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## FOR IMMEDIATE RELEASE

### Reducing Allergens Begins in the Bedroom

*Popular Serta Smart Defense Pillow Now CERTIFIED **asthma & allergy friendly**®*

WASHINGTON, D.C. (March 14, 2019) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) are pleased to announce the Serta Smart Defense pillow has earned the **asthma & allergy friendly**® Certification. The pillow is a great addition to the robust line of CERTIFIED bedding products in the program.

The **asthma & allergy friendly**® Certification Program, administered by AAFA in partnership with ASL, is an independent program created to scientifically test and identify products for people with asthma and allergies to create a healthier home.

“Bedding like pillows and mattresses can act as a reservoir for common household allergens and negatively impact indoor air quality,” said Dr. John McKeon, CEO for Allergy Standards Limited. “We are delighted to welcome Serta to the program with the Serta Smart Defense pillow. Passing our rigorous suitability criteria and performance standards scientifically proves it can contribute to an allergen avoidance plan while not compromising on quality and comfort.”

Products are CERTIFIED **asthma & allergy friendly**® only after they are tested and proven to meet all of the program’s strict scientific standards. The Serta Smart Defense pillow was evaluated for the following:

- The outer fabric of the pillow is proven to be an effective barrier to the passage of allergens while also remaining breathable and comfortable.
- Allergens accumulating on the pillow surface can be effectively removed while withstanding the wear and tear of recommended cleaning.
- The pillow does not contain chemicals at levels known to trigger asthma and allergy symptoms or irritant responses.

“Allergens tend to be highest in our bedrooms, where we spend one-third of our time,” said Kenneth Mendez, AAFA’s CEO and president. “It’s one of the most important areas in the home to make **asthma & allergy friendly**®. We are happy consumers have more options of CERTIFIED products to fit their needs.”

#### **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, flooring, paints, bedding,

vacuum cleaners, washing machines, insulation, cleaning products and more.  
Visit [aaafa.org/certified](http://aaafa.org/certified) for more information.

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