



# The C I A Campaign

a campaign for C leaner I ndoor A ir

## Welcome to the No Fragrance Zone



**Please Do Not Wear  
Perfume, Cologne  
or Fragranced Products  
in This Section.**

*Note: The ingredient "Fragrance," listed in a product, could contain perfume and/or other chemicals. Please do not use products containing perfume or "fragrance" such as: lotion, body spray, body wash, hair spray, deodorant, aftershave, dryer sheets, laundry detergent, etc. if you sit in this section.*

▪ "As many as 50 million people in the United States suffer from allergic disease"  
~American Academy of Allergy and Immunity

▪ "In 1998, it was estimated that 26.3 million Americans have been diagnosed with asthma."  
~American Lung Association of Texas

"Up to 72% of asthmatics report their asthma is triggered by fragrance."  
~American Fragranced Products Information Network

▪ Approximately 12.6% of the population suffers from multiple chemical sensitivity (MCS), a condition in which they experience reactions from exposure to low concentrations of common chemicals..."  
~Journal Environmental Health Perspectives