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FOR IMMEDIATE RELEASE

New Laundry Option Offers Those With Asthma and Allergies Better Allergen Control

LG Styler First Certified asthma & allergy friendly® Steam Clothing Care System

WASHINGTON, DC. (March 7, 2018) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced today that [LG Styler](#) has earned **asthma & allergy friendly®** Certification. LG Styler is the first steam clothing care system of its kind to receive such a designation, joining LG washing machines – the first washers in the industry to be certified by AAFA as **asthma & allergy friendly®**.

The **asthma & allergy friendly®** Certification Program, an independent program administered by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies.

“LG delivers innovations that make life better and more enjoyable for our consumers,” said David VanderWaal, vice president, marketing, LG Electronics USA. “LG now offers the ‘ultimate laundry room solution’ featuring our certified LG Styler and washing machines to the over 60 million Americans suffering from asthma and allergies. That’s important because one of the best ways to reduce allergens and irritants in the home is through effective cleaning of clothing and fabrics, and not all appliances are created equal.”

To reduce allergens in clothing, fabrics need to be cleaned with water that is 130°F or hotter. LG Styler’s unique steam technology uses water and steam that is hot enough to reduce allergens found in clothing, like dust mites, bacteria and fungi. It can help with overall allergen reduction in the home.

The LG Styler steam clothing care system utilizes LG’s innovative TrueSteam® technology to gently refresh clothes, linens, pillows, plush toys and more – sanitizing garments to neutralize unpleasant odors and reduce allergens. Using pure, simple water and no chemical additives, LG Styler helps sanitize everyday fabrics and items that are difficult or impossible to wash.

The **asthma & allergy friendly®** Certification Mark is awarded only to products that meet AAFA’s strict scientific standards. To earn the mark, the LG Styler was tested for the ability to:

- Reduce house dust mites
- Reduce bacteria and fungi by at least 99 percent
- Not raise humidity more than 5 percent in the surrounding environment and clothing moisture levels



- Not disperse water contaminated with bacteria and fungi

“We are excited LG continues to expand its laundry line with allergy reduction in mind,” Kenneth Mendez, president and CEO for the Asthma and Allergy Foundation of America, said. “People with asthma and allergies need an effective solution that will be gentle on clothing while reducing allergens at the same time.”

“We are happy to confirm that LG Styler meets our strict standards,” said Dr. John McKeon, CEO of ASL. “LG’s innovative product will be beneficial to those with asthma and allergies, both in the home and during travel.”

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](#). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. Certified products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit aafa.org/certified for more information.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit www.LG.com.

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