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For Immediate Release

Rug Doctor® Introduces Cleaning Product to Aid Relief of Allergy Sufferers

Anti-Allergen Cleaner Helps Remove Allergy Triggers in Carpet

PLANO, TX (September 8, 2011) – Just in time for indoor allergy season, Rug Doctor® (<http://rugdoctor.com/>), the manufacturer of the most convenient do-it-yourself hot water extraction carpet cleaning machines and products, has introduced a new Anti-Allergen Carpet Cleaner.

“Fall and winter can be tough for those who battle allergies, and when temperatures drop, people head indoors where they encounter a whole host of allergy triggers,” said Susan Natoli, manager, cleaning products of Research and Development at Rug Doctor. “Our Anti-Allergen Carpet Cleaner is formulated to not only cleanse and refresh carpet, but paired with our machines it helps to help alleviate indoor allergy triggers by trapping and extracting irritants such as pollen, pet dander and dust mite allergens.”

According to the Asthma and Allergy Foundation of America, an estimated 50 million Americans suffer from various allergies. Rug Doctor’s machines and unique Anti-Allergen formula encapsulates allergens in carpet so they are easily removed when vacuumed, resulting in a healthier home environment for allergy sufferers.

“Carpet is the biggest air filter in the home, and it needs regular cleaning with a Rug Doctor,” said Natoli. “The Anti-Allergen product is the perfect addition to your arsenal of weapons to fight indoor allergens.”

In addition to regular carpet deep cleaning with Rug Doctor every three to six months, Natoli recommends three key tips to help keep allergy triggers at bay:

- **Make it a Routine:** Dust and vacuum weekly to remove dust mites, pollen and pet hair from your home, and try using a damp cloth when cleaning to trap dust and keep it from rematerializing in the air.
- **Keep Linens Clean:** Wash bed linens, including sheets, pillow cases and blankets weekly in hot water (at least 130° Fahrenheit) and consider using protective bedding products, such as mattress and pillow covers to create a barrier.
- **Avoid Trigger Transfer:** If your allergies are severe, keep clothes you've worn outside away from your bedroom, especially bed linens and pillows, as well as other fabrics such as curtains and couches to avoid transferring allergens.

The new Anti-Allergen Carpet Cleaner currently is available in 96 oz bottle. To find a location in your area to rent a machine and purchase products, use Rug Doctor's [store locator](#).

About Rug Doctor

Rug Doctor cleaning systems have earned the prestigious Platinum Seal of Approval from the Carpet and Rug Institute. The company rents more than four million machines annually through retail outlets in the U.S. In addition to the new Anti-Allergen Carpet Cleaner, Rug Doctor markets solutions including: Oxy-Steam® Carpet Cleaner, Pet Formula Carpet Cleaner, Hi-Traffic Pre-Treatment, Urine Eliminator, Spot & Stain Remover, Odor Remover and Upholstery Cleaner. For more information, please visit www.rugdoctor.com; also, look for us on [Facebook](#) and follow us on [Twitter](#).

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