



Home Office Workers
Are at risk from toner dust seepage.



Children
May develop asthma from early allergen exposure.



Asthma & Allergy Sufferers
Endure acute attacks.



Pet Owners
Suffer exposure to allergenic pet dander.



Pregnant Women
Must protect undeveloped fetal immune systems.



Elderly People
Have the highest asthma mortality rate.

No matter who you are or where you live, a Miele vacuum cleaner can help make your home a safer place to breathe.

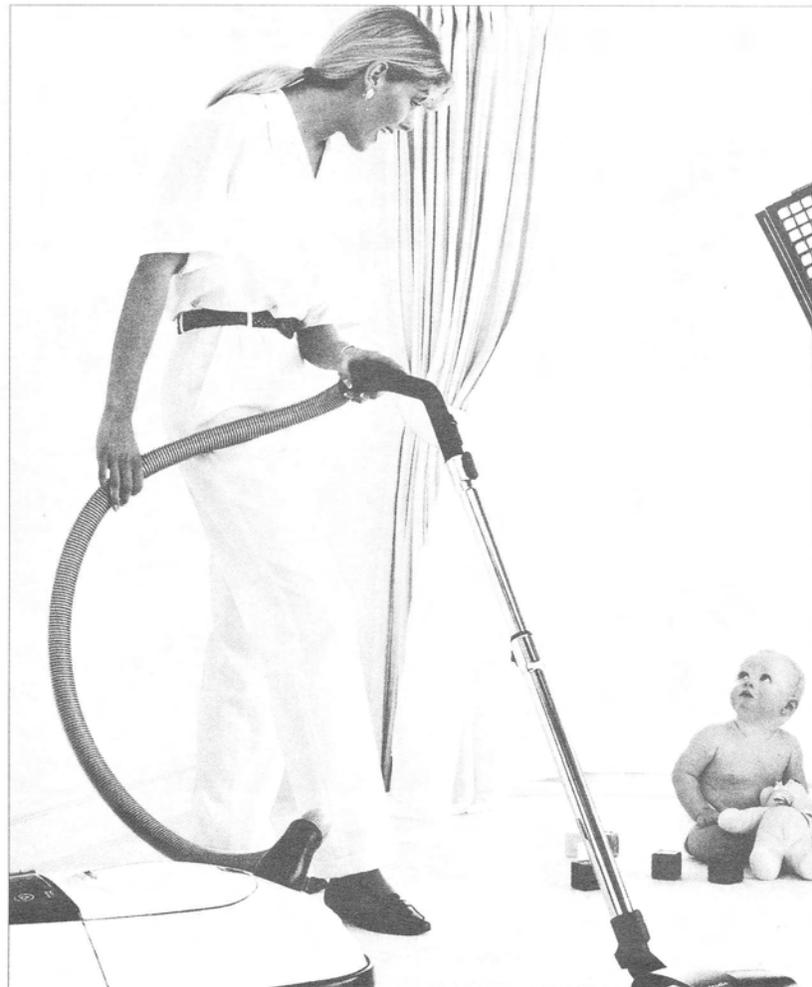
Miele vacuum cleaners offer a unique combination of superior sealing, suction and filtration to efficiently remove Lung Damaging Particles from the air. Lung Damaging Particles (L.D.P.s) are particles that, at between .5 microns and 9 microns, are so small that they can pass through the body's defenses, yet are large enough to be caught in the lungs. L.D.P.s pose a serious health risk, and in some cases are toxic. Asthma and allergy sufferers, children, the elderly, pet owners, people with home offices, pregnant women, your healthy family: all are at risk.

L.D.P.s are brought into your home's air from numerous sources.

L.D.P.s originate both inside and outside the home. Cooking the evening meal, spores and molds from damp carpets or floors, dust mites from upholstery and carpets, chemical treatment of drapes, air freshener powders, pet dander, combustion L.D.P.s from fireplaces, woodstoves and automotive exhaust, toner dust and other L.D.P.s generated in home offices, household cleaning chemicals, cigarette smoke, lawn and garden granular pesticides, agricultural and industrial pollutants from distant sources... all can contribute L.D.P.s to your home's air.

Cleaning with some vacuum cleaners can increase the risk.

Ironically, cleaning with some vacuum cleaners can actually increase the risk to you and your family by stirring up L.D.P.s lying on floors and other surfaces, then sending them into the air.



A HEPA-equipped Miele brings a new level of clean to your home environment.

The tiny, deadly world of Lung Damaging Particles

Visible Only by Microscope

Bacteria from Air Conditioners

Common Household Allergens from Dust Mites & Pet Dander

Automotive Exhaust from Nearby Highways, Roads & Attached Garages

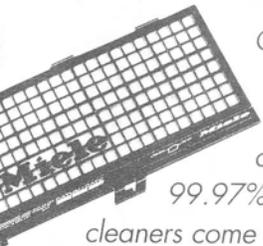
Granular Pesticides & Lawn Chemicals

Combustion Fumes from Fireplaces, Furnaces, Woodstoves & Household Grills

Toner Dust from Home Copiers, Faxes & Printers

Household Disinfectant Cleaners

A Miele vacuum cleaner, equipped with the S-class HEPA filter, is 99.97% effective in capturing L.D.P.s.



One of the most effective steps that can be taken toward creating a safer home environment is to vacuum with a HEPA-filtered Miele vacuum cleaner. HEPA filter technology is so effective, it is used to clean the air in virtually every surgical suite in the nation, capturing 99.97% of all particles .3 microns and larger. Where other vacuum cleaners come up short is in containing particles the S-class HEPA filter captures. Poor filtration can allow L.D.P.s to escape back into the air where they are easily breathed in.

No other vacuum cleaner can match the efficiency of Miele's Sealed System, with its unique ribcage design for superior suction. Miele's advanced ribcage design maintains cleaning power, even as the dust bag fills. The Sealed System and Post-Motor Filter Design allow virtually no L.D.P.s to escape. The result: the exhaust is actually cleaner than the air in an average room. It's important to remember that a HEPA filter is only as good as the engineering of the vacuum cleaner it's installed in.

Replacing your vacuum cleaner is a lot easier than replacing your lungs. The HEPA-equipped Miele vacuum cleaner is one of the most effective cleaning machines ever produced. Quite simply, its superior engineering can help make your home a safer, more pleasant place to live.

Your Miele dealer can help you choose the Miele vacuum cleaner perfectly suited to meet your needs, and improve your home's air quality today.

Whether you live in an urban area or a suburb...



in an apartment or a house...



you'll appreciate the healthier environment an S-class HEPA-equipped Miele vacuum cleaner can help provide.

Always in season: Lung Damaging Particles. Anytime of the year... your home is a breeding ground for Lung Damaging Particles that a Miele vacuum cleaner with HEPA filter can help capture.

Winter

Today's well insulated house does an excellent job of trapping winter L.D.P.s:

- Smoke from fireplaces and woodstoves
- Carbon exhaust from warming up car in attached garage
- Improperly maintained central heating systems and dirty furnace filters
- Family pets kept inside in colder weather

Spring

With the warming breezes of spring come outdoor L.D.P.s:

- Spores, molds and atmospheric impurities
- Granular lawn pesticides and garden chemicals
- Mold, mildew and bacteria from damp basements or carpets
- Disinfectants from spring cleaning

Summer

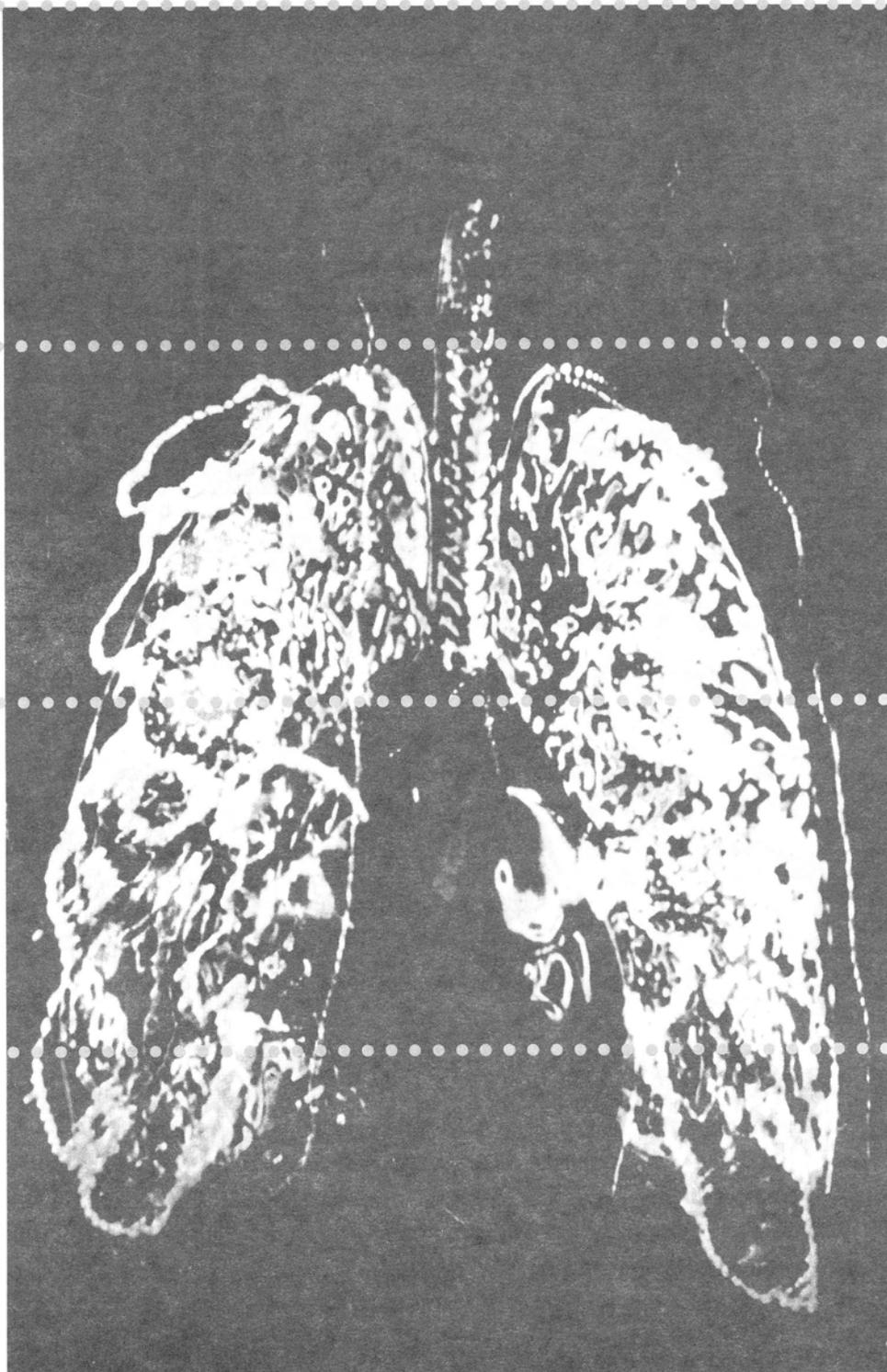
Homes sealed up for air conditioning effectively trap seasonal L.D.P.s:

- Molds and mildew from air conditioner condensation
- Increased concentration of some L.D.P.s due to atmospheric humidity
- Smoke from backyard grills
- Automotive carbon exhaust from roadways

Fall

Cooler weather brings open windows, and another opening for L.D.P.s:

- Smoke from burning leaves
- Toner dust from home copiers, faxes and printers
- Enhanced L.D.P. buildup caused by weatherizing for the coming winter



Miele is a proud sponsor of the Clean Air Challenge®, nationwide bicycling, running and walking events supporting American Lung Association efforts to clean the air we breathe. After all...

When You Can't Breathe, Nothing Else Matters®

Miele®

Anything else is a compromise.

3670 SUITE #2 CLAIREMONT DRIVE
SAN DIEGO, CALIFORNIA 92117
(858) 270-7532