

The Asthma & Allergy Friendly® Certification Program



The World's Most Recognised Certification Mark
for Asthma & Allergy Friendly® Products

Why Get Your Product Certified

There is a lot of noise in the asthma and allergy market. Asthma and allergy friendly claims can be misleading, unfounded and sometimes false. Get your product independently certified by us to provide clarity and confidence to your customers about your Asthma & Allergy Friendly® products.

The Asthma & Allergy Friendly® Certification Program

Over \$50 billion a year is spent across the world on products claiming to reduce asthma and allergy symptoms. However, there are many manufacturers who claim their products are Asthma & Allergy Friendly® but rarely do they provide sufficient scientific proof to back up these statements. Consumers have to cut through the noise to find the real features and benefits to make an educated purchase decision. **This is where our certification can help.**

Developed by Allergy Standards Limited (ASL), the Asthma & Allergy Friendly® Certification Program was created to scientifically test and identify consumer products that are more suitable for people with asthma and allergies.

When consumers see the distinctive Asthma & Allergy Friendly® Certification mark on a product, they know that it has been independently tested in accredited laboratories and proven to be more suitable for individuals with asthma and allergies.



Over 240 million people worldwide live with asthma and allergies

\$50 billion a year is spent globally on consumer products for people with asthma & allergies

10 million products worldwide have the Asthma & Allergy Friendly® certification

Benefits of the **Asthma & Allergy Friendly®** Certification

Eradicate False Claims

Go to market with a credible, internationally recognised certification, building consumer confidence, trust and credibility.

Scientifically Tested

Prove that your product has worked hard to get our certification and has undergone rigorous, independent testing by a certified lab.

Grow Your Business

Gain access to the growing asthma and allergy market, developing key relationships with new customers and retail partners.

Market Differentiation

Create competitive advantage for your business and let our certification help your product stand out against competitors.

Consumer Awareness

Inform, educate and empower asthma and allergy concerned consumers and retailers with a clear marketing message.

Reduce Your Risk

Ensure your asthma and allergy friendly claims are certified and credible, managing your business risk and increasing customer loyalty.



CONNECT WITH THE CERTIFICATION



WEBSITE:

53,000+

average web visitors monthly

40,000+

average unique web visitors monthly

BLOG:

allergystandards.com/blog

SOCIAL MEDIA:



SOCIAL MEDIA:



140,000+

Facebook Fans



8,500+

Twitter Followers

NEWSLETTERS:

freshAAIR:

AAFA print newsletter

75,000+

subscribers

BReATHE:

AAFA e-newsletter

30,000+

subscribers



THE MARK AT WORK



Allergy Standards Ltd Certification Program

All our Customers get

- Business development executive – Giving you guidance on the certification process to help you achieve the highest standards.
- Pre-testing assessment of your marketing and product technical specification – Reducing the time it takes to pass the certification program
- Test Analysis Report – Scientific proof to back up your Asthma & Allergy Friendly® claims
- Certification Mark Use Rights – Giving you legal authority to claim that your product has passed our certification standard and use of licensed digital assets
- Use of Certification Mark on packaging & marketing materials – Making your product more desirable, enabling consumers to make more educated purchases
- Partnership with relevant Patient Advocacy Group – Giving you maximum marketing exposure and credibility*
- Account Manager – Giving you expert guidance on how to maximise and leverage the Certification Mark.

** Currently available in the USA*

Customers also get our Certification Launch Promotion Package

- Marketing meeting with Key Accounts Manager to help create your launch campaign
- Product listing on Certification website
- Product listing on iOS & Android Certification app
- Launch post on Bert's Blog (global audience)
- Launch post across the Certification Program's social media platforms
- Launch post on Patient Advocacy social media platforms.

Enhanced Certification Launch Promotion Package**

- Story included in email newsletter to ASL database
- Story included in Patient Advocacy Group email newsletter, offline magazine / direct mail newsletter (if applicable)
- Launch press release syndicated to our network of retail media
- Launch video posted on dedicated YouTube channel
- Scientific press release syndicated to our network of medical press
- Story included in email newsletter to ASL database of medical professionals
- Story included in laboratory email newsletter to their database

*** Additional fees may apply*



The **asthma & allergy friendly**® Certification Program Journey



STEP 1

Company **expresses interest** in the Certification Program



STEP 2

Company **signs** mutual NDA to begin certification process



STEP 3

Company **speaks with our business development team** to discuss licensing and testing fees

Then we test your products



STEP 4

Company signs testing agreement and submits **products for testing**



STEP 5

ASL certified Independent laboratory **tests products** to the relevant certification standard

Report is issued & reviewed



STEP 6

When **testing is complete**, report is reviewed by ASL's certification board



STEP 7

If product passes testing, **Certification Licensing agreement** is completed and scientific report is released to the company.

Then we certify



STEP 8

Product is now **certified** as **asthma & allergy friendly**® and the company is granted legal use rights to display the certification mark.

In partnership with:



Products and services that have been certified **Asthma & Allergy Friendly®** include:



What our customers say

“Certification of our new Allergiene® steam combo extends this industry-first benefit to more consumers who need to reduce allergens in their washable fabrics in order to be better prepared this allergy season. This exciting new application of our TrueSteam® technology is the latest example of how our continued innovation in steam laundry can provide meaningful new benefits to a greater number of consumers.”

- **JOHN WEINSTOCK, VP OF MARKETING LG ELECTRONICS, USA**

“In listening to our consumers, we recognized an opportunity in the marketplace for a paint formulated specifically to address the needs of the approximately 60 million Americans who live with asthma and allergies.”

- **HOWARD HECKES, SENIOR VP, VALSPAR GLOBAL CONSUMER**

At ASL, it is our mission to empower consumers to make an informed purchase decision when choosing Asthma & Allergy Friendly® products.

We are a physician-led global certification company. Our team of scientists prepare independent standards for testing a wide range of products to determine their suitability for asthmatics and individuals with associated allergies.

These certification standards are reviewed by independent medical experts in the fields of allergy and asthma reduction. In fact our standards meet or exceed other respected standards in the field.

As part of our work in this area, we developed a way for consumers to identify products they know have been subject to rigorous testing and have been scientifically proven to be suitable for people with asthma and allergies. Our certification is now on millions of products worldwide and consumers know this is a product they can trust.

At ASL, our team of experts and network of partner labs continue to work in the area of asthma and allergy trigger avoidance.



We have certified 50 million products across the globe and counting...

Here are some of the global brands whose products have our seal of approval.



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Start your certification journey today

Tel: +1-212-252-2109