

A Miele cleans even
what you can't see.

Bagless vacuums release up to
30x more particles than Miele.*



Research¹ proves Miele captures
and retains up to **265x more particles**
per minute than other leading brands.

Indoor pollution is the enemy.

A clean home is important to you. But what you can't see can hurt you.

The Environmental Protection Agency (EPA) has linked fine particle inhalation to several adverse health effects including asthma, bronchitis and lung disease.² Harmful particulate can become embedded in your lungs and cause serious symptoms including:

- Obstruction of airways
- Continuous coughing
- Difficulty breathing
- Irregular heartbeat
- Decreased lung function
- Respiratory and cardiovascular complications

Bagless vacuums could be harming your health.

What good is sucking up dust from the carpet and floors if it's just spewed back into the air?

Studies conducted by the American Lung Association found that fine particulate matter contaminate the air you and your family breathe in your home.³

And most bagless vacuums pose a double risk. Not only does the dust have a greater chance of escaping the unit while vacuuming, it also releases the dangerous particulate every time the bagless container is emptied into the trash.

The small dust cloud you see is just the tip of the iceberg.



¹All IBR Tests were commissioned at Miele's request. See complete test results on mieleusa.com.

²Health and Environmental Effects of Particulate Matter, U.S. Environmental Protection Agency; <http://www.epa.gov/ttn/oarpg/naaqsfm/pmhealth.html>

³Indoor Air Pollution Fact Sheet, American Lung Association; http://www.lung.org/assets/documents/ALA_LDD08_AQ_FINAL.pdf



Let's clear the air.

Why just clean the floor when a Miele cleans the air?

Miele's patented Original Sealed System™¹ takes HEPA certification one step further. Each individual compartment and the system as a whole are sealed with one continuous, durable rubber gasket, so particulate matter is trapped in Miele's disposable AirClean™ filtering dustbag.

It's engineering like no other, for those who never compromise when it comes to the air quality they breathe.

**Miele removes 99.99+% of dangerous lung-damaging particles and allergens.²
And that's just from the air.**



¹Miele's patented Original Sealed System™ available on select models.

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Miele owners breathe easier.

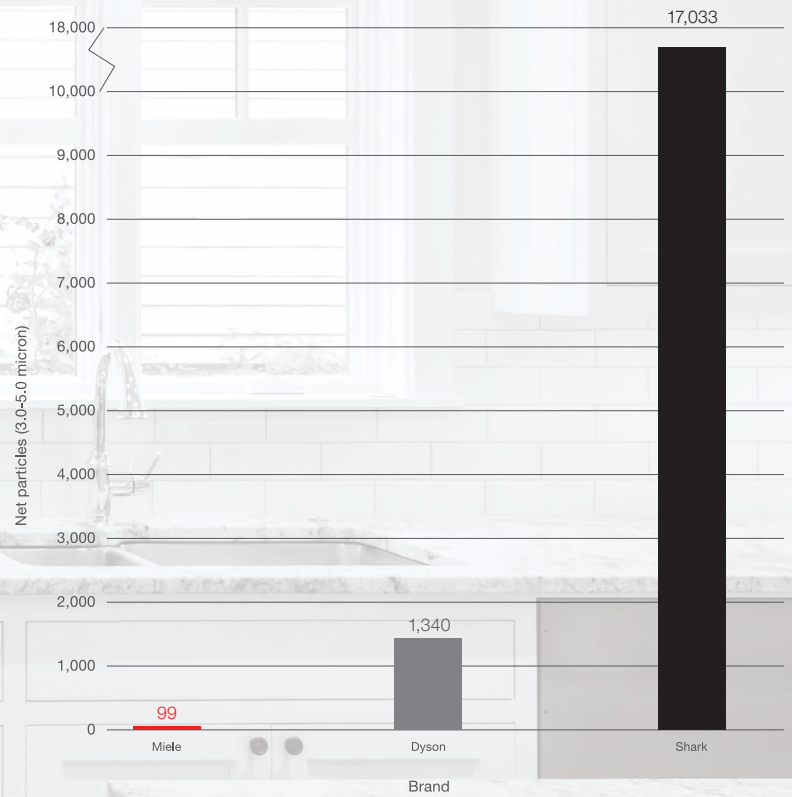
**When you empty a bagless vacuum in
your living space, you release a harmful
cloud back into your home.**

Tests¹ show that even far-away
bedrooms aren't safe.



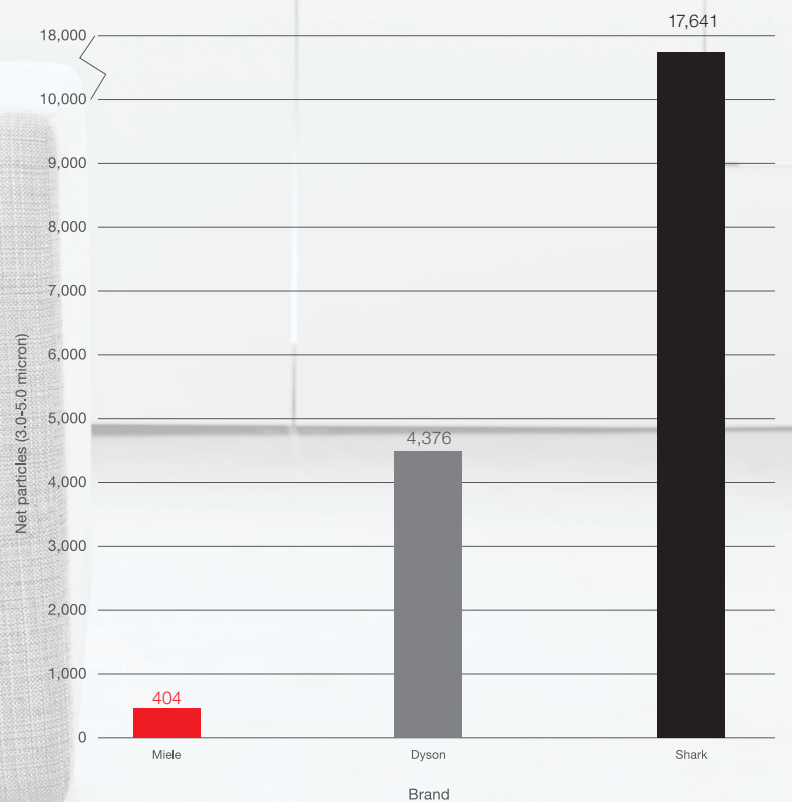
Kitchen

When you empty your bagless vacuum in the kitchen, how many particles are released back into the air?



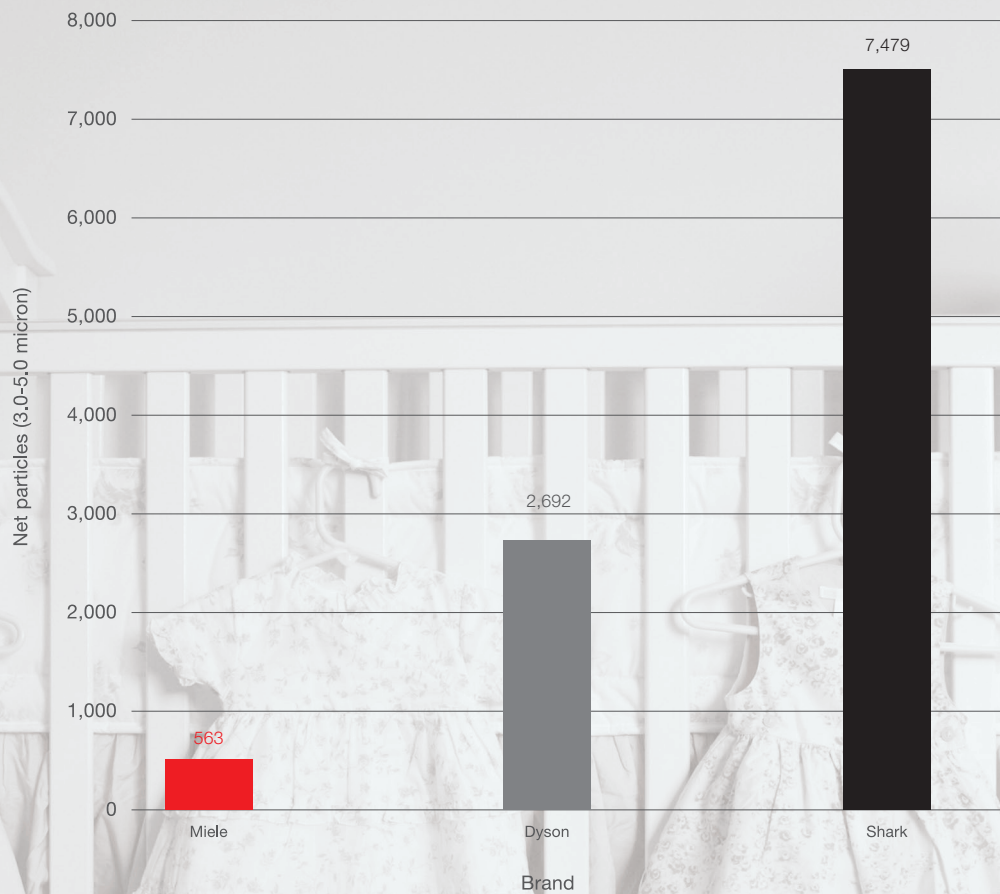
Living Room

How many particles travel from the kitchen to the living room — after your bagless vacuum is emptied?



Bedroom

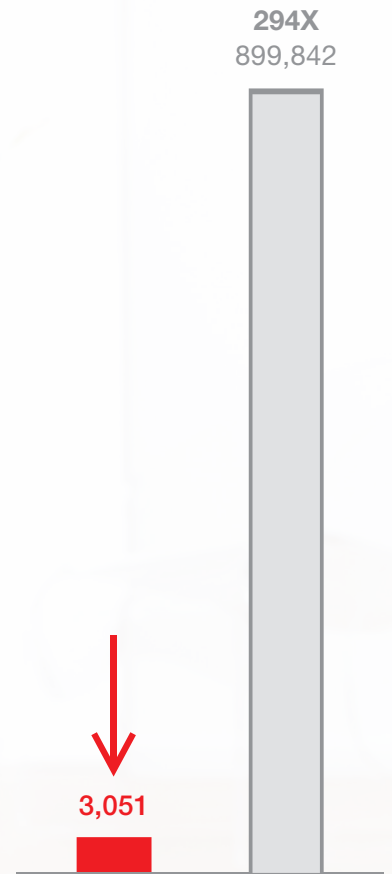
How many particles settle in your bedroom — within 15 minutes of your bagless vacuum being emptied?



The real cost of counterfeit bags.

Counterfeit and off-brand replacement bags may fit a Miele, but they don't perform like a Miele. In fact, Miele Original FilterBags™ and filters are 99% more effective at particle retention than counterfeit bags and filters.¹

It's just not worth the risk.



Miele Original HEPA Filter
Miele Original FilterBag
in use with Miele's Complete C3 vacuum cleaner

Counterfeit HEPA Filter
Counterfeit DustBag
in use with Miele's Complete C3 vacuum cleaner

Average emission rates at operational air flow (particles 0.3-0.5 micron / per minute)

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