viable market for you to provide these services. You will receive the right equipment and acquire the expertise needed with minimal investment, to do the job effectively, especially compared to the cost of many new business start ups. Allergy relief services are far less competitive than carpet cleaning alone; it will establish you as more of a professional, can lead to significant repeat, referral and supplemental sales, which can generate a significant income as well as bottom line profits.

### **Marketing Guidelines for Allergy Relief Services**

Given the phenomenal size of the market for allergy relief services and the fact that you can easily deliver real, significant and guaranteed relief to those with allergic illnesses makes the potential for marketing these services practically endless. Your company will develop a unique marketing plan for allergy relief services that will reflect your operation, your market and the prospect groups that you would like to focus on.

Therefore, going into specifics about what such a plan “should” look like is an individual effort and so is beyond the scope of this Special Report. However, in you package you will receive specific marketing techniques to this group as well as others with sample flyers, letters, and much more. What follows are some marketing guidelines that can help you if you want to develop your own plan. This can be in conjunction with one of our plans or your own plan.

Purchasing motivations are quite varied and like an iceberg, the greatest portion of why people buy lies hidden beneath the waters of the subconscious. However, it is generally accepted that the single biggest purchasing motivation is to relieve current “**pain**”. It is also thought that the second biggest buying motivation is to prevent future “**pain**”.

**Pain** can be quite literal. No one thinks about whether emergency room services are covered under their health insurance when they’ve just been seriously hurt. And, “pain” can often be subtler, such as the feeling that perhaps one is not as good a parent as one might be.

In terms of allergy relief services it is clear that there is real pain in the present. And, there is the potential for future pain as allergic illnesses can multiply and more serious ones can develop. And there is also potential pain in households where there are currently no allergy sufferers, especially those with young children who are at the greatest risk for developing allergic illnesses.

Clearly, where there is already allergic disease the buying motivation and the attention that will be given to your message will be much greater. But neither group should be overlooked in your marketing efforts.

Your marketing plan may be quite conservative or highly ambitious. But in either case, an excellent place to begin is with your own customer base and those that contact your business for the services that you currently offer.

Given that nearly 25% of the U.S. population suffers from allergic illness you will have a large number of customers and new callers who will immediately identify themselves as potential purchasers of allergy relief services if you ask the simple question, “Does anyone in your household suffer from allergies or asthma?”

When you get a “yes” response to that question you will then have the opportunity to ask further questions such as: “Do you know specifically what you or your family member is allergic to?” “Have you heard of Environmental Control?” “Are you taking any steps to reduce your exposure to indoor allergens?” “What results have you obtained?”

These are just a few questions designed to elicit information and create the opening for a conversation about the ResponsibleCare SaniClean System of anti-allergen cleaning and treatment. You will also need to put together a brief presentation that you can use on the phone to explain these services once you have received permission to explain this program.

In the home, SaniClean Systems has developed a very powerful brochure that you can use during a face-to face presentation to customers, which can also be used as a mailing and a leave behind piece. It walks the customer step-by-step through the presentation so they can easily understand your solution to their problem.

When speaking with people that do not have allergy sufferers in the household there is still an opportunity to discuss allergy prevention, particularly when there are young children in the home or a baby on the way.

It will be very important that you can speak knowledgably about allergic illnesses in a general way and more specifically about Environmental Control using the SaniClean System. People with allergic illnesses often know a lot about them and are grateful for someone to talk to who can empathize with their problems and potentially offer solutions.

It is recommended that you study this Special Report carefully. There are many resources listed and many good sources of information on the Internet that can supplement your knowledge and keep you abreast of new developments in the industry.

Also, utilize the SaniClean Systems marketing materials that have been developed and are continuing to develop to support your sales efforts. Providing solid information to your customers is an important way to establish credibility and to be seen as an authority in the allergy relief field.

One of the most significant steps in the sales process can be the use of the dust mite test cloth and or the test kit. The test kit does not test for pet allergies. Surprisingly, many people with pet

allergies don't identify their symptoms as "allergies." Questions concerning whether or not pet owners have stuffy noses, sneezing, watery eyes and other symptoms will help establish whether or not they are suffering from pet allergies.

The demonstration part of the dust mite test is quite powerful. Often homeowners will commit to the service simply from seeing the amount of dust removed from a square foot of their mattress. It is very important that a black cloth be used for this demonstration in order to really highlight just what sort of material is being removed.

Given that allergy relief services need to be provided every six months (and in some severe cases every three months) these customers are ideal to offer maintenance contracts. It is recommended that you develop such a contract and have it ready to sign whenever you are making an allergy relief services presentation.

If the customer chooses not to sign up for a regular program, the fifth month after services are provided offers the perfect opportunity for a follow-up call to schedule the next cleaning and treatment.

When offering services as a preventive measure these same procedures can be followed. Given that there may be less of a sense of urgency when there is no active allergic illness in the household it may make sense to offer a cleaning package based on the hypoallergenic non-toxic, green, environmentally friendly and allergy preventive nature of the services. This will allow you to offer a much differentiated package from your competition and address the concerns of people with questions about chemicals and toxins in their home, those that are chemically sensitive but not allergic as well as people aware of the potential for developing allergies.

Remember that the key to successful marketing is to give people a reason to buy your services that differentiates you from your competition. But, most importantly, **this reason must be relevant to them and their needs!**

It is also important to realize that advertising these days has a real credibility problem. Everyone knows that advertising is "the voice of the seller" and is not a trusted source of unbiased information about a product or service. For this reason, referrals and testimonials will be an extremely important part of your marketing effort. Referrals and testimonials function as unbiased, third party endorsements of your company and the services you offer and are far more credible than advertising messages alone.

Referrals (which are covered more in our package) will be a vital part of your allergy treatment business. You will find that there are people who will call you expressing their undying gratitude for your help with their suffering. It is critically important that you ask these people for referrals then and there. As we know, misery loves company and so sufferers often have a circle of friends and acquaintances that also have such illnesses. This means that there is no better time to ask for referrals than when you are getting positive feedback.

In addition, consider other “referral points” where your prospects intersect in their daily lives. Some cleaners have found mattress retailers to be excellent for providing referrals. Other possibilities are carpet retailers, businesses that sell allergy products as well as allergists and immunologists.

Individual doctors are more likely to be relatively difficult to develop a relationship with. However, one possible way to gain the support of physicians is by relieving their patients’ symptoms with anti-allergen services. If you are able to meet with your customers’ doctors to explain the ResponsibleCare SaniClean program and they have had direct reports from their patients who have obtained relief, you may find yourself with a highly credible source of new customers.

Testimonials are also very important and there is no better time to solicit these than when a customer is reporting a positive experience. Up to a point, the more testimonials you can offer in your advertising, the better. You can increase testimonials by accepting them via e-mail or offering to write up a customer’s comments and mailing them a hard copy with a self addressed stamped envelope for them to sign and return.

Publicity is also a very important part of your marketing efforts. This new way of treating indoor allergens has a lot of media value. Don’t underestimate the power of a feature story in your local paper or being part of a radio interview show in your market or even the local news or other television programming. Publicity is credible in all the ways that advertising is not and it is highly recommended that much of your marketing efforts focus on publicity.

Another excellent source of referrals that is credibility enhancing is making presentations to school and PTA groups, church groups, allergy support groups (check with your local hospitals) fraternal organizations (of which there are a mind boggling number) and the like. SaniClean Systems and our supplier are in the process of developing presentation programs that you can use for this purpose. We will get them to you as soon as they are ready.

Allergy sufferers are easily identified. Affordable lists are easily available for direct mail as well as e-mail campaigns by type of illness, income, zip code and a host of other criteria. It is also a simple matter to question each of your customers or callers as to whether or not someone in the household has allergies.

It is very important when marketing allergy relief services to avoid drastic scare tactics as this approach has proven to backfire. No one likes to be manipulated and scare tactics often have this flavor. What produces better results are messages based on the facts, which are potent enough to gain the attention of anyone with allergic disease. Further, marketing communication that understands the problems faced by allergic illness sufferers that present straight-forward, scientifically proven ways to relieve and prevent suffering are recommended.

There are also many product sale opportunities when providing allergy relief services. Each client for such services is highly likely to purchase a gallon of Allergy Relief Treatment for use when laundering bedding. And where homes use forced air heating or the customer is willing to treat vacuum cleaner bags, a quart of Anti-Allergen Filter Enhancer is a natural add-on.

Other products such as mattress covers, pillow covers, duvet covers, high efficiency vacuum cleaners, HEPA air cleaners and a host of other allergy relief products are also sales possibilities.

## **Symptom Relief Guarantee**

The marketing materials provided by SaniClean Systems include a Symptom Relief Guarantee. Naturally, it is up to you whether or not to offer this guarantee. However, cleaning professionals have found that this guarantee dramatically increases sales in ways that far offset the occasional refund.

The reason for the guarantee is simple. This is a new service that makes promises that have, until now, been very difficult for other products and services to fulfill. Given that people are naturally skeptical, a way to overcome their resistance to trying the service is needed and the Symptom Relief Guarantee has been found to be the most effective way of doing this.

The way the guarantee works is very simple. If the customer has their mattress and bedroom carpeting cleaned with the SaniClean Systems ResponsibleCare products and treated with Allergy Relief Treatment, you guarantee that they will have a noticeable reduction in allergy or asthma symptoms within three days. If not, you will refund the Allergy Relief Treatment portion of your charges.

For this reason, make sure that you separate your Allergy Relief Treatment fee from your cleaning fee. Given that your cost of Allergy Relief Treatment is only 2 cents per square foot, this is an extremely affordable way to give customers confidence in you and your services and to get more jobs. And, you still get paid for the cleaning portion of your work, which is the greatest percentage of your charges. (See next section: Return on Investment/Doing Well by Doing Good)

There are several possibilities to consider when offering guaranteed services. The first is whether or not the allergy sufferer has been diagnosed with dust mite or pet allergies. If this is the case, your services will be highly effective. If your customer does not know what he or she is specifically allergic to, there is more of a chance that this treatment will not be as effective or may not relieve their symptoms, but almost everyone notices some improvement. Even people with no allergies report sleeping much better and feeling rested in the morning with increased energy. Most people think it's normal to be stuffed up at night and are surprised at the relief.

Sometimes people suffer from strange mystery allergies and are willing to try anything. Allergy Relief Treatment has proven successful even in some of these cases. However, this might be an

opportunity to discuss with your customer that this is a shot in the dark and you might decide not to offer the guarantee in such cases. But this is up to you.

The guarantee is offered in the marketing materials on your behalf. This means that we feel that this is a very powerful way for you to build your anti-allergen business, but you will support the guarantee out of the overall profits of the cleaning and treatment services you provide to all your customers.

The overall numbers on guarantees are very much in your favor. Typically, the rate of claims is extremely low. And, you have a product that is extremely effective and extremely profitable, making your financial exposure very low. In effect, you are paying a very small amount (your guarantee refunds) for a much larger amount of business (the additional jobs you obtain by offering the guarantee and the cleaning portion of the work even when the Allergy Relief Treatment portion is refunded).

While we strongly recommend that you offer this guarantee, it is naturally up to you.

### **Return on Investment/Doing Well by Doing Good**

Like any service you provide you do have to purchase materials, but that's it. There is no other opportunity today for the professional cleaner that provides so much profit potential.

Suggested cleaning prices are posted on our web site, and discussed in more detail in the package.

## Resources and Scientific References

Allergy and Asthma Network/Mothers of Asthmatics, Inc. 2751 Prosperity Ave. Suite 150  
Fairfax, VA 22030 800-878-4403 [www.aanma.org](http://www.aanma.org)

American Academy of Allergy, Asthma and Immunology 611 East Wells St. Milwaukee, WI  
53202 800-822-ASMA 414-272-6071 [www.aaaai.org](http://www.aaaai.org) (Note: The Allergy Report available on  
their website is an invaluable source of technical information on allergies and asthma!)

American Association for Respiratory Care 11030 Ables Lane Dallas, TX 75229 972-243-2272  
[www.aarc.org](http://www.aarc.org)

American College of Allergy, Asthma and Immunology 85 West Algonquin Road Suite 550  
Arlington Heights, IL 60005 800-842-7777 847-427-1200 [www.acaai.org](http://www.acaai.org)

The American Lung Association For the affiliate nearest you call 800-LUNG USA  
[www.lungusa.org](http://www.lungusa.org)

Asthma and Allergy Foundation of America 1233 Twentieth St, NW Suite 402 Washington, DC  
20036 800-7-ASTHMA [www.aafa.org](http://www.aafa.org)

Centers for Disease Control and Prevention 1600 Clifton Rd Atlanta, GA 30333 800-311-3435  
[www.cdc.gov](http://www.cdc.gov)

Health Canada Population Health Approach, Health Canada Tunney's Pasture PL 1910A1  
Ottawa, Canada, K1A 1B4 Fax: (613) 952-6032 <http://www.hc-sc.gc.ca/english/index.html>

National Heart, Lung and Blood Institute (National Asthma Education and Prevention Program  
P.O. Box 30105 Bethesda, MD 20824 301-251-1222 [www.nhlbi.nih.gov/](http://www.nhlbi.nih.gov/)

National Institute of Allergy and Infectious Diseases Building 31, Room 7A-50 National  
Institutes of Health Bethesda, MD 20892 301-496-5717 [www.niaid.nih.gov](http://www.niaid.nih.gov)

U.S. Environmental Protection Agency Indoor Environments Division 401 M St. SW (6604J)  
Washington, DC 20460 202-233-9370 Indoor Air Quality Information Clearinghouse 800-438-  
4318 [www.epa.gov/iaq/](http://www.epa.gov/iaq/)