



# THE VIDEO AGENCY

3950 Vantage Ave.  
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175 WORDS, 60 SECONDS

## PREVENTING MOLD GROWTH

ALL HOMEOWNERS WANT TO PROVIDE A SAFE, HEALTHY ENVIRONMENT FOR THEIR FAMILIES, BUT MOST HOMES LACK THE PROPER VENTILATION TO PREVENT THE SERIOUS HEALTH RISKS ASSOCIATED WITH MOLD GROWTH. MOLD—A FUNGUS THAT DRIFTS THROUGH THE AIR LOOKING FOR A PLACE TO PROLIFERATE—REQUIRES TWO THINGS TO GROW. ONE IS A NUTRIENT SOURCE SUCH AS PAINT, WALLPAPER, SHEETROCK, PANELING, CARDBOARD OR INSULATION. THE OTHER IS MOISTURE. MOISTURE ACCUMULATES IN A HOME FROM NATURAL ACTIVITIES SUCH AS WASHING, BREATHING AND COOKING. IT SATURATES A HOME'S STRUCTURE WHEN THERE IS INADEQUATE VENTILATION. THE DAMAGE CAUSED BY EXCESS MOISTURE CAN BE BOTH EXTENSIVE AND COSTLY. ONE SIMPLE, COST-EFFECTIVE SOLUTION IS A DEVICE CALLED HUMIDEX. UNLIKE A DEHUMIDIFIER, WHICH WORKS ONLY IN A SMALL AREA, HUMIDEX WILL NATURALLY TRANSFORM THE CONDITIONS IN THE ENTIRE HOUSE. IT REDUCES RELATIVE HUMIDITY, DRIES OUT THE ENTIRE STRUCTURE AND CIRCULATES THE AIR SO THAT MOISTURE DOES NOT STAGNATE AND SATURATE THE HOME. FOR MORE INFORMATION ON HUMIDEX PRODUCTS AND INSTALLATION, VISIT [WWW-HUMIDEX-ATLANTIC-DOT-COM](http://WWW-HUMIDEX-ATLANTIC-DOT-COM).