



The Solution For Transferable Bacteria and Germs at Home

Abstract:

Antibiotic resistance, and touchpoint contamination present households with an uphill battle costing us dearly in both funds and our own lives. Our everyday disinfection and cleaning procedures are not sufficient to address this problem. The answer to this problem requires us to look past current best practices and conventional wisdom. It requires a shift in thinking from disinfecting to protecting.

The Cost of Infections That Originate in the Home

Households are where our health and wellness precedents begin, and we are working, often times around the clock, to make sure our home is safe for us and our families. Even so, as a place that does not always have access to professional and commercial cleaners, special consideration needs to be given to how we are on the front lines of the microbial war and that means taking a hard look at why the spread of germs and bacteria are on the rise and who is responsible.

Infections and viruses start in the home, leave the home, and come back to the home. They cost us in more ways than one, but we see it clearly in the Flu Season and other infections that are spread around schools and workplaces. Infectious diseases caused by microbes are responsible for more deaths worldwide than any other single cause.

The Truth About Germs is a fact sheet published by the Global Hygiene Council. The council is a consultative effort spreading awareness about germs and bacteria, and offers some ways to help keep your house a safer place. This council has this to say about the reality of germs in the home;

“Germs mainly enter the home on people, food, in contaminated water or via pets and pests. Once inside the home they can be transferred from person to person or from the source to a person by direct contact, or through indirect contact via a surface and back again. This latter process is often called cross-contamination. Cross-contamination is one of the greatest causes of illness and disease in the world, where a greater focus on the practice of improved and targeted hygiene measures in the home could lead to a reduction in infectious diseases on a global scale.”

There are many different ways that people can take the offensive in their home and limit their unintentional contribution to the problem; being more intentional about cleaning the house more often, and eliminating the threat of cross-contamination and choosing an antimicrobial answer that works around the clock to protect people and their family from dangerous germs and viruses.

The Problem Of Over-Cleaning with Toxic Chemicals

One of the problems that arise from awareness of these germs in our home, is cleaning with dangerous chemicals. These chemicals may get the job done, but only for a short amount of time, and are not safe to touch or have around children. Because these chemicals only last for a short time, more money needs to be spent to keep a home clean. The average american spends 42 dollars a month on cleaning supplies, that is 504 dollars a year spent on toxic chemicals to use in the home. The disadvantage does not stop there. There are consequences

for using these chemicals in the home.

Women's Voices for the Earth, who's tagline is: "Our Health, Our Future, Toxic Free" recently released an article on the hidden toxins in the everyday cleaners we buy.

"Cleaning product companies tell you that to keep your home clean and smelling fresh, you need to rely on an army of cleaning and air care products. Sprays, wipes, powders, liquids and more are sold with the promise of improving your home and your health by removing dirt and germs. More often than not, these products are also infused with fragrance to add a pleasant sensory experience to your everyday chores and to give your home that "clean" and "fresh" smell of lemon or pine forests.

What companies are not telling you is that cleaning products can contain toxic chemicals that may harm your health. Manufacturers often recommend frequent and repeated use of their products, but this also translates to frequent and repeated exposures to potentially harmful chemicals. You may inhale these chemicals by breathing indoor air and some of them can be absorbed through the skin. Long-term exposures to certain chemicals found in household cleaners have been linked to serious health problems like pregnancy complications, breast cancer, birth defects, asthma and allergic reactions."¹

Women's Voices For the Earth and many others have taken up the cause of responsible cleaning in the home. There is a time and place for that problem to be sure, but there's another more immediate concern that make should make people extremely nervous: superbugs.

The Threat of Cross-Contamination

According to the CDC 80% of of cross-contamination comes from human touch-points. A door-knob, a kitchen counter, a bookshelf, everyday furniture, a bed rail, a reassuring hand and a thousand more examples. There are endless opportunities for cross-contamination across a household and while renters and homeowners should always adhere to their cleaning and disinfecting their home, that alone cannot account for the spread of germs by people living in the home and guests.

Additionally, the method of cleaning and disinfecting can only go so far. Even if the disinfectant is 100% effective, that surface is only safe until someone touches it; turning a disinfected site into a contaminated one can happen minutes after the application.

The methods are only as thorough as the tools used to apply them, can someone guarantee that every inch of every surface is clean, long after they clean it? More importantly can people ensure that the cleaning tools and household items used are completely clean before every use - every time?

¹ [The Truth About Germs Fact Sheet](#) by Global Hygiene Council

We at Everest Microbial Defense™ believe most renters and homeowners cleaning their home are doing all they can with current best products and practices, and that it is time they were presented with a viable offensive to a relentless opposition.

Disinfecting Down To A Science

At Everest Microbial Defense™ we believe your family and belongings are precious. Instead of just relying on toxic products, we provide an offense that when combined with your current cleaning routines keeps every surface of your home 99.96% disinfected for 90 days.

Everest's EV360™ coats every inch of every surface with an invisible blanket of molecular spikes, safe for humans and sensitive equipment, deadly for microbes. By attracting microbes Everest Microbial Defense™ spikes help you protect between cleanings, killing microbes instantly with their deadly one-two punch; rupturing the cell wall and imparting an electric shock as a result of their opposite charge. Microbes cannot survive this biomechanical kill or adapt to become resistant, keeping you safe and your family safe from superbugs to the common cold and everything in between.

EPA registered, Everest's EV360™ is no smoke and mirrors solution. It's a biomechanical kill tough enough to face Healthcare Associated Infections head on and dramatically reduce the threat to your home!

Additional Sites Consulted:

1. [Hospital Infection Control](#) - Extending The Cure
2. [Detect and Protect](#) - CDC
3. [U.S. Department of Health & Human Services](#) on Healthcare Associated Infections
4. [The Centers for Disease Control and Prevention](#) on Healthcare Associated Infections