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## FOR IMMEDIATE RELEASE

### **Allergen Control in the Bedroom Is Necessary for Restful Sleep**

*Bedding From Luxeport and ALLIED Home Becomes a Certified Option for People With Asthma and Allergies*

LANDOVER, Md. (September 6, 2017) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced today that certain bedding products from Luxeport and ALLIED Home have earned **asthma & allergy friendly**<sup>®</sup> Certification.

The **asthma & allergy friendly**<sup>®</sup> Certification Program, an independent program administered in the U.S. by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies.

Barbara Nault-Marani, president of Luxeport all natural bed and bath, said, “We believe in providing the very best in bedding comfort and quality. With over 60 million Americans living with asthma and allergies, we are proud that our new certified bedding meets uncompromised standards to help consumers sleep better.”

Trina Solomon, marketing director of ALLIED Home, said, “At ALLIED Home, we recognized that many people with allergies were concerned about using comfortable feather and down bedding. We are very proud to offer innovative down bedding that meets the program’s standards and offers a certified option that is suitable for people with asthma and allergies.”

People with asthma and allergies must wash their bedding weekly in hot water to reduce their exposure to allergens like dust mites and pollen. Bedding appropriate for those with these conditions must be able to control dust mites and hold up to frequent washings.

Certified bedding from Luxeport includes their natural silk duvet, natural silk pillow protector and natural silk mattress protector. ALLIED Home’s organic feather and down duvet and their organic feather and down pillow are also certified **asthma & allergy friendly**<sup>®</sup>.

The **asthma & allergy friendly**<sup>®</sup> Certification Mark is awarded only to products that meet the program’s strict scientific standards. To earn the mark, bedding must:

- Be an effective barrier to the passage of allergens
- Be breathable for comfort
- Be easily cleaned to remove allergens
- Withstand the wear and tear of the recommended cleaning methods

- Minimize exposure to chemicals or irritants known to trigger asthma and allergy symptoms

“Allergens tend to be highest in our bedrooms, where we spend one-third of our time. We are grateful that ALLIED Home and Luxeport recognize how important allergen control in the bedroom is by offering products that will remain durable and comfortable even after the frequent washings allergen control requires,” said AAFA’s Acting CEO Lynda Mitchell.

“We thoroughly tested these products and are happy to announce that bedding from Luxeport and ALLIED Home have achieved the standard and are proven to be appropriate for those who want to reduce allergens in their bedrooms and improve air quality in general,” said Dr. John McKeon, CEO of ASL.

### **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 help consumers create a ‘healthier home’. Certified products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit [www.aafa.org/certified](http://www.aafa.org/certified) for more information.