

In the US, the prevalence of asthma in children is increasing. Asthma is the most common chronic disorder in childhood, affects approximately 6.8 million children under 18 years of age, and is the leading cause of absenteeism from school^{3,4}. With regard to adults in occupational settings, according to the California Department of Public Health (Occupational Health Branch, Work-related Asthma Prevention Program), of approximately 4000 cases of work-related asthma, there have been 72 confirmed cases associated with bleach exposure since 1993 to the present. Of the 61% of new-onset asthma cases, 54% were teachers and teachers' aides⁵. Since bleach is a risk factor for exacerbating asthma and causing new asthma, and asthma is the chronic disease that affects mostly children and the working class of teachers/teachers' aides, we seek to reduce the overuse and over concentration of bleach and find safer alternatives.

-- From "Protocol for Reducing the Overuse of Bleach & Introducing Alternative Products in Child Care Settings", San Francisco Asthma Task Force.

Many child care workers and others are aware of the dangers of traditional cleaning products and bleach. Studies have drawn links between these chemical cleaners and the development of physical afflictions such as asthma and allergies, especially in children. These studies are the reason many states now require the use of "green" cleaning products in schools and state agencies. And children are not the only ones at risk, workers regularly exposed to these toxic chemicals can also develop problems.

Green cleaning products have been around for decades now but it wasn't until recently that they began to gain mainstream acceptance as their cleaning power grew and their prices came down. Many households and commercial buildings have made the switch to greener cleaning supplies, but yet many child care facilities continue to use bleach, and use it frequently.

Why is this? The response we repeatedly heard was that it was believed the licensing agencies required it. **But the fact is, your state guidelines very likely either state disinfectant alternatives are acceptable, or they don't require bleach at all!** New York and California, believe to be among the strictest guidelines—state acceptable commercial alternatives can be used by those who prefer other sanitizing agents.

Good news. teraforé Disinfect Cleaner is a hospital-grade disinfectant that is registered with the EPA to kill 64 strains of bacteria and viruses. Not only is our disinfectant safer and often more effective, it is a cleaner as well. Bleach and other disinfectants are ineffective on soiled surfaces so you have to clean first, doubling your duty. And while bleach has to be discarded after a day, our product's shelf life is 2 years, mixed or not.

Better news. teraforé Disinfect Cleaner and green cleaning products release no volatile organic compounds into the air—pollutants linked to asthma and allergies, possibly other maladies. So we know they're safer and effective, right? What about value? Our solutions come in hyper-concentrated formula. One gallon of our disinfectant cleaner can **yield on average 40 32oz. spray bottles** at its highest-hospital grade dilution ratio!

We invite you to learn more at our website, www.bleachhurts.me, where we have links to valuable resources, including links to child care licensing guidelines by state. And if you're interested in trying the teraforé Disinfect Cleaner or other green cleaning products, please give us a call and we can provide you with a quote and more information. We provide significant discounts on volume purchases. Please contact us today via our website at www.terafore.net or by calling 1.800.843.0485.

Frequently Asked Questions.

What are quats? Quaternary Ammonium Chlorides, or quats, are based upon the active ingredient benzalkonium chloride. They can be formulated with a variety of ingredients to provide a safe and powerful disinfectant cleaner that is effective in destroying a broad spectrum of harmful microorganisms while simultaneously cleaning surfaces.

What is the kill time? The time it takes to do its job—kill microorganisms—varies dependent upon the microorganism. However, quats and bleach are similar. A quick wetting and wipe down of a surface can be effective against many germs. The leading bleach brand recommends 10 minutes in its own instructions! For quats, 2-5 minutes is sufficient. Some state guidelines recommend soaking toys in bleach or disinfectant solutions for approximately 4-5 minutes.

I was told I could only use bleach. Will my state allow me to use it? We think if you take the time to check out the state licensing guidelines link on our website at www.bleachhurts.me under the day care resources, you'll likely find that either your state doesn't specify bleach is the only disinfectant allowed, or you'll find they explicitly state other commercial disinfectants are acceptable. Or you could always call them.

Are bleach and traditional cleaning products really that harmful? We think so, but don't take our word for it. View the resources at www.bleachhurts.me. Several states are now requiring green cleaners be used in schools and state agencies, janitors all over are lobbying for the adoption of green products, and even the city of San Francisco has an Asthma Task Force that has outlined a project protocol entitled "Reducing Overuse of Bleach and Providing Alternative Disinfectants for Use in Childcare Settings."

What does your disinfectant kill? Too many to list here, teraforé Disinfectant Cleaner is registered to kill 64 microorganisms, but in reality the number's higher as different strains in the same family will be killed as well. Our hospital-grade solution has been shown to be effective against MRSA, VRE, influenza, and many more.

Bleach is cheap. What's it going to cost me? The old adage "you get what you pay for" seems too often hold true. And it does for bleach. It is cheap but you have to throw it out after a day, it's very unsafe, you have to double your efforts by first cleaning the product, leading to labor/time costs and cost for cleaning solution (is your cleaner green by the way?). We believe when you take into account the true costs of bleach on your wallet and your health, teraforé Disinfectant Cleaner and all our other green cleaning solutions will save you time and money! Because they're hyper-concentrated, when mixed with water one small bottle yields a great deal of disinfecting and cleaning power. Plus we offer pricing that beats the average competition and we have the research numbers to back it up! Find out more, contact us today...

³ CDC Morbidity and Mortality Weekly Report. October 13, 2000; 49(40): 908-911.

⁴ Akinbami, L. *Asthma Prevalence, Health Care Use and Mortality: United States, 2003-05*. CDC: National center for Health Statistics: Office of Analysis and Epidemiology Nov 2006.

⁵ Unpublished Data, 1993-present, California Department of Public Health, Occupational Health Branch, Work-related Asthma Prevention Program.