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FOR IMMEDIATE RELEASE

The asthma & allergy friendly® Certification Program Showcases Its Certified Products and Services to Thousands of Allergist, Immunologists, and Healthcare Professionals from Around the World

*2018 American Academy of Allergy Asthma & Immunology (AAAAI) Conference in Orlando, Florida
March 2nd to March 5th*

Washington, DC. (March 2, 2018) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced today that the **asthma & allergy friendly®** Certification Program will be joining other cutting edge companies and highlighting the scientific expertise of the Certification Program at AAAAI Conference in Orlando, Florida.

The **asthma & allergy friendly®** Certification Program, an independent program administered by ASL with their partner AAFA, helps consumers identify products more suitable for people with asthma and allergies. In order to receive the asthma & allergy friendly® Mark, a product or service must undergo and pass through a rigorous series of proprietary lab test- proving they help reduce exposure to allergens and irritants, provide increased environmental control and withstand routine cleaning and care guidelines. More than thirty different scientific standards have now been developed by Allergy Standards and a large variety of products have been certified for all rooms in the home including air filters, vacuum cleaners, paints and toys.

“Because all the Certified products and services adhere to strict scientific standards developed by ASL, I can confidently recommend the Program to Allergist, Immunologist and Allied Health Professionals to share with their patients who have asthma and allergies.” said Michele Cassalia, US Director of the Certification Program.

*“I am looking forward to informing the healthcare providers attending the AAAAI Conference about the scientific standards that have been developed by Allergy Standards Limited for a variety of household products. The AAAAI Conference is at the forefront of research, innovation, and knowledge which enables the **asthma & allergy friendly®** Certification Program to have an impact in the treatment and trigger-avoidance for asthma and allergy sufferers.”* said Courtney Sunna, Vice President of Sales of the US Certification Program.

The Certification Booth #2622 will be giving away asthma & allergy friendly® Certified Stuff Animals to the Physicians and Allergists who stop by to fill out a survey regarding their awareness and recommendations of the Certification Program. Many products promise to make your indoor home healthier, but some make false or exaggerated claims. The Certification Program was created to help



consumers make informed decisions. The Certification Program will be handing out posters that teach patients and caregivers about environmental control of indoor allergens that can be found in their home.

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.

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