

# PRESS RELEASE

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## FOUNDATION EXPANDS CERTIFICATION PROGRAM TO BE FRIENDLY TO MILLIONS MORE

### “asthma & allergy friendly” Certification Now Available

**(January 22, 2008 — Washington, DC)** The quickly growing asthma friendly® consumer product Certification Program administered by the Asthma and Allergy Foundation of America (AAFA) in partnership with the international research organization, Allergy Standards Limited (ASL), has been expanded to include Certified asthma & allergy friendly™ products.

In the United States alone, there are an estimated 20 million people with asthma and 50 million with allergies. Now, products that pass rigorous scientific testing protocols and meet strict standards adopted by AAFA will have the **asthma & allergy friendly™ Certification**. AAFA chose to expand the previous “asthma friendly” certification mark in order to communicate the benefits of the certification program to the millions of people who also have allergies. Many triggers such as chemicals and household allergens can aggravate both of the conditions.

[insert new mark]

The distinctive certification mark informs consumers that products are suitable for individuals with asthma, allergies or both.

Certified **asthma & allergy friendly™** products are scientifically tested in independent, accredited laboratories and must be found to meet or exceed the stringent standards adopted by AAFA. The standards are designed to ensure that products do not contain harmful chemicals and, under normal use and care, will not allow household allergens to accumulate at high levels. Each product is labeled to inform the consumer why it has been certified. Where applicable, products include specific detailed cleaning and care instructions for maintaining its low allergen state.

As the **asthma & allergy friendly™** Certification Program grows, consumers will have more suitable product choices, including plush toys, pillows and bedding, bedding encasements, vacuum cleaners and flooring. With a commitment to increase the variety of products included in the program, AAFA has adopted a new Washing Machine Certification Standard developed by ASL.

Medical experts advise that reducing exposure to allergens from dust mites and pet dander should be a critical part of patient's allergy and asthma management plan, and washing machines are considered a critical tool in an overall allergen reduction plan at home. Washing machines that have been certified **asthma & allergy friendly™** have proven, among other things, that washing temperatures reach at least 131°F, the temperature to kill dust mites, and that 95% or more of allergen from house dust mites and domestic animal dander from fabrics are effectively removed. The washing machines must not also expose the user to harmful levels of ozone, ionized particles or volatile organic compounds (VOCs).

The first washing machine to be Certified **asthma & allergy friendly™** is the LG SteamWasher™ with the Allergiene™ cycle. For a full list of Certified asthma & allergy friendly™ products and the retailers that carry them, please visit [www.asthmaandallergyfriendly.com](http://www.asthmaandallergyfriendly.com)

## **ABOUT AAFA**

The Asthma and Allergy Foundation of America (AAFA) is the leading national nonprofit organization fighting asthma and allergic diseases. AAFA provides free information, conducts educational programs, fights for patients' rights, and funds research to find better treatments and cures. Log on to [www.aafa.org](http://www.aafa.org) for more information.

## **ABOUT ASL**

Allergy Standards Limited (ASL) is a physician led global certification company that prepares independent standards for testing a wide range of products to determine their suitability for asthmatics and individuals with associated allergies.

ASL's management team possesses specialist skills in a variety of medical fields including asthma and other allergic diseases.