

Everyone knows the importance of good nutrition and a safe environment.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.

The GNLD Difference: **YOU DECIDE!**

Cleaning Products—Solving Problems or Creating Them?

Cleaning products can be helpful tools to rid your home of grime and bacteria—but can they be a danger in themselves? Suspicions of hidden dangers have led to an increase in studies to determine the possible risks of common cleaners.

A four-year study conducted through the University of Bristol and published in the journal *Thorax* found that children born into families that used specific types of cleaning products frequently were *twice as likely* to suffer from wheezing as those whose families used these products occasionally. Wheezing can be an early indication of the development of asthma. The study began with pregnant women and followed more than 14,000 children from pre-natal until the age of 3 ½ years. Their results are distressing. “There is a gathering evidence that environment exposures early in life, including in the womb, may influence the development of asthma. This large study provides some evidence that increasing exposure to household chemicals during pregnancy may be linked to an increased risk of a child wheezing in the first few years of life,” concluded Dr. Matt Hallsworth.

A new study by researchers at the University of California, Berkeley, and Lawrence Berkeley National Laboratory focused on toxic pollutants emitted by common household cleaners and air fresheners. (www.berkeley.edu/news/media/releases/) “We’ve focused a lot of effort in the last decades on controlling the big sources of air pollution and on the chemicals in consumer products that

contribute to outdoor ozone formation. However, now we’ve learned that we need to pay attention to other aspects of pollution sources that are right under our nose,” said Professor of Environmental Engineering, Dr. William Nazaroff.

Focusing on specific types of cleaning products, the results of this study are shocking. Through several common-use scenarios, the tests showed that people may be routinely exposed to potentially dangerous levels of toxic pollutants. The first example mimicked cleaning in a small, moderately ventilated bathroom. “In calculations based on emission from one of the glycol-ether containing products, the team found that a person who spends 15 minutes cleaning in a small shower stall could inhale three times the ‘acute one-hour exposure limit’ for this compound set by the California Office of Environmental Health and Hazard Assessment.”

In addition to individual harm, there is a growing concern regarding the impact the use of these products is having on the environment. From the burden containers impose on landfills to the negative impact on air quality and other environmental factors, the focus is towards “green” or environmentally-friendly products.

Advice on how to clean the home using common, non-toxic household items is plentiful. Items such as baking soda, vinegar, lemon juice, and even toothpaste are recommended for cleaning. The problem with these items is that while they may be

effective for light cleaning, their impact on common household jobs is minimal.

While the concern for the environment and personal health may seem new, GNLD has been creating biodegradable cleaning products since the 1960’s. Products such as Super 10®, LDC®, NCB,™ and G-One™ Laundry Compound, are based on low-dose, low-burden formulas. Maximum cleaning performance can be achieved with a minimum amount of product—better for the environment, better for your wallet! Both Super 10 and LDC are manufactured in Europe where the standards for “green” criteria are the highest in the world. Additionally, the versatility of these products replaces a cupboard full of specialty cleaners. With 100% biodegradable formulas, no toxic fumes, and no harsh chemicals, you can feel comfortable bringing these products into your home.

Most people keep their houses clean to create a comfortable and safe environment for their families. It would be a sad irony if the very methods used to eliminate unsafe germs and bacteria were in fact creating possible health risks.

You can use harsh chemicals to facilitate the cleaning of your home and run the risk of impairing the health of you and your family members, you can use lemons and vinegar to freshen up your home semi-effectively, or you can use GNLD’s powerful, yet gentle cleaning products that will get the job done without creating hardship on you or the environment—You Decide.