



# Hints For Homemakers



## A New Way To Neutralize Unpleasant Odors Living In Your Home

(NAPSA)—There's good news for those who are looking for a convenient way to eliminate household odors.

Vacuum cleaners have long been capable of removing the roughly three pounds of dirt the average American family tracks into their home each week.

However, until now, most vacuums haven't been armed with the ability to neutralize the odors living inside and outside the vacuum that also are tracked in by family, pets and houseguests.

Now, thanks to a new product, both bagged and bagless vacuums can take on the odor-elimination qualities of baking soda.

The product uses small white pouches that are packed with the natural power of baking soda and are emptied into a new vacuum bag or empty dust cup. The crystals inside each packet neutralize odors inside and outside the vacuum. From pet smells to moldy closets, the product, called Arm & Hammer Fresh-ins, is designed to eliminate unpleasant odors and leave a fresh, clean scent in the air after vacuuming.



**A new product has been designed to make it easier for both bagged and bagless vacuum cleaners to eliminate pet odors.**

"We've become a society of multitaskers, and the products we use to clean our homes should work just as hard as we do," said Leah Miller, product manager for Arm & Hammer vacuum bags, filters and accessories. "Fresh-ins does exactly that—by safely and naturally neutralizing home odors while you vacuum without any additional work or hassle."

A full line of vacuum accessories also is available. Described as premium allergen bags and filters, they were developed with two times the odor-fighting power of the company's traditional products and pack a powerful punch of baking soda to eliminate difficult pet smells, in addition to organic odors such as mold, bacteria and fungi. They also filter out pet dander, mold spores, dust and other allergens lurking on surfaces in the home.

"Consumers have let us know that they want an effective but easy-to-use product that eliminates household odors rather than covers them up," said Miller. "Whether it's food odors, mildew, cigarette smoke or pet odors, many unpleasant household smells prove too tough to tackle using traditional odor-eliminating remedies, but with the power of baking soda, Fresh-ins can eliminate these odors."

The vacuum accessories are available exclusively at Walmart stores and [www.walmart.com](http://www.walmart.com). For more information, visit [www.armhammervac.com](http://www.armhammervac.com).