

18 January 2007

A cleaned home may not be safe for new babies. Chemicals used in cleaning products can cause Anaemia in newborns.

Many parents think they are doing the right thing by having their home thoroughly cleaned before their new baby arrives home. But they may actually be putting the baby at risk. Domestic cleaners, pesticides and even some sterilising agents can have a detrimental effect on a newborn.

A newborn baby was returned to hospital one week after arriving home due to anaemia caused by the cleaning fluids used by a cleaner. The paediatrician confirmed that the anaemia was caused by the cleaning products which caused excessive destruction of the baby's red blood cells.

It has been found that newborn babies' red blood cells still have foetal haemoglobin which make the cells more vulnerable to external agents. These agents can weaken the walls of the red blood cells and they then break down and die, leading to anaemia. Many products, some even designed for babies such as strong sterilising solutions, can also cause excessive destruction of red blood cells in vulnerable infants.

1300CLEANER Pty Ltd, www.1300cleaner.com.au, an Australian family business which specialises in **making homes and offices healthy and clean developed their service and products so that they are completely safe for the entire family.**

Established in 2006 by Michael Sweet and his brother-in-law, Toby Giordano, 1300CLEANER has created a specialist cleaning service that specifically removes dust in the hidden corners of the home and, particularly, in the air. Knowing that many cleaning products contain ingredients that can be harmful they only use natural cleaning fluids made from citrus.

"A large proportion of our clients are parents of newborns who want their home thoroughly cleaned before the baby comes home but are aware of the danger of many cleaning products. I realised the importance of all natural cleaning products when my wife had our first baby. We wanted her to come home to a clean home but one that was completely free of dangerous fumes and chemicals" says Michael Sweet.

Dust, another target of 1300CLEANER, builds up in most homes under television sets and lounges, on top of light fittings and globes, around picture frames, on top of cupboards and wood rails, under books and around cornices. When cleaning the dust is moved around rather than removed.

1300CLEANER use an ioniser, HEPA air filtration, an antibacterial filter and Dyson vacuum to remove fine particles down to the size of 30 microns, deodorising and purifying the air. Rather than just shifting the dust, which has built up over years, 1300CLEANER actually get rid of it and, therefore, the **home stays cleaner for much longer.**

One of the **most allergenic materials found indoors is dust. Dust mites are thought to be the cause of the rising incidence of asthma among Australian children.** The mites feed off the dust, leaving faecal pellets, which are bad news for allergy sufferers, babies and children. Allergic reactions to dust include asthma, eczema and hay fever. Ailments include headaches, fatigue, depression, sneezing, itching, watery eyes and bronchitis.

1300CLEANER's **21-point clean** is a thorough clean ensuring the customer's home is left sparkling and by filtering the air they capture more dust, allergens and pollutants. They move furniture and get on top of cupboards to remove built up dust that has built up over years. Air vents and ceiling fans are cleaned, bathrooms are scrubbed and skirting boards wiped. Even the grime and gunk that collects under a fridge is removed. The microwave is cleaned, appliances are left sparkling.

By the time 1300CLEANER have given a home the 21-point clean the air has been cleaned of dust and pollutants through their filtration equipment about 20 times.

1300CLEANER strongly supports the **Asthma Foundation** and a percentage of all revenue is donated to them.