

**“I’ll bet you a steak dinner I can  
increase your revenue, cut your  
expenses, maybe even add  
a few years to your life ...  
starting by this time tomorrow.”**

Dear friend,

I have extremely important news to share with you.

You may be wondering just what business I’m in, to make the bold claims above. You may be wondering what power I hold or what industries I control.

Before I reveal my personal secrets to you, let me tell you just how **critical** this letter is to the **health** and **welfare** of you and your employees. Even your own family. I’ll explain everything further on in this letter.

Listen ...

A decision you may have made in the past might cause one of your employees to have recurring headaches. That same decision might aggravate a seasonal allergy in another. And it might even cause yet another employee to contract cancer.

And if you allow in your home what you allow in your business, then your entire family is also at risk.

I am not a doctor or a scientist. The degrees I’ve earned did not come from medical school, yet I know more about keeping you healthy than most doctors, nutritionists and personal trainers.

I am a ...

*(please turn page over ...)*

... janitor.

I know of 150 chemicals that you use every single day in your office and at home that are killing you ... slowly.

Our government knows about them. So do the companies that make these chemicals ... the ones packaged in brightly colored, consumer friendly containers.

Sadly ... you won't know just how **deadly** these chemicals are until it's too late ... or until you finish reading this letter.

In just a minute, I'll tell you how to get your office and your home cleaned without killing yourself in the process and without spending a dime more than you do right now for janitorial or cleaning services.

But first, let me introduce you to one deadly chemical you probably use every single day ...

**Sodium laurel sulfate** should be familiar to anyone who brushes their teeth, washes their skin or shampoos their hair. You'll find this **toxic killer** and it's many variants in most toothpastes, soaps and shampoos. It is well known to government and industry alike. **It causes cancer, is highly toxic and mutates living cells.**

Forty-one percent of cleaning chemicals are "dangerous" and 6 percent are too dangerous to even store or use at work or in your home.

*The Environmental Protection Agency—2001 Report*

Chemicals like ...

- **Butoxyethanol** in your glass and tile cleaner poisons the liver and kidneys and may cause problem pregnancies.
- **Phenol** in your degreaser irritates mucous membranes and can cause chronic lung disease.

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- **Hydrochloric acid** in your toilet bowl cleaner will burn skin, mouth and throat; induce asthma-like symptoms and cause reproductive disorders.
- **Sodium dodecyl benzene sulfonate** in your metal polish may cause eye damage and skin burns along with disorders of the central nervous system and cancer.

## **Why you loose productivity ...**

What you may pass-off as the flu or a common cold or the result of stress may be a **bad reaction to the chemicals you and your employees eat and breath in every day.**

A recent State of Massachusetts study concluded that 50 percent of all illness is due to poor indoor air quality.

Every time you or an employee takes a day off for being "under the weather" chances are pretty good you're **under the influence of dangerous chemicals ... the ones found in your washroom or utility closet or the ones used by your janitorial service.**

The EPA has determined that chemical pollutants – emissions from cleaning chemicals and products – is one of three contributors to poor indoor air quality. Call us today and we'll tell you what the other two are. You'll be shocked and amazed.

## **The government won't protect you**

As dangerous as these chemicals are, the government does not require the chemical companies to tell you just how unsafe they are. You're on your own.

And get this ...

According to OSHA safety rules, if half the animals

*(please turn page over ...)*

tested with a certain chemical survive the ordeal, that chemical is considered safe for humans. Few people get cancer from using a window cleaner one time. But what happens when you use it once a week over 20 or 30 years? **The government can't tell you because they don't know.**

And if the chemical companies know, they sure as heck aren't going let you in on their **dirty little secrets.**

But this much is certain ...

Just 100 years ago, 1 out of every 8000 people got cancer. Today, despite vast improvements in health care and vast improvements in workplace health, 1 out of every 3 people gets cancer. That scares the dickens out of me. How about you?

And I'm not making any of this up. These are real numbers from the **American Cancer Society.** If you haven't been afflicted with cancer yourself, you probably know someone who has. Isn't that true?

Now don't expect the chemical companies to tell you the truth. They produce **1000 new chemicals each year** and they're counting on your consumer loyalty to rake in those huge profits.

Do you have kids?

Just 30 years ago the 3 major childhood illnesses were chickenpox, measles and mumps. Today it's asthma, ADD and cancer. What are we doing to our own children?

## **Our products and services are safe for humans**

No other company can make that claim. That's the honest truth.

Our natural-ingredient cleaning solution is made with hydrogen peroxide, the very same stuff your mom put on your cuts when you were a kid. And orange oil, squeezed from real orange rinds. No chemicals. Ever.

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**They're potent cleaners provided by Nature.**

But you wouldn't be able to make it yourself after a trip to the grocery store. Our solutions are super concentrated and every type of stain requires a specific formulation. In fact, we have special equipment just for that purpose.

**An honest guarantee I can back up**

By now you may be wondering about those guarantees I gave you earlier ... more money, less expenses and more time.

Increase your productivity

Syracuse, NY schools improved attendance by an average 11.17 percent and gained \$2,513,250 in additional funding the first year after implementing a non-toxic cleaning program.

How much more money would you pocket if you improved productivity at your company by 11.17 percent?

**The program included the use of only non-toxic cleaning chemicals along with the use of only ultra-high filtration vacuums on all floor surfaces. This is exactly what we use to clean other offices in your neighborhood.**

Spend no more than you do now

What ever you spend now for janitorial or cleaning services that use deadly chemicals, I can pretty much assure you it won't cost you any more to switch to our safe and healthy services.

In fact, I'll bet a steak dinner on it.

That's right. If I can't meet the price you now pay to have your business cleaned with life-threatening chemicals, I'll invite you to be my guest for a steak dinner at a really nice restaurant. Who says there's no such thing as a free lunch (or dinner)?

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More time for fun and leisure

If the increased productivity associated with healthier and happier employees doesn't grant you more leisure time, then consider this ...

You might just live a while longer if you get rid of those dangerous chemical cleaners and switch to CleanStart Janitorial Services.

Imagine that it's 6 months from now ...

You've switched to CleanStart Janitorial Services and just like Lynne Shapeler at First Presbyterian Church of Plano, Jane Hall at Mansfield Community Bank and Rochelle Scott at RE/MAX Advantage, you and your employees are breathing easier and sleeping more soundly.

You're more relaxed at work and you no longer smell those awful chemical odors. Absenteeism is down; production is up. You even look younger. Handsome devil you.

Half of what I wanted to tell you wouldn't fit in this letter. So pick up the phone and call me right now at 972-261-9800. I'll share a few more amazing secrets that'll surely put a smile on your face.

Sincerely,

Glen Springfield  
CleanStart Janitorial Services  
2701 West Airport Freeway  
Suite 106  
Irving TX 75062  
972-261-9800

**PS:** remember ... CleanStart's non-toxic cleaning solutions work just as good as those toxic chemicals other people use ... they won't cost you a dime more to use than you're paying right now ... and they'll keep you and your staff a lot healthier too.