



Dr. David Williams

Supplement to *Alternatives*.

**Special Spring Savings
Event—See Inside!**

Is the air in your home clean?

The Right Air Purifier Can Help Clean Your Air to Support Overall Health and Wellness



Dear Friend,

It's a frightening fact—indoor air can be 2 to 5 times (and occasionally 100 times) more polluted than outdoor air. In fact, the Environmental Protection Agency ranks inside air among the top 5 environmental public health risks. That's because the buildings we live and work in are becoming more tightly sealed for energy efficiency, trapping toxins and pollutants in the air we breathe.

One way to reduce your exposure to airborne germs is to try to create a cleaner environment in your home. This is where you spend the majority of your time, after all. Having a clean home makes good sense for protecting yourself from everyday airborne particles that can impact your health.

My recommendation:

Honeywell's True HEPA Air Purifier

For years I've advocated using a high-quality air purifier to screen and neutralize airborne particles. On average, a person inhales and exhales 17,000 times a day, so it almost goes without saying that breathing clean air is essential for protecting your health and well-being.

Honeywell's True HEPA Air Purifier is my top recommendation to help create a healthy home environment for you and your family. **Honeywell's True HEPA Air Purifier** uses a HEPA filter to capture up to 99.97% of airborne particles such as mold spores, pollen, dust, smoke, and pet dander as small as 0.3 microns, all without the noise and messy filters associated with traditional in-home filtration systems.

Now is the time to protect yourself from airborne particles in your home

No matter how clean you think your home is, it can still be filled with harmful airborne particles. You're more likely to stay healthy when the air you breathe is clean. That's why it's important to filter the air you breathe with a high-quality HEPA filtration system that can filter tiny amounts of microscopic particles in the air, improving the quality of the air that you breathe inside your home.

I'm building a new house on my ranch in Texas, and I'll be sure to have a few **Honeywell True HEPA Air Purifiers** working at all times. They'll help reduce the mold and mildew that the humid Texas air encourages, as well as the germs all the workers, visitors, friends, and family bring in.

Please turn the page to see how **Honeywell's True HEPA Air Purifier** vastly reduces unwanted air particles so you can stay ahead of the game when it comes to breathing clean, fresh air.

To your good health,

(continued on next page)

#1 Doctor-Recommended Air Purifier Brand!

Honeywell's True HEPA Air Purifier

DESTROYS 99.97% OF AIRBORNE PARTICLES

50% OFF!
Limit 5 per customer

The **Honeywell True HEPA Air Purifier** utilizes a two-stage cleaning system to provide cleaner, fresher air. The **True HEPA filter**, the gold standard in air purification, captures up to 99.97% of microscopic particles such as mold spores, pollen, dust, smoke, and pet dander as small as 0.3 microns, while the premium carbon pre-filter captures larger particles and reduces unpleasant household odors and common household gases.

Honeywell is the #1 doctor-recommended air purifier brand—for 30 years Honeywell air purifiers have led the industry in True HEPA filtration, providing cleaner, fresher air to consumers.

Incredibly compact in design, this unit is extremely powerful, circulating air up to 5 times an hour in rooms as large as 310 square feet. The **True HEPA Air Purifier** comes programmed with 3 levels of cleaning power plus a Turbo Clean setting, auto-shut off timer, easy-tap electronic controls, and electric filter replacement indicator. It's recommended that you replace the True HEPA filter yearly

and the carbon pre-filter every 3 months.

The **True HEPA Air Purifier** is ENERGY STAR Rated by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency (EPA). Plus, it's AHAM (Association of Home Appliance Manufacturers) verified. This organization uses outside laboratories to test products and verify the performance of many common household items.

To ensure accuracy, Clean Air Delivery Rate (CADR) testing is only performed by AHAM. CADR is a measure of the total volume of air that an air purification system cleanses of a specific pollutant in one minute. When the particle size and filter efficiency of any two air cleaners are the same, CADR is the key to choosing the more effective system.

CADR test results are expressed in cubic feet per minute (CFM), with a number rating for three pollutants: tobacco smoke, dust, and pollen. The higher the CADR test numbers, the better the overall ability of the unit to clean your indoor air. CADR results reflect:

- the size of the particles removed
- the percentages of particles removed
- the volume of air actually moving through the system

CADR includes not just how much air is cleaned or what percentages of particles are removed, but the overall performance of the filtration system when both factors are examined. Higher CADRs provide improved performance in all room sizes. Look at the suggested room size. Then refer to the CADR number. The higher the number, the faster the unit filters the air.

True HEPA Air Purifier's CADR is very impressive¹:

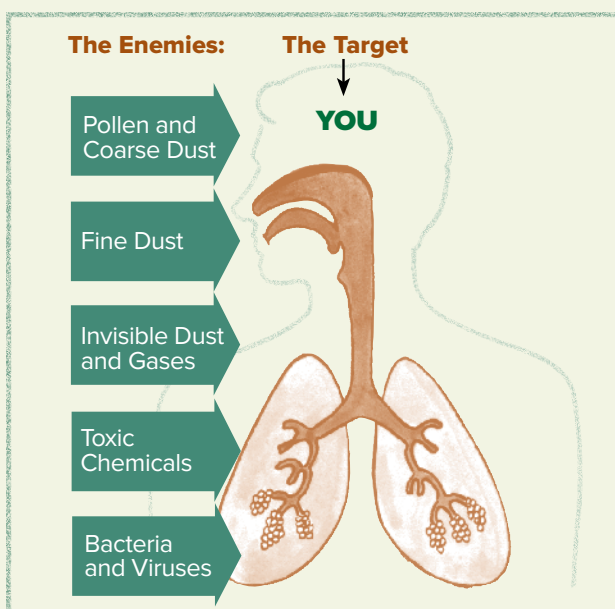
Smoke = 200

Dust = 190

Pollen = 180



Is your body working overtime to filter the air that you breathe?





How the Technology Works

1 Pollutants are continuously drawn in.

4 Cleaner, fresher-smelling air is returned back to the room.

3 The HEPA filter captures up to 99.97% of the particles that pass through it—as tiny as 0.3 microns.

2 The activated carbon pre-filter absorbs VOCs/Gases/Odors and traps larger particles. The pre-filter should be replaced every 3 months for optimal performance.

The **True HEPA Air Purifier's** three purification levels capture up to 99.97% of the airborne particles, 0.3 microns and larger, that pass through the filters.² The unit also has a Turbo setting for maximum air cleaning and freshening power. Overall particle reduction depends on many factors including the amount of air processed, the pollutant type and the pollutant introduction rate into the environment. Particles reduced:

- **Household Dust:** 0.5–10 microns
- **Pet Hair/Dander:** 5–80 microns
- **Certain Bacteria/Viruses:** 0.4 microns
- **Pollen:** 10–100 microns
- **Smoke:** 0.3–1 micron
- **Mold spores and fungi:** 5+ microns

Plus, the activated carbon pre-filter in the **Honeywell True HEPA Air Purifier** helps absorb odors, Volatile Organic Compounds (VOCs), and gases from the air.³

(Turn page for order form)

Here's what sets the Honeywell True HEPA Air Purifier apart:

- ✓ #1 Doctor-Recommended air purifier brand
- ✓ Easy-tap electronic controls
- ✓ 2-, 4-, and 8-hour auto-off timer so you can set it and forget it
- ✓ Filter replacement indicator lets you know when to change your filters
- ✓ Control panel adjustable lighting to dim the lights to your preference
- ✓ Compact design and quiet operation
- ✓ 3 air-cleaning levels plus Turbo Clean setting to control cleaning intensity
- ✓ Circulates air up to 5 times per hour in large rooms up to 310 square feet (17'x 18')
- ✓ 5-year limited warranty

¹ Results are based on third party testing for the smoke CADR value, when operated at the Turbo level. Air changes per hour calculations are based on the smoke CADR value x 60 minutes divided by the listed room volume (L x W x H) assuming an 8-foot ceiling.

² Based on independent testing, report 100954017COL-001. Results are based on the testing of the reduction of the following bacteria, mold, fungi, and viruses in the air after 2 hours of use, operated at the Turbo (high) setting: Bacteria: *Escherichia coli*—89.7%, Mold: *Aureobasidium pullulans*—99.9%, Fungi: *Aspergillus Brasiliensis*—99.9%, Virus: MS2—99.9%

³ When operated with the odor-reducing pre-filter. It is recommended to always use the pre-filter when operating this unit.

Honeywell is the #1 Doctor-Recommended Air Purifier Brand on the Market!⁴

Easy-to-Use Controls!



⁴ Based on 11/10 * survey results reporting 124 out of 173 (72%) of surveyed allergists that recommend an air purifier to their patients, recommend Honeywell air purifiers.

HONEYWELL TRUE HEPA HPA200 AIR PURIFIER		Item#	Your Price	Special Price
1 Unit— 50% OFF Spring Savings		SMD10	\$199.99	\$99.99
Buy 1 Unit, Get Your 2nd Unit @ —Extra 20% OFF		SMD20	\$399.99	\$159.98
HEPA FILTER REPLACEMENT*		Item#	Your Price	Special Price
2-pack filter		SMD11	\$44.99	—
CARBON PRE-FILTER REPLACEMENT**		Item#	Your Price	Special Price
1 carbon filter		SMD12	\$14.99	—

* For best results, replace annually; ** For best results, replace every 3–6 months.

AUTO DELIVERY (Want replacement filters sent automatically, with FREE Shipping? Check the AutoDelivery box on the order form, and never worry about running out.)

ORDER REQUEST: Honeywell True HEPA HPA200 Air Purifier

50% OFF!

☒ **YES!** I want to breathe fresh, clean air in my home every day. Please send me the **Honeywell True HEPA Air Purifier** right away.

Look for this icon to locate any products that are available for **AUTO DELIVERY**.

Product Name	Item #	Auto Delivery (Filters only)	Price Each	Qty.	Total Price
		<input type="checkbox"/> yes	\$		\$
		<input type="checkbox"/> yes	\$		\$
		<input type="checkbox"/> yes	\$		\$
		<input type="checkbox"/> yes	\$		\$
SubTotal					\$
Sales Tax: IN add 7%; KY add 6%; ME add 5.5%; MS add 7%					\$
Low flat-rate shipping and handling					\$ 6.99
Total					\$

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—Healthy Directions Team

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Daytime Phone Number, please ()

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Card # Exp.

Signature

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