

we spend a lot of time in our lives making sure our environment isn't dirty...

but often overlook one of the most important sources of "dirty" in our homes... the air we breathe.

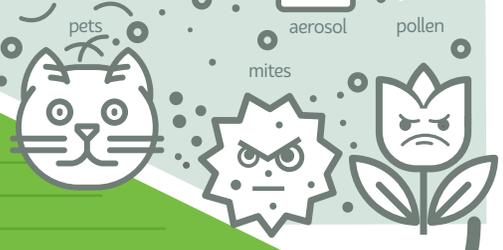
How clean is your indoor air?

You wouldn't wear the same shirt for 3 weeks without washing it.

You wouldn't wait a week to flush the toilet.

You wouldn't use the same toothbrush for two years.

You wouldn't eat off dishes that haven't been cleaned in a month.



inside air can be

2 to 5

times dirtier than outside air*

and home air filters should be changed at least every few months, but more than 58% of people don't change their air filters in a timely manner.

* IN SOME CASES, MORE THAN **100 times** DIRTIER!

each year

50 million

Americans experience symptoms of allergic diseases

Allergies are the 6th leading cause of chronic disease in the U.S.



of our time is indoors¹



indoor air pollution is among the top five environmental health risks²

top

5



1. Academy of Pediatrics. 2. <https://www.epa.gov/indoor-air-quality-iaq/guide-air-cleaner-home> 3. <http://www.hgtv.com/design/decorating/clean-and-organize/when-to-change-things-around-the-house-pictures> 4. <https://www.prevention.com/healthy-living/when-to-toss-common-household-items> 5. <http://www.grandparents.com/food-and-leisure/home-and-garden/household-items-you-should-replace> 6. <http://www.grandparents.com/food-and-leisure/home-and-garden/household-items-you-should-replace> 7. https://www.buzzfeed.com/mikespohr/things-you-need-to-replace?utm_term=.nd9RRMPx2Btrkrmk2NKR 8. <http://www.manierfrancesia.com/healthy-practices/well-being-tips/household-items-expiry-date-2770d.html#item=3> 9. <https://www.popsugar.com/Smart-Living/Things-You-Need-Replace-33566820> 10. Online survey conducted by Opinion Research Corporation (ORC) with a representative sample of 1021 US adults ages 18+, fielded from August 31-September 4, 2017.