



PR Contact:

Adam Bailine, Vice President, Marketing & Communications

(202) 466-7643, ext. 254

abailine@aafa.org

asthma & allergy friendly™ Certification Program Launches Free App to help Parents Find Products for a Healthier Home

*The Asthma and Allergy Foundation of America in partnership with Allergy Standards Limited launches new **asthma & allergy friendly™** Certification Program App and video to make it easier for parents to identify and purchase Certified products*

December 20, 2016, LANDOVER, MD – The **asthma & allergy friendly™** Certification Program, an independent program administered by the Asthma and Allergy Foundation of America (AAFA) in partnership with the international standards body Allergy Standards Limited (ASL), today announced the launch of their Certification Program App to help empower consumers to make informed purchasing decisions when choosing allergen-avoidance products, right from the palm of their hands.

With Americans spending an estimated \$10 billion a year on non-medical, consumer products marketed for people with asthma and allergies, the need for stricter regulation of these claims is paramount. To address the void of scientific proof and validation in the marketplace, the **asthma & allergy friendly™** Certification Program was created in 2006 to scientifically test and identify consumer products that are more suitable for the 60+ million people with asthma and allergies.

“One of the greatest resources AAFA provides to millions of Americans is our **asthma & allergy friendly™** Certification Program,” said Michele Cassalia, Certification Program Director. “It’s an amazing resource if you’re thinking of building a new home, remodeling, redecorating or simply cleaning; there are things you can do to help keep your exposure to asthma triggers to a minimum.”

The new Certification Program App is the first of its kind – giving parents fingertip access to a list of certified products and services. Examples of certified products include cleaning products, vacuum cleaners, air cleaners, bedding, toys, flooring and professional cleaning services. Products carrying the **asthma & allergy friendly™** Certification Mark have been certified to help reduce exposure to allergens and irritants, provide increased environmental control, and withstand routine cleaning and care guidelines according to standards adopted by AAFA.

“With the launch of the Certification Program App, we can now take our mission one step further for consumers to make informed choices by offering reliable information right on their smartphones,” said Dr. John McKeon, CEO of ASL. “We’re excited to launch this app on the 10th anniversary of the Certification Program, as we continue to create new ways to bring peace of mind to consumers everywhere.”

To coincide with the app launch, the **asthma & allergy friendly™** Certification Program has also launched a new informational video detailing the importance of the program, the significance of the Certification Mark, what makes a product and service asthma and allergy friendly, and what manufacturers can do to have their products certified asthma & allergy friendly™. To see the video, visit <http://ow.ly/ELkD307h2Ck>.



The Certification Program App is available on iOS and Android devices, and can be found in the iTunes App Store at <http://ow.ly/fYX3307h2TR>, and Google Play Store at <http://ow.ly/nd96307h35C>.

About ASL

ASL is an International standards and certification body that prepares independent standards for a wide range of products to declare their suitability for people whose lives are affected by allergies and asthma. ASL has devised a series of proprietary testing protocols, performance criteria and suitability attributes for consumer products to be eligible for certification. These have been developed using internationally recognized trigger factor avoidance recommendations including allergens and irritants. The **asthma & allergy friendly™** mark is applied to products that consumers can trust have been subject to rigorous independent testing to determine their suitability. ASL's management team possesses specialist skills in a variety of medical fields including asthma and other allergic diseases. For more information, visit www.allergystandards.com.

About AAFA

Founded in 1953 and celebrating over 60 years of service, the Asthma and Allergy Foundation of America (AAFA) is the oldest and largest nonprofit patient organization dedicated to improving the quality of life for people with asthma, allergies and related conditions through education, advocacy and research. AAFA provides practical information, community-based services, support and referrals through a national network of chapters and educational support groups. Through its Kids With Food Allergies division, AAFA offers the oldest, most extensive online support community for families raising children with food allergies. In addition, AAFA sponsors and advocates for research to advance the basic science relevant to treatment and cure. It also champions translational research so that the science that we have is applied more consistently and reliably. For more information, visit www.aafa.org.

END