

# Dryness a problem in your home?

Scratchy Throats

Cracked Hardwood

Itchy Skin

Damaged Furniture

Static Electricity

Dry Noses

Respiratory Ailments



# Generic Heating & Cooling

555-555-5555

www.generic.com

**\$ or % off**

Installation of an  
Aprilaire Humidifier

Expires 7/31/2005

**Offer**

of your choice

Expires 7/31/2005

- **Improve your comfort** – reduce static shock, itchy skin, dry noses and scratchy throats
- **Protect your well-being** – help reduce the symptoms of upper respiratory ailments
- **Save energy** – enjoy comfort at lower temperatures

*Call Generic Heating & Cooling... let us help protect your comfort and health with an Aprilaire Whole-Home Humidifier.*

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*“Increasing the humidity of your home helps eliminate the dry air that can irritate and inflame the respiratory passages in the nose and throat, and can relieve the discomforts of colds and the flu.”*

– A.D.A.M. Health Encyclopedia  
*leading interactive health & medical publisher*

**Aprilaire®**  
*Fresh Ideas for Indoor Air®*