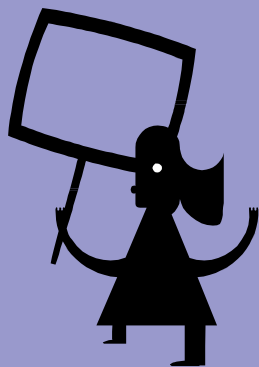




Activist's Corner

**“Cleaning
removes
the
source
of odor.”**



Letter about air fresheners:

<http://www.mcs-america.org/airfreshenerletter2008.doc>

Dear XXX,

I recently had the opportunity to visit your establishment. I was dismayed to find air fresheners or plug-ins intentionally placed inside your business establishment and/or restrooms in the mistaken belief that they would make the establishment more appealing to buyers by covering up odors. The converse is true. I did not buy anything that day.

Air fresheners and plug-ins don't actually freshen the air or eliminate odors. Rather, they permeate the air with a powerful synthetically derived chemical fragrance to cover up odors. They also contain chemicals designed to numb our sense of smell by deadening our nerves. In other words they add more odors in an attempt to mask lack of cleanliness at the expense of human health.

Many chemical toxicants are emitted during air-freshener use including "d-limonene, dihydromyrcenol, linalool, linalyl acetate, and beta-citronellol which were emitted at 35-180 mg/day over 3 days while air concentrations averaged 30-160 microg/m³" in a recent study. Recent news revealed dangerous phthalate levels in many air fresheners.

Maternal depression is also signifi-

cantly associated with air fresheners.

Glade, which contains short chain aliphatic hydrocarbons can cause ventricular fibrillation and be fatal if inhaled.

In a 1997 study, emissions of "air freshener at several concentrations (including concentrations to which many individuals are actually exposed) caused increases in sensory and pulmonary irritation, decreases in airflow velocity, and abnormalities of behavior measured by the functional observational battery score."

Cleaning removes the source of odor. If something is clean there is no odor nor is there a fragrance. Often visible dirt can be seen despite fragrances in the air indicating a home or business is fragranced and dirty, rather than clean and fresh.

I wonder if you are aware of the dangers and possible lost sales this practice is causing? Many people, including myself would jump to shop at establishments that have not been damaged by air fresheners and plug-ins.

If you have any questions please don't hesitate to contact me. I look forward to your reply and finding a resolution to healthier shopping for our future generations!

Sincerely,