

A low-angle photograph of a woman with dark hair, wearing a white sleeveless dress and a thin necklace, looking upwards with her eyes closed. The background is a bright blue sky with soft, white clouds. A dark blue circle is visible in the top left corner of the image.

*A New Way to Feel the Relief
From Your Allergy
and Asthma Symptoms*

Guaranteed

Doing Nothing Can Make Something Annoying, Bad and Something Bad, Worse

Exposure to dust mite and pet allergen are **widely accepted to be one of the most important causes of allergic disease for many people**. And, continued exposure aggravates allergic illnesses, which can lead to the development of others. **Allergies are also risk factors for the development of more serious, chronic and even life threatening illnesses like asthma and sinusitis.**

Obtain Immediate Symptom Relief

When a bedroom has been completely cleaned and treated using the ResponsibleCare Anti-Allergen System, results are often seen within the first three days, and often during the first night!

Imagine getting a good night's sleep—tonight!

Anti-Allergen services don't replace all the other sound Environmental Control practices you're already using. But by coming at the problem in a totally new and different way the levels of allergen are radically reduced, often providing instant relief.

Dr. J Maberly, a consultant physician and allergy expert at the Airedale Health Authority in Yorkshire England demonstrated that the use of the active ingredient in Allergy Relief Treatment produced "significant changes in reactivity" and "markedly improved symptoms" in his patients.



In 2002, the National Institutes of Health published the results of a 3-year study determining that 46% of North American

homes have bedding with enough dust mite allergen to cause allergies. Of these homes, 24% had levels that were five times greater than the threshold to cause allergic reactions!

Doctors now recommend that the most important way to reduce symptoms, control and even prevent the development of allergies and asthma is to avoid or minimize exposure to these indoor allergens.

Enjoy Significantly Reduced Allergen Levels From Now On

When properly applied, Allergy Relief Treatment provides a residual effect for up to six months. While most users report that treatment every six months is highly effective, in the case of severe illnesses or challenging conditions in the home, treatment may be required every three months.

Naturally, you have to maintain a commitment to anti-allergen cleaning and treatment as part of an Environmental Control program. That's because, unfortunately, we can never eliminate dust mites and often can't part with a beloved pet. And animal allergen can persist in the home for years even after the source has been removed, making consistency of Environmental Control efforts a critical factor in keeping allergen levels low.

Not Just Effective But Affordable

Cost can often be an obstacle to reducing allergen levels. In an effort to make relief available to as many sufferers as possible, the ResponsibleCare System of anti-allergen cleaning and treatment is remarkably affordable, especially in comparison to many expensive Environmental Control products and services.



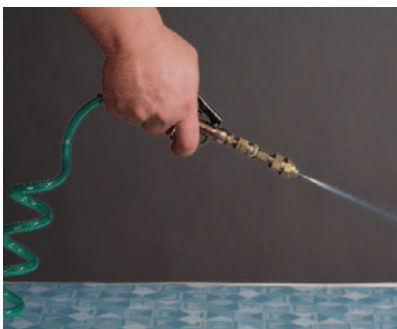
The ResponsibleCare Anti-Allergen Cleaning and Treatment Service Process

The place of exposure to the greatest amount of allergen for the longest amount of time is in the bedroom. Up to 60% of the dust mites found in the home are actually living in your bed and you spend about one-third of your life in the bedroom! And, bedrooms are the easiest area to control as an allergen free zone. Therefore, the bedroom is the highest priority treatment area.



Your cleaning professional will first vacuum the mattress, carpeting and any draperies or upholstered furniture using an exterior vented vacuum or HEPA-filtration vacuum cleaner.

The mattress is then thoroughly cleaned on all surfaces and deodorized (if required) using the ResponsibleCare cleaning agents and a special low



moisture cleaning tool designed to leave the mattress as dry as possible. Following cleaning, Allergy Relief Treatment is applied to all mattress surfaces using a fine mist application. The mattress is then placed in a drying

position and a special air mover used to speed the drying process, which, depending upon temperature and humidity, normally takes about an hour.



The same safe cleaning agents are used to clean the bedroom carpeting and if desired, any upholstered furniture or rugs. This is followed by an application of Allergy Relief Treatment. Once again,

a speed drying system is set up to dry the cleaned items as quickly as possible and bring the humidity down to normal levels promptly. Baseboards and windowsills are cleaned as well.

While the cleaning and treatment service is being performed it is highly recommended that the bedding and pillows be washed in hot water and that two cups of Allergy Relief Treatment be added to the rinse cycle. This is so effective as a laundry treatment that it need only be used every fourth washing.

While servicing the bedroom is the highest priority, significant benefits may also result from cleaning and treating other areas where allergy sufferers spend lots of time. These areas include the upholstered furniture and carpeting in rooms where time is spent watching television, reading and so on. Also, all carpeted areas and upholstery that pets have access to should be cleaned and treated.

A test for the presence of dust mites in quantities requiring treatment is also available from your service company. This test will only detect dust mites and will not provide information on pet allergen.

So Effective, We *Guarantee It*

When the ResponsibleCare System of anti-allergen cleaning and treatment is used to service the mattress and carpeting in the bedroom of allergy sufferers, it is guaranteed to provide a noticeable improvement in allergy symptoms within three days or the service company will refund the portion of their charges for application of Allergy Relief Treatment only.

Feel the Relief by Reducing Levels of Dust Mite and Pet Allergens in Your Home by 90% or More



There is now a revolutionary new anti-allergen cleaning and treatment program called the ResponsibleCare® System that allows you to safely, easily and affordably reduce the levels of these serious allergens by 90% or more!

You already know that successfully managing allergic illness consists of doing

Understanding Allergies and Asthma

Allergic illnesses develop when the body is overexposed to certain allergens. In effect, the body programs itself to consider these normally harmless substances as illness causing intruders to be defended against. The way the immune system guards the body is by producing what are known as IgE antibodies.

This continued allergen overexposure not only causes the allergic illness but can also result in the development of other ones as well as much more serious, chronic and even life threatening allergic diseases.

Allergens are proteins that have unique shapes that identify them as allergens to the antibodies in the immune system. The allergen is like a lock

The ResponsibleC

everything you can from taking your medication to practicing good Environmental Control. The most important objective of Environmental Control is to minimize or avoid exposure to allergens from dust mites and pets, the most potent allergens found in indoor air. The ResponsibleCare System is a powerful new way to achieve this objective.

The ResponsibleCare System includes specially formulated cleaning agents used prior to application of Allergy Relief Treatment™ on carpets, mattresses, upholstery, rugs and bedding. Allergy Relief Treatment is a hypoallergenic solution that contains a powerful active ingredient derived from naturally occurring extracts found in renewable fruit and vegetable seeds.

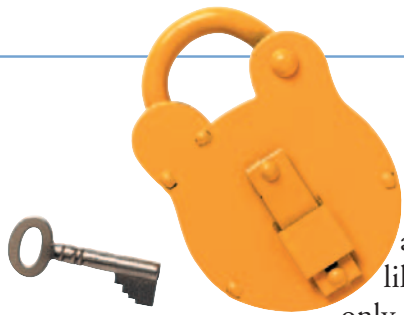
Comparison of Der p 1 denaturation of Allergy Relief Treatment

Allergen Denaturant	Der p 1 (ug.g-1)*	Reduction on Der p 1 Concentration
Control (de-ionized water)	29.9 (26.1–32.3)	None
Allergy Relief Treatment	2.9 (1.9–3.9)	90%

*concentrations of Der p 1 remaining in house dust samples after treatment with allergen denaturant. 95% confidence intervals in parentheses.

“The Allergy Relief Treatment formulation was effective in reducing the concentration of Der p 1 (dust mite allergen) in pooled house dust samples by 90%.”

Dust Mite Allergen Denaturation: A Trial of Allergy Relief Treatment
Richard Thorogood, MI Bio., Auckland University School of Medicine



and the antibody is like a key that fits only that lock. The body's IgE antibodies are constantly on the lookout for the presence of the allergen they were created in response to, sort of like keys floating around the immune system looking for the locks they were created to fit.

When these antibody “keys” find a repetitive pattern of allergen “locks”, the body defends against these perceived intruders by the antibodies binding with the allergen, much like inserting a key into a lock. This sets off a chemical reaction designed to protect the body from infection. This rush of chemicals into the body is what is experienced as an allergic reaction or asthma attack.



are[®] System

How Allergy Relief Treatment[™] Works

Allergy Relief Treatment is a very safe, simple and highly effective way of changing the shape of allergen proteins, making them unrecognizable to the body! Nothing about the allergen is changed except its shape. So, when this shape is changed, there is no repetitive pattern that identifies the material as an allergen and therefore, there is no allergic reaction!



Another way of looking at it is that Allergy Relief Treatment disassembles or takes apart the allergen locks. In a very real way, the lock is still there. Only now it is in the form of its component parts rather than an assembled lock. **Because allergens no longer appear as a “lock” to the body, the**

antibody “key” does not bind with them and there is no allergic reaction!

This changing of the shape of the allergen protein is known as denaturing and has been proven by Professor T.A.E. Platts-Mills, Head of the Division of Allergy and Clinical Immunology at the University of Virginia.

“(Allergy Relief Treatment) was shown to have denaturing effects on Fel d 1 (Cat), Can f 1 (Dog), Der p 1 (Dust Mites), and Der f 1 (Dust Mites) in dust samples containing these allergens.”

P. Brock Williams, Ph.D. Director of Research IBT Reference Laboratory Lenexa, KS

How Much Allergen Reduction is Enough?

One of the drawbacks of many Environmental Control efforts is that the reduction in allergen levels is insufficient to prevent or reduce symptoms or stop allergic illnesses from developing. **The active ingredient in Allergy Relief Treatment has been scientifically proven to reduce indoor allergen concentrations below the levels that can cause allergy symptoms.**

“Allergy Relief Treatment clearly has the potential to fill the role of an effective means of reducing dust mite allergens in carpets and upholstery and has the potential to become an effective aid for the mite sensitive allergy sufferer to minimize allergen exposure.”

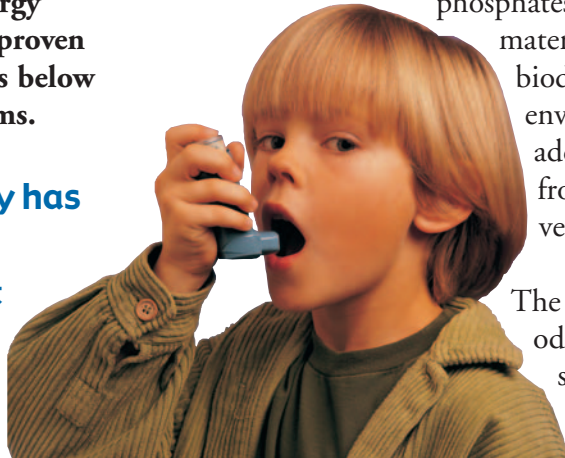
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“... There is a threshold concentration of 10ug of Der p 1 (dust mite allergen) per gram of settled house dust, which is widely accepted to increase the risk of asthma symptoms in mite-allergic asthmatics. Having the capacity to denature 90% of Der p 1 in house dust, Allergy Relief Treatment has the potential to reduce allergen levels below the 10 ug-g-1 threshold when house dust contains Der p 1 concentration of 100 uf.g-1. The average range of Der p 1 allergen levels in house dust in New Zealand are from 20-70 ug per gram of dust, whereas levels as high as 100 ug.g-1 do occasionally occur.”

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Allergy Relief Treatment™ is Safe for You, Your Children, Your Pets and the Environment

All of the ResponsibleCare cleaning products including Allergy Relief Treatment are hypoallergenic, non-toxic, dye and perfume free, contain no volatile organic compounds (VOC's), phosphates or other hazardous materials and are biodegradable and environmentally safe. In addition, they are derived from renewable fruit and vegetable seeds.



The products are virtually odor free and have been specially formulated for use around people with allergic illnesses and chemical sensitivities. They can be safely and effectively used in homes with children and pets. Allergy Relief Treatment is so safe that it can even be used *on* your pets!

Allergy Relief Treatment contains no benzyl benzoate and is **not** a pesticide or miticide.

Cleaning Alone is Not Enough

While cleaning is important, no matter how spotless your home, dust mites can't be eliminated or cleaned away. In the case of pet allergies, most people can't bear to part with a beloved family pet even though this is the number one recommendation of doctors.

That's why the key to the success of the ResponsibleCare System is the use of specialized cleaning agents to remove as much allergen and allergen food source as possible followed by application of the Allergy Relief Treatment that inactivates the allergens, preventing them from causing an allergic reaction.