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FOR IMMEDIATE RELEASE

First laundry detergent earns coveted **asthma & allergy friendly®** certification

Renegade's SWEAT-X Free and Clear Laundry Detergent removes pet and dust mite allergens with fragrance-free formula

WASHINGTON D.C., Nov. 9, 2021 – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) has announced that Renegade's SWEAT-X Free and Clear is the first laundry detergent to earn the **asthma & allergy friendly®** certification.

When used regularly to wash bedding and clothing, **CERTIFIED asthma & allergy friendly®** laundry detergent can help people reduce asthma and allergy triggers, which contributes to a healthier home environment.

The **asthma & allergy friendly®** Certification Program, an independent program established in the United States by AAFA and ASL, helps consumers identify products for the home that are more suitable for people with asthma and allergies. Products undergo physical and chemical testing to ensure they reduce allergen exposure and limit pollutants in the air. The certification mark is awarded only to those products that meet the criteria.

The Laundry Detergent Certification Standard tests fabric samples in an environmentally controlled chamber to simulate real world conditions, using cat allergens and dust mite allergens which are added to fabric for an incubation period. The samples are then washed in the laundry detergent, and upon completion of the wash, the fabric must show a reduction in allergen levels of 95% or greater.

Renegade's SWEAT-X Free and Clear Laundry Detergent has demonstrated the following:

- Reduces over 95% of allergens, including allergens related to pet dander and dust mites, from fabrics washed with the detergent
- Extremely low volatile organic compound (VOC) emissions when the detergent is used
- Each ingredient has been reviewed to ensure that there are no added fragrances and that any chemicals with allergenic or sensitizing properties are either absent or at suitably low levels

“We congratulate SWEAT-X Free and Clear detergent on earning the rigorous **asthma & allergy friendly®** Certification,” shared Kenneth Mendez, CEO and president of AAFA. “The bar for certification is high, but the power of our scientific testing is in service to our asthma and allergy community. Products that are CERTIFIED **asthma & allergy friendly®** provide consumers with a trusted solution.”

Consumers want to be confident that a laundry detergent can remove allergens like dust mite and pet allergens,” Dr. John McKeon, CEO of ASL, explains. “Laundry detergents can contain irritant or allergenic ingredients that can impact sensitive airways. I am thrilled the allergy aware consumer can now select a detergent that addresses these issues, has passed our rigorous scientific standards, and is CERTIFIED **asthma & allergy friendly®**.”

Renegade’s SWEAT-X Free and Clear Laundry Detergent has met these standards and is CERTIFIED to reduce allergens and irritants and contribute to a healthier indoor environment.

“Renegade Brands is proud to join the family of products CERTIFIED **asthma & allergy friendly®** with our SWEAT-X Free and Clear Laundry Detergent,” said Bill Sherman, CEO of Renegade Brands, Inc. “Our mission has always been to develop and produce the highest quality products and SWEAT-X Free and Clear Detergent is no exception. We are honored to be recognized not only for our product’s efficacy but also for its positive impact in creating a healthier home.”

Renegade’s SWEAT-X Free and Clear Laundry Detergent will be celebrated at the ISSA Trade Show 2021 in Las Vegas Nov. 15-18, 2021, where the focus will be on the importance of cleaning products for healthier indoor living solutions.

About the asthma & allergy friendly® Certification Program

The **asthma & allergy friendly®** Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](#) and [Allergy Standards Limited](#). This program helps people make informed purchases for a #healthierhome. The Program tests household products against strict standards. Products passing these tests, earn the CERTIFIED **asthma & allergy friendly®** mark. Certified products include air cleaners, bedding, cleaning products, flooring, paints, vacuum cleaners, washing machines and more. Visit aafa.org/certified for more information.

About Renegade Brands, Inc.

Renegade Brands Inc., based in Cleveland, Ohio, is owned and operated by a group of athletes who believe in challenging the detergent industry’s status quo by delivering the highest performance sports laundry products on the market. Renegade Brands’ powerful and proprietary nano-scale cleaning system is robustly engineered to eliminate odor, remove stains and restore fabric performance for athletes everywhere. For more information visit www.sweatxsport.com.

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For press materials, interview quotes, and high-resolution photography for the Certification Program and more information about our CERTIFIED client partners, please contact [Sarajane Sparks](#), PR/Marketing for the [Certification Program](#).

