



Dear Colleagues and Clients,

Now that spring has sprung, we can almost hear all those windows being flung open as people focus on seasonal cleaning and sprucing up their homes!

Along with the change in seasons come some allergy issues, so we thought it was a good opportunity to focus on one of our healthy air partners, [www.stopallergy.com](http://www.stopallergy.com), whose founder, Dr. Jonathan Bernstein, is interviewed in this HomeBuyer's Preferred **Healthy AIRreport**.

In this report we're also completing our look at basic radon facts, with an emphasis on the health impact of increased radon levels. Recently, we provided the column "What You Need to Know About Radon" for the April issue of MOBILITY magazine, which will also remain posted online as a downloadable Coalition Corner training module at [www.realestatecoalition.org](http://www.realestatecoalition.org). We've included a few other items of interest as well (to enhance your quality of life!) that can be shared with others in your work and personal relationships.

As always, we welcome your comments on the resources we provide. In the meantime, happy reading!

Phillip A. Kosanovich  
President  
HomeBuyer's Preferred, Inc

## Radon REVEALED

In our last issue, we talked about how radon gets into the home and what are considered acceptable or unacceptable concentrations of radon. As you know, the Environmental Protection Agency recommends that radon levels in homes be reduced if the measured level is above 4pCi/. The only recognized health effect of exposure to radon is lung cancer, and we know that a radon concentration of 4pCi/l increases the risk of lung cancer in occupants by a factor of eight. The National Safety Council estimates that radon could cause anywhere from 7,000 to 30,000 deaths per year.

If radon is present in a home, radioactive particles in the gas can become trapped in the occupants' lungs. As the particles emit radiation, lung tissue is damaged, which may lead to lung cancer with long-term exposure. In a smoker, the risk is exponentially higher because alpha particles can adhere to smoke, linger near the nose and mouth, and travel inside the lungs more easily. In fact, if 1,000 people who smoke are exposed to a 4pCi/L level of radon over a lifetime, about 29 will get lung cancer, compared with two out of 1,000 non-smokers exposed to the same conditions.

But the good news is that we can make a difference in these statistics by testing and remediating homes as they change owners... and create a healthier environment for current and future occupants.

## Every breath you take...

... isn't just the title of a song by the Police! Did you know that the way you breathe has an effect on your levels of blood oxygen? In fact, proper deep breathing helps keep you healthier in a number of ways, from facilitating your digestion and circulation to enhancing your mental capabilities to improving fitness (no, it won't take the place of a workout, in case you were wondering).

Respected alternative health guru Dr. Andrew Weil is a staunch proponent of deep breathing. In fact, he's noted that, "If I had to limit my advice on healthier living to just one tip, it would be simply to learn how to breathe correctly." Surprisingly, babies seem to be the best at deep-breathing techniques - you can actually see their bellies expand and contract with each breath! As we grow older, we breathe more shallowly when we're angry or stressed... or when we're trying to keep our tummies as flat as possible to look thinner! Here's how to find out if you're breathing correctly: Put your palms against your lower abdomen and blow out all the air. Then take a big breath. If you're doing this correctly, your breathing should be slow and even (preferably, breathing should be done mostly through your nose), your abdomen should expand when you inhale and air should feel like it's flowing fully into the very center of your stomach.

## FOCUS ON: STOPALLERGY

Some say that necessity is the mother of invention, but in the case of Dr. Jonathan Bernstein, allergist and founder of the stopallergy.com website, it was frustration!

"I started stopallergy because I wanted to make it easier to provide patients with access to scientifically proven products that would reduce or eliminate their exposure to indoor allergens," he said. "So in 1997, the 'One Stop Allergy Shop' - a retail store - was established." Over time the shop evolved into a national catalog, then into stopallergy. Bernstein notes that stopallergy is different from other allergy sites in a number of ways: "We offer expertise in environmental control interventions, so patients can call and get valuable information on how their indoor environment interfaces with their clinical problems. As consumer advocates, we price products affordably so patients can take advantage of their medical benefits; we are scientific evidence-based so that we can inform patients whether studies have been performed to support product claims, and we're easy to use. Our focus is strictly environmental control products. We believe you don't need a thousand products to perform successful environmental control interventions... so our catalog is concise and to the point."

The site is very robust, anchored by Dr. Bernstein's experience and passion around the project, a core of dedicated physicians and professionals who

contribute, a scientific advisory board, and excellent feedback from those who visit and order from the site. "We are trying to continuously build up our site," said Bernstein. "We're finding that stopallergy is a helpful resource in the medical community, as our referring physicians use this as a reference to their patients. In just minutes, visitors to our site can find extensive information about allergen avoidance measures, pictures of allergens, and videos of dust mites on a head of a pin or on a penny!"



Dr. Jonathan Bernstein

[stopallergy.com](http://stopallergy.com)

*What you'll find on the site:*

- **THE ALLERGEN ALERT KIT** (produced in partnership with HomeBuyer's Preferred) that tests for the presence and level of eight of the most common indoor allergens.
- **ASK AN ALLERGI**ST submit your question to a practicing allergist to get answers about your environment and effective environmental control products.
- **SHOP ONLINE** for products by type, allergens, odors and irritants, for infants, home, workplace and travel.
- **CREATE A HEALTHY HOME** (a virtual tour to identify allergen sources and suggested controls)
- **PHYSICIAN REFERRALS**
- **FAQs**

### CLIENTS & COLLEAGUES!

As a special courtesy to HomeBuyer's Preferred clients, **stopallergy** is extending a 15% discount (\$50 maximum per order) on all of the products listed on its website and in its catalog. To take advantage of the offer, simply contact Jeff Dorsey toll-free at 877.566.3786 or e-mail [HPIsavings@stopallergy.com](mailto:HPIsavings@stopallergy.com) and identify yourself as a client (or friend) of HPI!

### "Airing" on the Side of Caution...

Did you know that those ionic breeze systems and electronic air cleaners that are so popular are actually not recommended for home use by many allergy experts or the EPA? Dr. Bernstein notes that, "The popularity of these products is an example where marketing is more powerful than science. Ionizers and electronic air cleaners emit ozone, which is not only a respiratory irritant, but also heightens allergic responses. Individuals sensitized to dust mites who are then exposed to ozone have an enhanced allergic/inflammatory response. " Instead, allergists recommend HEPA air cleaners which don't release ozone and offer an effective means of air filtration that continuously cleans the air in a room.

### HPI WEBSITE WATCH!

Coming soon, our new HomeBuyer's website will have a special section on resources for radon, as well as helpful guidance on other healthy home air issues!

## HealthyAIRreport

Published by HomeBuyer's Preferred, Inc.  
Setting the industry standard for quality in radon protection plan services.  
2 Science Road • Glenwood, IL 60425  
1.800.325.5506 • 708.755.7011 fax  
[healthyair@homebuyerinc.com](mailto:healthyair@homebuyerinc.com)