

## Letter from the President

*Joe Muchow*

The year 2004 marks the 30<sup>th</sup> Anniversary of E.L. Foust, and we're celebrating with this first issue of "The Air You Breathe" Newsletter. Mr. E. L. Foust began this company inspired by the research of Dr. Theron Randolph, the "Father of Environmental Medicine". For the past thirty years, E.L. Foust Co. has provided products and education for chemically sensitive people all over the world.

It amazes me (and impresses me) how the mainstream media has picked up on Environmental Illness and Chemically Sensitive concerns. More and more people, even those who wouldn't necessarily consider themselves "EI", are concerned with mold in their homes, chemicals in their water, fumes from their home building products, and whatever might be in the air they breathe. Though E.L. Foust started over thirty years ago, our business is as relevant as ever, and continues to become more so as people become educated about the way they live and what effects it can have on their health.

We pride ourselves in being conscientious about running our business, from recycling, to packing materials, to efforts in our local community. Instead of mailing this newsletter out, we're taking advantage of the paperless world wide web! This first issue of "The Air You Breathe" is meant to be an effort towards the type of education process Dr. Randolph initiated and Mr. Foust helped propagate. Please feel free to contact us with any comments or information you would like to share!

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*Comments can be sent via post or email. Contact information is on the first page of this newsletter.*

*Please also visit [www.foustco.com](http://www.foustco.com)!*

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## Sustainable Homes

*E.L. Foust participates in Chicago Design Show in the Sustainable Living Exhibit*

During November, E.L. Foust participated in the Sustainable Living Exhibit at the Chicago Design Show at the historic Merchandise Mart. This was the first exhibit of its kind, and other exhibitor products included sustainable bamboo flooring, Conscious Choice Magazine, AFM Paints and many interesting and innovative products for the home. It was encouraging to see the steady stream of curious visitors walking through the exhibit, and great information was available to educate interested homeowners.

We brought our stainless steel Series 400 Unit and stainless steel Multi-pure water filter—both of which fit the bill in both form and function for modern kitchens and homes. ♦

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*"The problem of environmental illness needs addressing rapidly. Hundreds of thousands of people in the industrialized and developing world are having their lives ruined. Because its effects are often slow acting and its causes hard to prove, it doesn't generate a lot of noise. "*

*Peter Gabriel*

Source: The Environmental Illness Society of Canada ([www.eisc.ca](http://www.eisc.ca))

**JANUARY SPECIAL!!**

**15% Off**  
**Stainless Steel Series 400 Air**  
**Purification Units**

## Did You Know?

### Healthy Living Can Save You Money!

Assume a two person household is drinking the recommended eight 8 oz. glasses of water per day—that comes to around seven gallons per week. For anyone who buys their drinking water in bottles at the grocery store or elsewhere, not only is that a lot of water to lug back and forth, the costs can really add up! The Multi-Pure Countertop Model has a one time cost of around \$500 and assures you clean water at any time of day, without having to worry about plastic bottles of water. Not only is the reduction in consumption of plastics a good move for the environment, customers comment all the time that they prefer Multi-Pure filtered water in terms of taste (or lack of “taste” as the case may be). Think about it!

*Our innovative, highly effective Multi-Pure Plus Systems feature the solid carbon block filtration technology that combines mechanical filtration, electro-kinetic adsorption, and chemical/physical adsorption to provide the most effective contaminant reduction.*

### BUILDING A HEALTHY HOUSE?

**Dennyfoil Vapor Barrier** -You can save energy and reduce fuel costs with Dennyfoil. Quick, easy application to all types of walls, floors, roofs, and ceilings makes it ideal for commercial use.

**Polyken Tape** makes a perfect complement for installation.

**Skuttle Steam Humidifier**- IDEAL FOR use on heat pumps, electric furnaces, high-efficiency furnaces, and furnaces using set-back thermostats. Unlike most residential humidifiers, the steam function will inhibit microbial growth—and it also comes equipped with a flushing timer kit to minimize cleaning and maintenance. Combined with an Everpure H54 Filter system, your whole house will be supplied with healthy and pure water and air!

### CONFERENCE INFORMATION

E.L. Foust makes it a priority to attend relevant conferences and trade shows in order to educate ourselves and consumers. It is always an eye-opening experience to meet people who have concerns about toxicity and their health, and many of our great relationships have been formed through these discussions.

#### UP-COMING CONFERENCES

- **The International Academy of Oral Medicine and Toxicology (IAOMT)**: March 24 - 26 Crystal City Marriot Arlington, Virginia
- **Bio-Active Integrated Medicine**: May 14-16 Orlando, FL
- **Unite for Change: New Approaches to Pesticides and Environmental Health**: April 2 - 4 The 22<sup>nd</sup> National Pesticide Forum in association with University of California, Berkeley
- **American Academy of Environmental Medicine (AAEM)**: April 15 – 19 Sheraton Overland Park Hotel Overland Park, Kansas

### QUESTIONS AND ANSWERS

Q: How would I change the quality of the water in my whole house?

A: **The Everpure T-20 Whole house system** will filter up to 27,000 gallons of water and provides water for every tap in your house. Removes chlorine, tastes, odors, and particles down to 1 micron in size. All stainless steel housing allows for a low maintenance and durable filter system.

Q: What is the upkeep like on water filtration systems?

A: Most systems require a change of the filter on at least a yearly basis. Depending on the method of filtration, some filters cost more than others.

Q: Vacuuming literally makes me sick! Are there any ways to reduce sensitivity during this loathsome activity?

A: **The Nilfisk vacuum** can help. A sturdy, industrial quality machine that comes with all kinds of adaptors- Nilfisk is a sound investment that takes away the “pain” in cleaning.

Q: Even ordinary task, like washing my car, are intolerable due to the harsh chemicals. Does anyone make products like this for the Chemically Sensitive?

A: We carry the Ultra-Shield Brand as an alternative to commercial chemical products. **Ultra-Shield Polish** is ideal for your automobiles, boats, floors, furniture, glass, tile, and jewelry. It may also be used anywhere you desire a shield of protection and a shine of beauty.

#### Other Unique Cleaning products include:

\* The hypo-allergenic and unscented fabric cleanser, **Ultra-Safe Laundry** solution replaces detergent & chlorine bleaches.

\* **Ultra-Safe Plus+** is a powerful non-toxic multi-purpose cleanser. It uniquely eliminates Gram (-) & Gram (+) bacteria and also works wonders on **fungus, mildew, & mold!!**

\* And finally, a safe solution to wash your fruits and vegetables in! **S4Y Fruit & Veggie** wash is non-toxic and is great for washing off any pesticides or herbicides that may be on your fruit!