

asthma friendly®

Certification Program

CERTIFIED asthma friendly®

Meets
Certification
Standards



Asthma and Allergy
Foundation of America
www.aafa.org

The concerned consumer is rarely provided with sufficient information specific to asthma and allergy that allows them to make an informed purchase decision. The **asthma friendly**® Certification Program will fill this information gap for consumers and will act as a lifestyle choice focusing on health and enabling the consumer to make decisions to create a healthier home environment. When you see the **asthma friendly**® Certification Mark on a product you know that it has been scientifically tested and proven to be more suitable for individuals with asthma and related allergic sensitivities. The presence of this Certification Mark on products will help empower the consumer to make informed purchase choices. The **asthma friendly**® Certification Program is operated by the Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL).



The **asthma friendly**® Certification Program applies to a wide range of products including:

- Vacuum Cleaners
- Pillows
- Comforters and Mattress Protectors
- Bedding Protectors and Encasings
- Toys
- Flooring
- Paint

In partnership with:



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asthma friendly® Certification Mark

Asthma and Allergies in America

The prevalence of asthma and allergies is growing every year in the USA. There are over 50 million Americans with allergies and 20 million with asthma. This is 1 out of every 5 Americans and nearly 70% of households being affected. Asthma and allergy symptoms are caused or worsened by “triggers”. These triggers are normally allergens or irritants in the home that can cause asthma or allergy symptoms. The most common indoor triggers include; dust mites, pet dander, cockroaches, mold and other volatile organic compounds (VOCs).

Physicians strongly recommend that individuals with asthma and allergies avoid these triggers and go even further by recommending that they actively seek to decrease the levels of allergens and irritants in the home.

There are various products and cleaning techniques that can help individuals decrease these triggers and live in a healthier home. A real problem for consumers is recognizing the most suitable products for them at the point of purchase.

Why Certify Products as asthma friendly®?

There is a lot of confusion in the market place when it comes to products targeted at the asthma and allergy market. It is estimated that Americans spend over \$10 billion annually on such products including vacuum cleaners, air filtration devices, bedding, barriers, flooring and toys. Many of these products bear claims regarding suitability for asthma sufferers but most are not substantiated with testing. The allergen-avoidance market is ever enlarging but “currently there is little or no regulation governing claims”.*

All asthma friendly® certified products have been independently tested by ASL and shown to meet the asthma friendly® standards which have been adopted by AAFA.

*Source: Report of the Third International Workshop. JACI vol. 100: no.6, part 1.

Testing and Certification

The asthma friendly® certification process utilizes an algorithm of proprietary and recognized scientific techniques to test products to the specified standards. Manufacturers must submit multiple product samples to be independently tested by ASL.

For example, bedding items are subjected to both physical and chemical testing to ensure that they do not have properties that are likely to irritate both asthma and allergy symptoms in susceptible people. The outer encasing of the bedding item must provide an effective barrier to the passage of allergen while also remaining “breathable” in order to ensure user comfort. Vacuum cleaners are assessed for their ability to remove allergen from flooring surfaces as well as allergen emission during use. Paint products are assessed for VOC emissions over time using chamber testing. Product samples that meet the standard are granted asthma friendly® certification thus empowering the concerned consumer to make informed purchases decisions.

All certified product are randomly audited for compliance to the standard. ASL carefully monitors product development in the various industry sectors and standards are reviewed annually and amended as necessary to reflect advances in technology.

Benefits for Patients

- Able to identify more suitable products
- Encourages trigger reduction strategies
- Improves ability to follow Doctor’s advice
- Promotes the message of allergen avoidance
- Encourages a healthier home with improved indoor air quality
- Manufacturers encouraged to produce better products
- Access to educational material with products

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