

WHAT IS MOLD?

Molds are a type of fungi and are neither plant nor animal. There are over 100,000 types of mold with at least 1,000 types found in North America and live in colonies growing on food, fabric, bathroom walls, construction materials, and soil. Mold proliferates through the release of spores into the air we breathe and are not visible to the naked eye.

Indoor molds cause two key problems.

1. They destroy the material that they feed on, including bathroom walls, carpets, insulation, and ceilings.
2. Exposure to high concentrations of certain types of mold creates health problems. For this reason, materials that are infected with mold need to be removed. In fact, mold is like a cancer, unless it is dealt with and removed, it will continue to grow. The only way to deal with mold is to eradicate it.

HOW DOES MOLD GROW?

Most homes and buildings have mold because they offer the three ingredients mold needs to grow:

1. Food, which includes materials high in cellulose content such as paper and wood. Drywall, wallpaper, carpet, ceiling tiles, dust, and dirt, are also food sources for mold.
2. Temperatures of 5 degrees to 38 degrees present the perfect environment for mold.
3. Finally, water is the key ingredient. Mold can not grow without moisture. Where there is moisture, you will find mold. This is one of the reasons that leaking pipes, roofs and ceiling, sewer backups, floods, and condensation end up causing mold issues.

Mold is a growing concern because we spend up to 90 percent of our time indoors, creating a situation ripe for health issues.

KILLING MOLD IS NOT THE ANSWER!

Getting rid of mold by applying bleach or chemicals is NOT the answer to the problem because dead mold spores are just as harmful to the human lung as live spores. You may have read or heard about the myth of the “[Mummy's Curse](#)” in which all of the Archaeologists that discovered King Tutankhamen’s Tomb eventually died. They, in fact, died from dead *Aspergillus* mold spores that laid dormant for centuries!

In addition, mold spores like [Aspergillus](#) and [Stachybotrys \(black mold\)](#) are **toxic** in both a live form and a dead form. The key to proper mold removal is to remove all of the mold spores.

Mold is toxic and can cause **many health issues**. In fact, mold produces mycotoxins that are pathogenic to animals and humans. In 2011 we posted an article on the uses of [mold as a biological weapon](#) to illustrate just how toxic mold is.

In the words of **GOT MOLD?** founder and President, **James C. Watson**:
“There is no chemical that should be sprayed on mold as the **dead mold spores are just as harmful as the living mold spores**. All standards and reference guides including the **IICRC mold removal guideline** frown upon spraying mold. **It is all about removal, air filtration and proper cleaning**. **When you spray stuff on mold it will release its spores into the air and the air is the last place you want a large contamination of mold spores**“.

GENANO® Technology Total Air Care™ AIR PURIFIERS reduces indoor air quality problems by removing and killing up to 99.99% of all airborne particle infection sources. Particles such as mold, bacteria, and viruses are the major causes. Airborne particles are causes of 50% or more of all illnesses according to the CDC.

Mold, Not Just a Health Problem, But a Structural One Too!

“Mold occurs normally in outdoor environments, serving as nature’s recycling center and breaking down the dead organic matter from animals or plants. Humans encounter mold and even inhale mold spores every day with no ill effects whatsoever. When mold occurs in an indoor environment, however, things change. Suddenly, mold and its accompanying spores (through which it reproduces) are encountered (and inhaled) in large concentrations. When you consider the job that mold is designed to do on organic matter, it becomes easy to see how it could become a serious health hazard.“

“Even **new homes may have mold problems**, so **mold inspections are recommended even for new home purchases**.

New constructions are often tightly sealed up between the time that construction is finished and the time the home is sold. Any moisture trapped inside will have no place to go, and over time may easily give way to mold and mildew growth.”

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 3. Finally, **water** is the key ingredient. Mold can not grow without moisture. Where there is moisture, you will find mold. This is one of the reasons that leaking pipes, roofs and ceiling, sewer backups, floods, and condensation end up causing mold issues.
- In addition to the many **health issues** caused by mold, it is also important to realize that mold can reduce property values and cause structural damage.

In fact, mold is like a cancer because it will continue to grow unless it is removed. Since mold continues to grow, it requires a constant supply of food, which should be a

concern for any property owner because it destroys the surface that it is growing on. Simply treating mold is not enough.

To effectively remove mold and conserve your property values, the contaminated material should be removed and then the environmental conditions, particularly humidity issues, should be controlled.

If you have mold, you should not wait and let it continue to grow. The sooner your mold issues are addressed, the less likely you will experience structural damage to your home or building, that will reduce the value of your property.

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