

## Press Release:

# Air Fresheners



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### For Immediate Release

A 2006 study at the University of Colorado and Baylor College of Medicine in Houston concluded that air-freshening chemicals may lead to the formation of cancerous cells by suppression of the enzymes that are essential for regulating normal cell death (Air-freshening chemicals may lead to cancerous cells, 2006). The presence of these toxicants in the community puts people at risk of developing asthma, cancer, and chemical sensitivities (CS). Air fresheners and plug-ins don't actually freshen the air or eliminate odors. Rather, they permeate the air with powerful synthetically derived chemical fragrances to cover up odors (Fleming, 2005). They also contain chemicals designed to numb our sense of smell by deadening our nerves.

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/m<sup>3</sup>" in a recent study (Singer et al, 2006). Maternal depression is also significantly associated with air fresheners (Farrow et al, 2003). One name brand air freshener, which contains short chain aliphatic hydrocarbons caused ventricular fibrillation, which could be fatal, when inhaled during tests (LoVecchio & Fullton, 2001). In a 1997 study emissions of "air freshener at several concentrations (including concentrations to which many indi-

viduals 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" (Anderson & Anderson, 1997).

“Cleaning removes the source of odor. If something is clean there is no odor nor is there a fragrance,” said Lourdes Salvador, Founder and President of MCS America. “Often visible dirt can be seen despite the fragrances in the air, indicating a home is fragranced and dirty rather than clean and fresh,” added Salvador who is also the chief editor of MCS America News. There are many safe and natural alternatives to air fresheners including baking soda, white vinegar, peroxide, and other inexpensive household items that do the job just as well as commercial cleaners for pennies on the dollar.

Salvador and the members of MCS America suggest that people think back to the simple tricks grandma used to use to clean and deodorize the home before chemical products emerged on the market. Brochures with tips for various cleaning projects can be found on their homepage at [www.mcs-america.org](http://www.mcs-america.org). “There are alternatives that exist and are economical,” said Salvador. “Manufacturers have convinced us through mass marketing that we need their products in the name of sales, instilling a fear of germs with statements from studies that are misleading. We do not have to become victims of profit.”

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