

The carpet in
your home can
harbor millions
of biological
allergens:
mold,
mildew,
dust mites,
animal dander,
bacteria,
pollen and
viruses.

These eye-opening facts
are the concerns of every
family or home owner
looking to maintain a
healthy living environment.
Inside this brochure,
you will learn more about
these allergens,
how they can affect you
and how Marmoleum can
dramatically reduce their
presence in your home.

sources cited

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- 4 www.niaid.nih.gov/publications/allergens/airborne_allergens.pdf
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- 7 <http://dep.state.ct.us/wst/recycle/greenind.htm>
- 8 www.healthybuilding.net/pdf/Healthy_Building_Material_Resources.pdf
- 9 www.healthybuilding.net/pvc/facts.html
- 10 www.healthybuilding.net/pvc/PVCFreeResilient.html

for more information

EPA Indoor Air Quality Tools for Schools Program

www.epa.gov/iaq/schools

National Institute of Allergy and Infectious Diseases

How to Create a Dust-Free Bedroom Fact Sheet

www.niaid.nih.gov/factsheets/dustfree.htm

Asthma and Allergy Foundation of America

Indoor Air Quality Fact Sheet

<http://www.aafa.org/display.cfm?id=9&sub=24&cont=344>

American Lung Association Health House® Program

Dust Mites Tip Sheet

http://www.healthhouse.org/tipsheets/TS_Dust%20Mites.pdf

National Asthma Campaign (U.K.)

www.asthma.org.uk

The Healthy Flooring Network (U.K.)

Glamour Against Carpets Grows Stronger

<http://www.healthyflooring.org/pressreleases.html>

Air Quality Sciences

www.aqs.com

HouseDustMite.org

www.housedustmite.org

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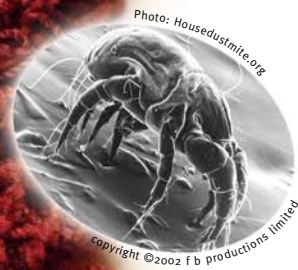


healthy
hygienic
natural

Clean Living with Marmoleum

marmoleum®
seriously fun floors...naturally

marmoleum® click
seriously fun floors...naturally



disease-causing dust mites

Dust mites are tiny bugs nearly invisible to the naked eye that can infest your home by the millions.

They crawl through your carpets laying eggs and feed off the dead skin cells from pets and humans (dander). The waste particles left behind by dust mites are a major cause of asthma, wheezing and other respiratory allergies^{1,3}. Every step you take on your carpet or every time you vacuum, small clouds of waste particles are propelled into the air where they can easily be inhaled. At least twenty minutes may pass until the particles settle back to the floor, according to the experts at HouseDustMite.org².

Your carpets can be treated for dust mites, but you can bet that won't keep them away. If you have dust mite allergies, the American College of Allergy, Asthma & Immunology (ACAAI) states that you may need to remove the carpets in your home³ – especially in the bedroom¹.

dangerous dander

Your pet plus carpeting on your floors can equal a big problem. Pet dander can reach breathtaking levels (*literally!*) as it becomes trapped in the carpet fibers and can remain there for up to six weeks at a time⁴. Cats and dogs who are permitted

outdoors can bring a multitude of fleas, pollen and mold spores into your home on their fur^{5,6} – making your carpets a reservoir for unwanted allergens.

caustic chemicals

Many factors affect the indoor air quality of your home: lead and pesticides can contaminate your carpets when they are innocently transported indoors by your shoes or on your pets; building materials emit harmful chemicals known as volatile organic compounds (VOCs) into the air; chemical fumes from the synthetic fibers, backing, padding, cleaners, and adhesives and glues used to install carpeting⁷; even the flame-retardants and stain-resistant materials are at fault. Indeed, one has saved many lives while the other has prevented many inconvenient messes, but both have been linked to a range of developmental and other adverse effects⁸. The Healthy Building Network adds that some vinyl flooring can leach dangerous substances – including phthalate plasticizers, lead, cadmium, dioxins and PVC (polyvinyl chloride, i.e. vinyl). PVC is listed as the worst plastic from an environmental and health perspective. The list of problems associated with PVC (asthma, lead poisoning and cancer) far outweigh the benefits of its cost-effective use⁹.

You'll be happy to know that Marmoleum flooring is listed as an HBN PVC Free Flooring Product¹⁰.



Here is how Marmoleum can help:

Marmoleum's natural ingredients and anti-bacterial properties fight the common allergens found in most living spaces. Studies have shown that harmful micro-organisms cannot live or breed on Marmoleum flooring, which makes it the only flooring choice for those concerned about their health and environment.

It begins with Marmoleum's natural ingredients:



Linseed oil is pressed from the seeds of the flax plant



Wood flour is obtained from lumber industry waste and controlled forests, where every tree felled is replaced



Rosins are harvested from pine trees



The beautiful colors of Marmoleum are achieved by using environmentally responsible pigments



The backing is woven with natural jute fibers

Even the adhesives used to install Marmoleum are environmentally friendly and free of solvents. You won't find ANY harmful substances in Marmoleum: no lead and no chlorine. The result is a biodegradable floor that's allergen-free, bacteria-resistant and easy to clean.