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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Importance of Dust Masks

By Rick Pedley

If your job takes you to places where the air quality may be compromised, or if you undertake a project at home that exposes you to possible air contaminants, safety should be your number one priority. Humans take over 20,000 breaths a day on average, and air is something we can't go without for more than a few minutes. Since avoiding harmful air may be impossible if you have to be in certain environments, steps must be taken to make breathing as safe as possible. A good dust mask could mean the difference between healthy breathing and permanent physical damage.

Exposure to dusts and other harmful materials in the air can lead to Chronic Obstructive Pulmonary Disease (COPD). COPD includes two major respiratory illnesses: chronic bronchitis and emphysema. Chronic bronchitis inflames the lung's airways. When the body produces mucus to fight back, the airways become blocked and breathing becomes difficult. Emphysema destroys lung tissue and causes air pockets to form in the lungs. The lungs lose their ability to stretch during the inhale/exhale process, and as air becomes trapped in the lungs, you struggle to catch your breath. It's clear that brief exposure to dangerous substances can result in a lifetime of labored breathing and respiratory problems. Investing in a high-quality dust mask could help you breathe easy for many years, even if you must work in environments where the air quality is poor.

When shopping for dust masks, look for the NIOSH approval rating. These ratings start with an N, R, or P for non-oil resistant, oil resistant, and oil-proof filter, respectively. An N mask will not protect you in the presence of oil mist while a P mask will usually last for 40 hours in the presence of oil aerosols. The NIOSH rating also includes a numeric value. The number tells you the filter efficiency of the mask based on its ability to block particles with a 0.3 micron diameter. The number is the percentage of effectiveness, so an N95 mask, for example, is non-oil resistant and is 95% effective.

The evidence is clear: exposure to contaminated air can cause irreparable lung damage. Sometimes the dangers are not apparent. A recent study revealed that workers at a crab processing plant were at risk for respiratory illnesses due to exposure to certain crab proteins while crushing shells, boiling, and separating crab legs and claws. So err on the side of caution: the use of a dust mask now could preserve your healthy lungs in the future.

The Importance of Dust Masks

Rick Pedley owns and operates PK Safety Supply, a distributor of personal protective equipment. PK Safety has been supplying government and private industry for over 50 years. In addition to a wide range of dust masks (

<http://store.pksafety.net/dustmasks.html>

), they offer safety gloves, safety

glasses, earplugs, and hard hats.

<http://store.pksafety.net/>

LOOK FOR YOUR NICHE MARKET IN PLACES YOU WOULDN'T EXPECT

By Bryan Kerrigan

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Anyone who has ever succeeded in doing business on the Internet has discovered the importance of finding their niche market. Finding your niche market means discovering which product or service to sell, and then locating the people that are interested in buying it. While finding your niche may be difficult at first, once you've found it and established a loyal base of customers, you're definitely on your way to success.

Much of the difficulty in finding your niche market comes from trying to find a niche that isn't already flooded with competitors. The key is to find an area that has customers ready to be served, who aren't already being served by hundreds of others.

You may think that you have to offer run-of-the-mill products to attract a decent number of customers, but that's not really true. Each person is different from the next, and each has his or her own specific needs and interests. If you can find a need or interest that lots of people share, no matter how strange it seems, you can find your niche.

As I'm sure you're aware, there are dozens of Internet stores out there offering general merchandise, gifts, etc. Most of these stores offer good products at decent prices, sure, but they're all over the place. There are simply too many of them for a

The Importance of Dust Masks

small company just starting out to find a real niche. To be successful, you have to be different enough that a ton of other people aren't selling the same thing, but "normal" enough to find a relatively broad customer base.

For example, when I started my mask retailing site, I had done enough homework to know that there was a market for a site that sold masks, and masks only. Now, I'm not just talking about your typical Halloween and kids' masks. I offer those, too, but I also offer everything from dust and gas masks to decorative, collector, African, sports, feather, butterfly, animal, and even Indonesian masks. From my research, I knew there were surprising numbers of people out there that collect masks, and even bigger numbers of people who love owning a few just for kicks. I started out with a limited selection, but with demand my site has grown to offer over 450 different masks, both wearable and

decorative.

This may seem like a very specific niche, and perhaps it is. However, even if you fill a very specific need, you can still be successful, as long as there are plenty of people with that common interest. Do some research, browse the net, and see if you can't carve out a niche for yourself.



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