

## FOR IMMEDIATE RELEASE

CONTACT: Susan Murphy

T: 248.584.0007

E: mail to: [smurphy@circlerbrands.com](mailto:smurphy@circlerbrands.com)

### **THINK 'HEAL' ESTATE WHEN IT COMES TO AGING IN PLACE**

Clawson, Mich. (March, 2010) – The statistics are in and they're eye opening: nearly 90% of seniors want to stay in their own homes as they age and 91% percent of *pre*-retirees age 50 to 65 say they want to live in their own homes in retirement. With an increasing proportion of the population surviving until the seventh or eighth decade of life, the issue of aging in place is becoming more prevalent. The problem is, more often than not, their homes are not conducive to promoting good health. According to Connie Morbach, nationally recognized Environmental Scientist and Indoor Air Quality expert of Sanit-Air, Incorporated, 1311 North Main Street, Clawson, Michigan: *"Seniors are generally more susceptible to the adverse health problems associated with damp indoor environments, mold, and other allergens. Creating the most favorable indoor environment, or what we call 'Heal Estate™,' can promote quality of life as well as good health."*

As seniors become increasingly more homebound and vulnerable, the need to maintain their immediate environment, minimize indoor contaminants and maximize optimal living conditions is even more vital. *"Some of the solutions are as simple and inexpensive as exchanging cardboard storage boxes for plastic,"* says Morbach. *"Frequently we find stacks of newspapers, books and memorabilia sitting out or stored in cardboard boxes. These high cellulose content items are excellent nutrient sources for mold and bacteria when they're exposed to high relative humidity, which is often the case when stored in the basement. Even if high moisture isn't present, 'stuff' collects mold spores and other particulate allergens that can trigger allergic reactions and asthma if the items are disturbed, liberating the allergens into the home's atmosphere."* At least 2 million US citizens over 65 years of age have asthma as a chronic disease, a number that will rapidly increase as the population ages and many others are immune-compromised. Contributing to this number are environmental conditions brought on, in many cases, by simply letting stuff accumulate and pile up over time.

Other areas of concern often found in homes of seniors that can undermine health are

- Delayed or substandard maintenance in homes often manifest as roof, basement or window leaks and occasionally foundation cracks where unmitigated water damage can result in health hazards to occupants
- Efforts to remodel homes to aid the aging in place process (Universal Design) have been approached haphazardly, done out of sequence, or suffered from shoddy workmanship compromising the health of the homeowners
- Insurance-covered water events in homes handled in a substandard manner resulting in long-term exposure hazards
- Attempts to save money by shutting off heat or A/C in some areas of homes have resulted in condensation and mold growth, which also promotes peeling of lead-based paint
- Asbestos, lead and other hazards present in older homes
- Basements of many homes are one plumbing leak away from a toxic waste site

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In an effort to educate and help seniors clean and care for their "nests", Sanit-Air has created CleanliNEST™, a multi-discipline, scientific and holistic approach to whole house health to help safeguard those who want to age in place. Sanit-Air can perform a preemptive CleanliNEST™ Healthy HouseCall™ on the home and an accurate assessment of the indoor air quality can be made yielding peace of mind for the owners and their loved ones as well as preventing serious health issues and significant expenses later on. The CleanliNEST™ Healthy HouseCall™ consists of a detailed physical inspection, assessment, prescription and scope for remediation if mold, lead, asbestos or other hazards are indicated. Further testing, sampling and thermal imaging can be performed on site if hidden water damage or microbiological contamination is suspected.

Most seniors want to protect the asset value of their home so that they don't pass a burden onto their heirs. *"Identifying problems preemptively before the house is put on the market can protect the property's value,"* said Morbach. *"Addressing mold and water damage before the home is listed and a prospective buyer hires a home inspector can prevent the home from being labeled a 'Mold House.' Often the fixes are simple and inexpensive. However, if an inspector identifies mold, the sellers may be forced to reduce the price much more than the cost of correcting the problem in advance."*

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As compassionate individuals, parents, and grandparents who have witnessed illnesses and devastation caused by misinformation, Connie and Tom Morbach have made mold education, detection and remediation their life's work. Connie Morbach, M.S., CHMM, CIE, has published numerous scientific papers, served on statewide asthma and healthy air coalitions, contributed to locally produced indoor air quality stories and has been a regular on NBC's The Today Show assisting in many indoor air quality investigative segments, appeared on The Rachael Ray Show, and the CleanliNEST™ by Sanit-Air team has lent their expertise to ABC's popular Extreme Home Makeover series. Connie Morbach is currently working on her first book in a series of CleanliNEST™ Healthy Home consumer enlightening books.

CleanliNEST™ by Sanit-Air's team of IAQ experts, mold investigators, microbiologists, air quality scientists, building professionals and healthcare personnel incorporate state-of-the-art procedures, equipment, and materials assuring their clients that their project is performed to the highest standards. They specialize in and are trained and insured specifically for Mold inspection and remediation. Sanit-Air's scientific approach and focus is to educate each client prior to any action. Contact CleanliNEST™ by Sanit-Air at 248-435-2088 or on the web at <http://www.cleanlinest.com>.

For more information or interview requests, contact Susan Murphy at 248-584-0007.