

Contact: Lisa Porter  
Porter Public Relations  
(949) 216-9970 - office  
(714) 658-7907 – cell

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## **New Product Fights Against Mold, the "Next Asbestos"**

ROWLAND HEIGHTS – People today strive to live in well-constructed, energy efficient and soundproof homes. But in doing so they may be making themselves prey to an insidious health problem: black mold, which many experts have labeled the "next asbestos."

Lawsuits are springing up all over the country because of the severity of the mold problem. Because homes are being built "tighter," moisture that is trapped within the walls before, during or after construction is contributing to the growth the toxic black mold.

It travels through the air and is inhaled by the occupants causing a multitude of health problems. It is so bad that many experts agree that the degree of health problems caused by black mold has been equated to those caused by asbestos.

A Mayo Clinic study, in fact, found that nearly all chronic sinus infections are the result of mold, and it has been linked to a 300 percent increase in the asthma rate in the last 20 years. Additionally, toxic black mold produces volatile organic compounds, which can irritate the mucous membranes and the central nervous system, leading to headaches, decreased attention span, difficulty concentrating and dizziness. Also, the mold can cause severe lung problems in infants and the elderly.

To help potential homeowners -- and developers who build homes or commercial

structures -- with this problem, No Burn of California offers two products: WOOD GARD Mih and PLUS Mih.

WOOD GARD Mih is a dual-action product that inhibits the growth of black mold and also is proven to be effective as a fire reactant. It is applied onto the wood during framing and does not decompose over time, meaning that its protective qualities are long lasting. However, it was not designed to cover drywall, which is why No Burn of California offers a product designed for specifically for this purpose.

The company's PLUS Mih is an interior coating that can be applied any place that accepts paint. Application is simple, as it can be sprayed onto an area much like primer. In addition to serving as a fire and mold inhibitor, this product reduces the production of deadly toxic smoke by up to 80 percent in places where it is applied. As an added benefit, all of the company's line is non-toxic, non-carcinogenic and easy to use. And, No Burn of California also offers a warranty on its mold products.

"WOOD GARD Mih and PLUS Mih protect your home from black mold, which can cause people to become very sick, and from the devastating results of fire, which can kill or maim," said CEO Bob D. Heinrich. "The question is: Why isn't everyone using it?"

Contractors and developers who opt for constructing with the products No Burn of California offers may be able to reduce their own and their customers' insurance costs. In addition, home builders and renovators may qualify for lower loan rates through a program No Burn of California has developed with Chase Home Finance, given the protection the product line provides, said Heinrich.

"We believe that in the near future the industry standard will be to use fire and mold inhibitor products in all new construction and renovations," said Heinrich.

Heinrich should know. He previously was CEO of the International Code Council and International Conference of Building Officials. The companies write model building, fire, plumbing and mechanical codes – codes that all U.S. construction is evaluated by. The codes are adopted by states. Cities and counties can make their own codes more restrictive than state-adopted ones, but not less.

For more information, please call 888-7NOBURN (888-766-2876) or e-mail [info@noburnca.com](mailto:info@noburnca.com). No Burn of California's Web site is [www.noburnca.com](http://www.noburnca.com).

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