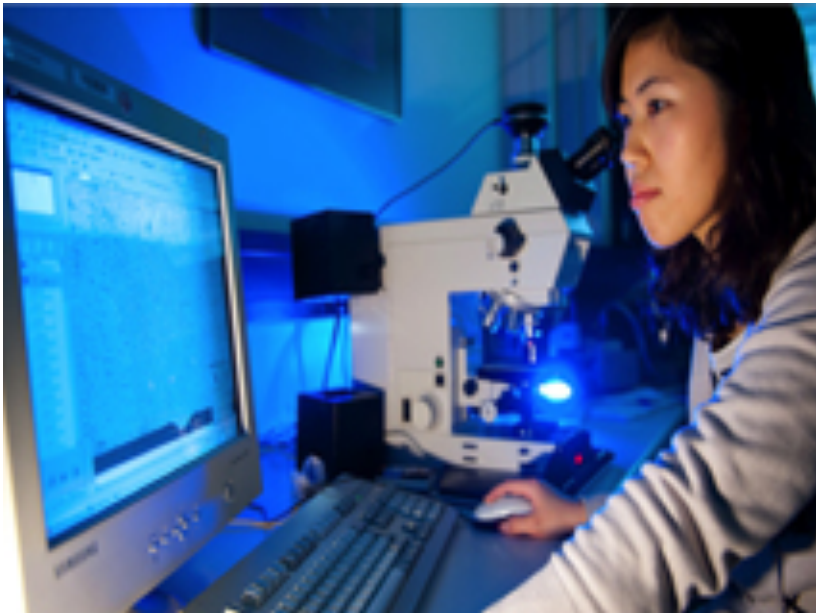


PROCESSES AND TREATMENTS



Some treatments or processes used may assist in the management of your allergy and asthma symptoms.

SENSITIVE CHOICE

Our Sensitive Choice® blue butterfly symbol is a way of recognising products and services from companies that support asthma and allergy care. Products that carry the blue butterfly may be better choices for people with asthma and allergies.

The Sensitive Choice® program has over 200 products and services carrying the blue butterfly. Through a partnership between the Asthma and Respiratory Foundation of New Zealand and the National Asthma Council Australia, New Zealanders are also able to benefit from this program.

The program is a type of sponsorship program, although approved products and services must satisfy our independent Product Advisory Panel they do no harm and may offer relative benefits to people with asthma or allergies.

UNDERSTANDING PROCESSES AND TREATMENTS

A number of Sensitive Choice® approved products are approved (in part) because the products contain certain treatments or attributes. Following is a brief overview of some of these.

HEALTHGUARD

HealthGuard® is an anti-microbial product that can be formulated into various finishes. It works to inhibit a broad spectrum of bacteria, fungi, moulds and house dust mites. It acts in two ways: firstly as a repellent that causes mites to move away from treated areas and secondly by inhibiting the growth of food sources such as yeasts, mould and bacteria.

HEPA FILTER

HEPA filters ("High-Efficiency Particulate Air" filters) are high-standard filters that are used in some vacuum cleaners. A HEPA filter removes 99.97% of all particles greater than 0.3 micrometer from the air that passes through. This is beneficial for people with asthma or allergies because the filter traps the fine particles that trigger asthma and allergy symptoms i.e. pollen and dust mite excretions.

MICROBAN

Microban® antimicrobial protection is built-in to products during manufacturing to provide continuous antimicrobial product protection. It helps to prevent the growth of bacteria, mould and mildew.

ULTRA-FRESH

Ultra-Fresh® is an antimicrobial treatment added during the manufacturing process. It is designed to limit the growth of bacteria and fungi and has been shown to reduce dust mites.