

**If you
think the
danger's
out
there,
you'd
better
look
inside**



Indoor air pollution can be 10 times worse than L.A. on a bad day, no matter where you live.

Yes indoor air pollution. Thanks to the wonders of modern chemistry, you're being poisoned as you read this.

Right now, for instance, your walls are offgassing formaldehyde and 1,1,1 trichloroethane, which cause flu-like symptoms: headache, nausea, fatigue and sore throat. Your carpet is releasing an alphabet soup of unpronounceable compounds, most of which chew away at your immune system and make you feel run-down.

Many of these pollutants are "volatile organic compounds". That means they are chemically unstable. They turn into gas, or combine with other chemicals. Then, you breathe them.

And they are everywhere. They're in cabinets. Wood finishes. Paints, stains, and varnishes. Cleaning supplies. Anything made of plastic or vinyl.

Why are these dangerous compounds there, you ask.

Well, because they're cheap. And because no one has the time or resources to study the long-term effects of even the 50,000 most common chemicals. So there's no toxicity data for 4 out of 5 of them. *That's worth repeating: nothing is known about the effects of 4 out of 5 everyday chemicals.*

Actually, one thing is known. Some are fatal. The E.P.A. estimates that indoor air pollution kills thousands of people each year.

That's what happens when those flu-like symptoms turn into something worse. Like cancer. Kidney failure. Respiratory collapse. Fortunately, there's preventative medicine.

It's easy. It's cost effective. It's proven. It's products from AFM.

The AFM Solution

Back in the 1970's, no one was thinking about indoor air pollution. And AFM was just another

industrial manufacturer of paints, watersealers, solvents, and other building products. But AFM's founder became alarmed at what was going into his company's products. He asked the company chemists to explore alternatives to the toxic ingredients. In 1980, AFM introduced Safecoat Safe Seal.

Safe Seal got its first major trial at an armed forces hospital in Nevada, which had closed because it actually made allergy patients sicker. Doctors suspected indoor air pollution from walls, ceilings, carpets and everything else. After coating the interior of the facility with Safe Seal, it reopened successfully.

Other products followed: paints, stains, cleaners, a carpet care system, and more. These new materials were the least toxic possible, using cutting edge technology to focus on health and safety. Also, the products were all water-based, for safer handling and cleaner disposal. Today, a quarter of a century later, AFM makes the world's only full line of chemically responsible building and maintenance products.

You may think indoor air pollution won't effect you. But chances are it already has. Have you ever felt nauseated after painting or cleaning? Well, that's a neurotoxin for you. The problem is, these toxins affect you all the time. You might not feel downright sick. But maybe you'll feel run down and headachy as the afternoon wears on.



And it gets worse. Many of these toxins have a cumulative effect. That means you never get rid of them - they just collect until you reach your threshold. Then, something inside you breaks. In the old days, miners used caged canaries as a warning system. When the toxic gasses in a mine shaft built up enough to kill the canary, it was time to leave that shaft and move on to another.

Improved productivity, fewer sick days, better concentration, increased vigor.

Every year, thousands of men, women and children will die from indoor air pollution related illnesses. They're sending a clear signal: It is time to leave the old products, and move on to something better.

The growing case against toxic chemicals.

Doctors have linked indoor air pollution with ailments ranging from behavioral problems to kidney failure. In fact, a whole field of medicine has evolved: "environmental medicine."



Over the last ten years, an avalanche of evidence against toxic chemicals in everyday products has been developing.

Studies in this area have already caused more stringent regulations. These studies have provided ammunition for litigation. That's why you need to make the change now. Not just before someone forces you to, but before someone gets sick.

The EPA, in its 1989 Report To Congress On Indoor Air Quality estimated the health and productivity cost of indoor air pollution to be "tens of billions of dollars annually."

The good news is, you have the answer right here in your hands. Replace your current products with AFM products. We make just about everything you need: paints, sealers, stains, caul, adhesives, cleaners and more. All our products have been proven in use, by everyone from homeowners to hospitals. People who can't tolerate toxic chemicals in ordinary products have used our products safely for over 25 years. Others report improved productivity, fewer sick days, better concentration and increased vigor. Quite simply, AFM products work. Also, they work simply. You don't have to change anything to work with them. Safecoat paint goes on like any other paint. Our cleaners clean as well as any other cleaner. Only our products are safer. They're even simple to get. So tell us what you need. Then, use AFM products instead of the usual stuff. And let everyone in your building breathe easier.

Plywood and particle board are loaded with acetone and formaldehyde. These toxins evaporate, or "off-gas", causing flu-like symptoms: runny nose, itchy eyes, headaches, nausea, and sore throat.

Polyurethane wood finishes contain 2-ethoxyethanol, a chronic toxin that builds up until you reach your limit.

Most stains, varnishes and sealers contain acetone, methanol, and (take a deep breath) pentachlorophenol. On second thought, don't take that deep breath.

The distinctive smell of paint is actually dibutyl and diethyl phtalate, and a host of other compounds that cause nausea, dizziness, and sever headaches.

Everywhere you look, there's formaldehyde. Even where you can't look, there's still formaldehyde. Besides irritating your nose, throat and lungs, formaldehyde is known to cause cancer.

AMM. That new carpet smell. But what are you smelling? 1,3-butadiene, 1,2-dichlorobenzene, toluene, 1,1,1-trichloroethane, and a number of other narcotics. Yes, narcotics.

HOW WE'RE EXPOSED TO TOXIC CHEMICALS

- 750,000 new chemical substances are created each year. No agency can keep pace in discovering the harmful effects of these substances.
- Chemicals in building materials are used every day. 500,000 in 20 years. Formaldehyde, volatile organic compounds and solvents are among the most dangerous.
- Paints, cleaning solvents and other materials with toxic fumes. These products last months, even years, after installation or use.
- Toxicologists are still unsure of several air pollutants and their effects on a child. They may have asthma, leukemia and fatigue in memory loss, cancer and death.

"Offgassing: The Hidden Menace

Offgassing is like evaporation, only with no materials. It happens because even the densest liquid material isn't really solid. There are spaces between the molecules. And molecules can work their way into the atmosphere just like they do during evaporation. All of which would be just if the evaporation molecules were... see, water molecules.

Unfortunately, they're usually something a lot more lethal. Like formaldehyde molecules. They're also constantly building away, into the air you breathe. In movie theaters, schools, today's energy efficient buildings and in all the toxic gases we're accumulating. The only way to stop offgassing is to seal the gas in with an AFM product like Safecoat paint.

AFM Building A Healthier World™

Healthful Building Collaborations

State of Pennsylvania Keystone Project
Thoreau Center for Sustainable Development
San Francisco, CA
Olympic Training Center
Chula Vista, CA

Herman Miller SQA Manufacturing Center
Holland, Michigan
Sapporo City Schools, Japan
Hyperbaric Oxygenation Health Clinics
Victoria, BC

AFM Product Specifier

Interior Walls

New drywall

Safecoat New Wallboard Primecoat HPV (1c @350sq.ft./gal.)
Specified Safecoat Flat, Eggshell or Semi Gloss (2c @300sq.ft./gal.)
Previously painted (water or oil base)
Safecoat All Purpose Transitional Primer (1c @300sq.ft./gal.)
Specified Safecoat Flat, Eggshell or Semi Gloss (2c @300sq.ft./gal.)
Wall tile installation (6" Maximum)
Safecoat 3 in 1 Adhesive (50-120 sq. ft./gal. based on trowel used)
Safecoat Grout Sealer (100 lineal ft./quart)

Interior Woodwork

New unsealed – to be painted

Previously painted (water or oil base)

Safecoat All Purpose Transitional Primer (1c @300sq.ft./gal.)
Safecoat Cabinet & Trim Enamel (2c @300sq.ft./gal.)

New or resanded: Clear finish

Safecoat DuroStain (brush on wipe off application @350 sq.ft./gal.)
Safecoat Polyureseal BP Gloss or Satin (3c @350sq.ft./gal.) or
Safecoat Acrylacq Gloss or Satin (3c @350sq.ft./gal.) or
AFM Naturals Oil Wax Finish (2c @200-600sq.ft./gal.)

Exterior Walls

New unsealed wood & trim, previously painted (water or oil base) masonry & brick unsealed, previously painted masonry

Safecoat All Purpose Transitional Primer (1c @300sq.ft./gal.)
Safecoat All Purpose Exterior Satin (2c @300sq.ft./gal.)

Masonry or wood walls: Clear

Safecoat Water Shield (2c @300sq.ft./gal.)

New wood

AFM Naturals Clear Penetrating Oil (2c @200-600sq.ft./gal.)

Interior Floors

New unsealed or resanded wood

Safecoat Lock-in New Wood Sanding Sealer (1c @250sq.ft./gal.)
DuroStain if needed (brush on wipe off application @350 sq.ft./gal.)
Safecoat Polyureseal BP Gloss or Satin (3c @350sq.ft./gal.) or
AFM Naturals Oil Wax Finish (2c @200-600sq.ft./gal.)

Unsealed porous stone/masonry

Safecoat Penetrating Water Stop (1c @250sq.ft./gal.) or
Safecoat MexeSeal (semi-gloss finish) (3c @300sq.ft./gal.)

Limestone, travertine, unpolished marble

Safecoat MexeSeal (semi-gloss finish) (3c @300sq.ft./gal.)
or for a dull finish, Safecoat Water Shield (3c @300sq.ft./gal.)

Unsealed linoleum, VCT or cork

Safecoat Polyureseal BP Gloss or Satin (3c @350sq.ft./gal.) or
Cork may need bottom prep w/Safecoat Safe Seal (1c @300sq.ft./gal.)

Always test for compatibility

Unsealed concrete

If paint finish is desired: Safecoat Safe Seal (1c @300sq.ft./gal.) and
Safecoat DeckKote (2c @300sq.ft./gal.) If clear semi-gloss finish
is desired: Safecoat Mexeseal (3c @300sq.ft./gal.) or Safecoat
Penetrating Water Stop for flat water repellency-only finish.

Exterior Wood

New unsealed or resanded wood

Safecoat DuroStain (brush on wipe off application @250 sq.ft./gal.)
Safecoat Water Shield (flat Finish) (2c @300sq.ft./gal.) or
AFM Naturals Clear Penetrating Oil (2c @200-600sq.ft./gal.)

Painted wood decks

No Safecoat product available

Unsealed concrete where paint finish is desired

Safecoat DeckKote with or without aggregate (2c @300sq.ft./gal.)

Carpeting

Cleaning & Sealing

SafeChoice Carpet Shampoo Concentrate (1 qt.=1200 sq. ft.)
SafeChoice Carpet Seal carpet backing sealer (350 sq.ft./gal.)
SafeChoice Lock Out fiber sealer (350 sq.ft./gal.)
SafeChoice products not recommended on wool carpets

Installation

Safecoat 3 in 1 Adhesive (50-120 sq. ft./gal. based on trowel used)

Roofing

Flat roofs

Safecoat DynoSeal (4c @250 sq.ft./gal.) must topcoat with
Safecoat DynoFlex RoofGuard (2c @250 sq.ft./gal., fully tintable)

Roof fixture seams

Safecoat DynoFlex Natural (100 sq.ft./gal. at 15 mil) can be
topcoated with DynoSeal/RoofGuard

Foundations

Exterior below grade

Safecoat DynoSeal (4c @100 sq.ft./gal.)

Above grade

Safecoat DynoSeal (2c @250 sq.ft./gal.) must topcoat with
Safecoat DynoFlex RoofGuard (2c @250 sq.ft./gal., fully tintable)

Structural Materials

Plywood, particle board, OSB

Safecoat Safe Seal (1+c @300sq.ft./gal.)

NOT RECOMMENDED AS A FINISH SEALER

Miscellaneous

Previously painted surface

If clear coat desired: Safecoat Hard Seal
(@300sq.ft./gal.) multiple coats may be necessary based on
personal tolerance. (Note: white surfaces may develop
golden patina.)



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