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**FOR IMMEDIATE RELEASE**

## **Low-Odor Paint Offers a Healthier Home Solution** *Popular EasyCare Ultra Premium Acrylic Latex Paint Becomes* **CERTIFIED asthma & allergy friendly®**

WASHINGTON, D.C. (July 26, 2018) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) has announced that EasyCare Ultra Premium Acrylic Latex paint by True Value has earned the **asthma & allergy friendly®** Certification Mark.

The **asthma & allergy friendly®** Certification Program, an independent program established in the United States by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies. The program performs physical and chemical testing on products to ensure they minimize irritants and pollutants in the air and reduce potential exposure to allergens.

“We are excited and honored to have our EasyCare Ultra Premium product **CERTIFIED asthma & allergy friendly®**,” said John Vanderpool, Divisional Vice President of Paint for True Value.

“Consumers can now focus on their color inspiration and selecting EasyCare Ultra Premium paint knowing they are getting a high performing product while minimizing irritants and pollutants in the air of their homes. This product and its performance is a big win for the consumer.”

Strong fumes and odors from paint can irritate the eyes, skin and airways. This is largely due to potentially harmful chemicals, or volatile organic compounds (VOCs), commonly found in many paints. VOCs are chemicals released into the air as paint dries. VOCs can irritate sensitive airways, causing asthma symptoms.

The **asthma & allergy friendly®** Certification Mark is awarded only to products that are scientifically proven to reduce potential exposure to asthma and allergy triggers. Paint is an important product that must meet the program’s strict standards to be awarded the certification.

The EasyCare Ultra Premium Acrylic Latex paint was evaluated for:

- National requirements for chemicals known to adversely impact human health and the environment
- Physical performance standards
- The release of airborne solvents and other irritant or toxic materials after application



“Irritants, like the chemicals found in paint, can aggravate sensitive airways of people with asthma,” said AAFA’s President and CEO Kenny Mendez. “creating a healthier indoor environment at home that minimizes these irritants is an important step in avoiding asthma exacerbations. It is great that our asthma and allergy community now has additional certified paint choices for their homes.”

“The True Value Manufacturing Research and Development team has been very diligent over the last couple of years to formulate our EasyCare Ultra Premium in a way that meets and exceeds consumer needs and expectations,” said True Value Chief Operating Officer Abhinav Shukla. “This certification scientifically confirms we are a leading innovator in this category.”

“People with asthma need paint options that minimize any impact on indoor air quality,” said Dr. John McKeon, CEO of ASL. “We are happy to verify that True Value’s EasyCare Ultra Premium Acrylic Latex paint meets our strict standards.”

### **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](http://aafa.org/certified) for more information.

### **About True Value Company**

True Value Company, headquartered in Chicago, is one of the world’s leading hardlines wholesalers with a globally recognized brand and over 70 years’ experience serving independent hardware retailers. True Value Company provides its customers in over 60 countries an expansive product set with market-customized assortments at highly competitive prices, superior product availability, innovative marketing programs and a la carte value-added services like eCommerce ship-to-store, store remodel support and True Value University all within a flexible model which requires no membership. Serving over 4,400 stores worldwide, additional information on True Value is available at [www.truevaluecompany.com](http://www.truevaluecompany.com)

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