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## NANOCOAT™ KEEPS MINNESOTA WARM. IT ALSO KILLS.

*Study reveals deadly nature of Minnesota's favorite insulation.*

Yet another building material may be harmful to human health. Joining the ranks of asbestos and lead paint, NanoCoat™ is the latest seemed-like-a-good-idea-at-the-time toxic product. Like many of these materials, NanoCoat™ appeared to be a miracle substance due to its insulating properties: a thin layer of NanoCoat™ paint applied to walls was sufficient to fully insulate a home against even the harshest Minnesota winters.

But a new study reveals that NanoCoat's coziness is also toxic. Scandinavian scientists studied the health of residents at a housing development treated with NanoCoat™. They tracked ingestion and inhalation of the substance through monthly blood tests. They found that residents had frequent acute

exposures to NanoCoat™ and that these exposures were associated with increased mortality. In the month following an exposure, they observed a 10% risk of death after a resident's first exposure and a 30% mortality risk for subsequent exposures. But even if someone survived the acute exposure, there were also long-term consequences. Residents with a single exposure were twice as likely to die in any given month than those without any history of exposure. Those who survived multiple exposures were four times more likely.

One of the earliest adopters of the technology was Handy Helping Hands (3H), which operates a number of long-term care facilities in Minnesota.

"3H should have been the first to sound



the alarm on NanoCoat," says attorney Saul Goodman, who is leading a class-action lawsuit against the product manufacturer and its biggest consumers, like 3H. "They *must* have noticed the jump in funerals that occurred after introducing the insulating product into their facilities."

Dr. Albert Nowusee, an expert witness in Goodman's case, estimates that 3H's clients have a 15% monthly probability of ingestion or inhalation exposure to NanoCoat™ based on how they interact with the facility environment.

"That could more than *triple* the number of deaths in a given

year," asserts Goodman with no apparent justification.

3H could not be reached for comment. Advocates point out that mortality in long-term care facilities is already high. Historical data indicate that 3H's clients had a 3% monthly probability of death prior to the use of NanoCoat™. More recent mortality estimates could not be obtained.

Unfortunately, no one knows how to quantify the expected overall impact of NanoCoat™ on 3H's client population.

"We're just plain out of ideas," said Dr. Nowusee.