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New Filtrete™ Odor Reduction Filter from 3M FACT SHEET

Homeowners often turn to products to help mask odors in the home but often times do not realize that they also contribute to poor indoor air quality. Air fresheners release volatile organic compounds (VOCs)¹ in to the air while scented candles and incense may contain particulates, soot and chemicals.² The new Filtrete Odor Reduction Filter helps remove odors throughout the entire home while improving indoor air quality and helping to reduce airborne allergens such as pollen, mold spores and dust mite debris from the air passing through the filter. The filter has a unique two-sided design, with one side that captures large airborne particles and the second side that removes household odors.

Description: The Filtrete Odor Reduction Filter features carbon web technology that combines tiny pores of activated carbon with electrostatically charged fibers to help trap odors and gases from the air passing through the filter. It is the most effective³ odor-reduction filter at removing odors in the home, such as those from cooking, tobacco smoke, pets, mildew and cleaning chemicals.

The Filtrete Odor Reduction Filter also help maintain airflow in heating and cooling systems, which may help prevent stress on the system and reduce the amount of energy needed to reach desired indoor air temperatures. Other electrostatically charged filters with similar ratings are tightly woven and may restrict airflow in the heating and cooling system. This may cause the system to work harder and run longer.

The United States Environmental Protection Agency recommends changing the filter every three months⁴. An easy way to remember to change your filter is to do so at the start of ever season.

Product Benefits:

- 65 times more effective than other carbon filters at removing odors, such as those from cooking, tobacco smoke, pets, mildew and cleaning chemicals.
- Starts to remove even the strongest odors in minutes, after the furnace fan is turned on
- Captures large airborne allergens such as household dust, pollen, mold spores and dust mite debris
- Captures microscopic particles such as smoke, pet dander and smog
- Last up to three months for odor removal and particle capture for air passing through the filter

Suggested Retail Price: \$15.99

Availability: Filtrete Odor Reduction Filters are available at select home centers, hardware and grocery stores nationwide. They can also be purchased online.

For more information on Filtrete home filtration products, visit www.Filtrete.com and register to receive seasonal e-newsletters featuring special offers, filter change reminders, better home living tips and more. Find us on Facebook (www.Facebook.com/Filtrete) and on Twitter ([@Filtrete](https://twitter.com/Filtrete)).

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¹ U.S. Environmental Protection Agency: <http://www.epa.gov/iaq/voc.html>

² U.S. Environmental Protection Agency: <http://nepis.epa.gov/Exe/ZyPURL.cgi?Dockey=P1009D5G.txt>

³ Based on comparison of organic vapor capacity versus other national retail furnace filter brands.

⁴ U.S. Environmental Protection Agency:

<http://yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/12442b82bfb8047852575b4005722bd!OpenDocument>