

THE HEALTHY HOME

Protect Your Family From Hidden Hazards

(TVA) - It's not always easy to tell but a clean home could be as dangerous as a dirty one—depending on how the house is cleaned.

The Danger?

It may come as a surprise to some but many of the more than a quarter of a million household products used in American homes, can cause serious illness, even death. Each year, more than 6,000 people die and an estimated 300,000 suffer disabling illnesses as a result of unintentional poisoning by 1,500 common but hazardous household substances. Of the 20,000 poisonings that occur each year nationwide, over 90 percent happen in the home; 75 percent of those happen to kids.

Indoor air pollution can also be a problem. According to the Environmental Protection Agency, the worst air pollution in the country is found inside homes. It estimates 6,000 cancer deaths are caused every year by indoor air pollution. Many homes have chemical levels 70 times higher than the air outside, mostly due to cleaning products and the harsh chemicals in them.

An Answer

Fortunately, the 1999 "Greening the Government" policy paved the way for biodegradable, non-



Protecting your family from indoor pollution may be more important—and easier—than you think.

toxic cleaning products.

Bringing them to market is a company called The Knockout Group, backed by ex-boxer and entrepreneur George Foreman. A major benefactor of and spokesperson for environmental causes, he supports the "Knockout® Household Cleaning System" because, he said, he believes in helping families create a safe, healthy environment in the home for their kids. He added he wants to be sure environmentally friendly cleaning products are available to help protect the health of families and their children.

The line includes a multipur-

pose cleaner, a deep stain remover for clothes, carpet and fabrics, a disinfectant spray for food contact surfaces such as countertops and a nontoxic glass cleaner. The products contain no ammonia, chlorine, alcohol or other harsh chemicals. They're environmentally friendly, nontoxic, nonflammable and biodegradable.

The Technology

Instead, these products clean through something called "Encapsulation™ Technology." The new cleansers are what's known as supercharged solutions that generate a perpetual molecular motion. This effectively penetrates, encases, lifts and removes dirt, grease, grime, soils, stains, smudges, fingerprints and the like. The dirt is held by the moving molecules until the whole thing can be wiped away. This can provide a true, deep-down clean. The patent-pending technology has been called the next big step in the evolution of the cleaning industry.

Breathing Easier

Another reason to consider this new, safer approach to cleaning is that ordinary cleaning products have been linked to respiratory irritation and asthma.

Learn More

For more information, see www.knockoutcleaning.com.