

Headline

Do You Believe in Monsters?
Keep Reading... You Will!

Subhead

Chances are, the most polluted air you breathe is impossible to avoid, but simple to clean. Presenting **the facts on duct cleaning**, and what it can do for you!

Text

If you have ducts and vents in your home, then you have a natural breeding ground for indoor air pollution.

What harm can indoor air pollution cause? Here are the facts:

- Most people spend 60% to 90% of their time indoors;
- Indoor air is up to 70 times more polluted than outdoor air;
- More than 50% of all colds and illnesses are either caused or aggravated by polluted indoor air;
- Children and seniors suffer the most from indoor air pollution;
- The fungi and bacteria found in duct systems are leading allergy causes;
- More than 50 million Americans suffer from allergies, while up to 12 million have asthma.

Now, (company name) has several possible solutions to ridding your home of polluted indoor air, including our very thorough duct cleaning service.

Page Two

In fact, our patented duct cleaning system will **remove up to 99.7% of all indoor air pollutants** from your ducts and vents. These include: dust & dust mites, bacteria, fungi, pet dander, construction by-products, plus mold spores & pollen.

This is the stuff that's getting into your lungs...*especially* when you're running your central air or forced air heating system.

With duct cleaning, there are a host of secondary benefits, as well:

- Fewer unpleasant odors;
- Increased home heating and cooling system efficiency;
- Lower monthly energy costs;
- Better overall air distribution;
- Reduced need for household dusting.

To help keep those medical bills down and the indoor air clean, we recommend a thorough duct cleaning once every three years. Has it been longer than that for you? Then (company name) invites you to call today and **save \$50 on our professional duct cleaning service with the coupon below.**

As always, it's our privilege to serve you... "*Around the House.*"

Main Coupon

Duct Cleaning

Save \$50...

...on our professional duct cleaning service. This offer may not be combined with any other discount or promotion.

Page Three

Teaser Copy

Inside This Issue of “Around the House”...

Did someone say “ah-choo?” Now, learn how to make your home pollutant-free, and why allergy and asthma sufferers benefit the most.

Plus...

3 Coupons You Can Use Now!