

What Does 40 Lbs. of Household Dust Look Like?

10/6/2016

Art commissioned to demonstrate how much airborne dust the average home collects.
Febreze® Air Purifiers can help!

MARLBOROUGH, Mass., Oct. 6, 2016 /PRNewswire/ -- Dust bunnies: it seems like every home, even the cleanest of them, can have dust bunnies lurking in the corners, under beds, or behind doors. Held together by static electricity, these pesky formations grow larger as they collect common airborne particles such as dust mite waste, pet dander and fur, and even skin cells, hair and other debris. The dust bunnies can appear to grow or multiply if static charges build up causing them to be attracted to each other! Airflow and activity in the home have a lot to do with where the dust bunnies cluster. The problem is widespread, with over half of Americans reporting that dust collects most in their living room.i

To bring this everyday problem to life, the marketers of **Febreze® Air Purifiers** commissioned artist, Suzanne Proulx, to construct a series of sculptures, "The Dust Bunnies," using household dust.

Taking over two months to build, Proulx used an assortment of materials that included pet hair, lint and dust to bring these sculptures to life. This typical household debris was collected via vacuums and dryer lint traps in several homes. "It has been a labor of love creating these four bunny sculptures over the past few months for Febreze Air Purifiers," Proulx said. "With the help of my art students, friends and family, I was able to collect enough dust, pet fur and more to bring these four sculptures to life."

"We often don't realize how much dust and other allergens are in our home's air until we find these particles forming dust bunnies," said Mary Anne Ryan, Associate Marketing Director for Febreze Air Purifiers. "We commissioned this sculpture series to help illustrate just how much dust can collect in one home over a period of one year, which can be up to 40 pounds.ii Febreze Air Purifiers have dual-action filters that can capture up to 99 percent of airborne particles that pass through the filters before they settle in a home, helping to reduce dust

collection on surfaces over time."

If dust bunnies are a household nuisance that you can't seem to stay ahead of, the marketers of Febreze Air Purifiers offer advice: try dusting surfaces with a damp or microfiber cloth at least once a week or use an electrostatic mop for those hard to reach places like under the bed. Also, as a preventative measure, replace your HVAC system air filter regularly and run a Febreze Air Purifier in heavily trafficked rooms to help remove airborne particles that can contribute to dust build-up on surfaces. Febreze Air Purifiers help provide cleaner and fresher air in the home with dual-action filtration that removes up to 99 percent of airborne particles that pass through the filters and trap household odors all while adding a fresh Febreze® scent, back into the filtered air.

For more information the Febreze Air Purifiers, please check out their website here:

<http://www.febrezeairpurifiers.com/>. To see more images of the dust bunnies, please refer to the link [here](#).

About Kaz

Kaz is a world leader in high quality healthcare and home environment products whose branded product portfolio includes PUR® water filtration products, Vicks® thermometers and humidifiers, Honeywell® humidifiers, heaters, fans and air cleaners, Braun® thermometers, SoftHeat® heating pads, SmartTemp® hot/cold packs, Febreze® air purifiers and more. Kaz USA, Inc. is part of the Helen of Troy family of companies. For more information about Kaz, please visit www.kaz.com.

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i Febreze Air Purifiers "Don't Fear the Dust" Survey, 2016

ii National Air Duct Cleaners Association, 2014

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