



Contact: Michele Cassalia
202-466-7643, ext. 259
mcassalia@aafa.org

FOR IMMEDIATE RELEASE

Those With Asthma and Allergies Can Rest Easier With Moisture-wicking Bedding

*Wicked Sheets Knit Performance Bedding Becomes Certified Asthma and Allergy
Friendly*

LANDOVER, MD. (August 22, 2017) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced today that Wicked Sheets have earned **asthma & allergy friendly**[®] Certification. These are the first knit performance bedding to receive the program's mark.

The **asthma & allergy friendly**[®] Certification Program, an independent program administered by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies.

Alli Truttman, CEO and founder of Wicked Sheets, said, "We're proud that our entire moisture-wicking line is now certified by AAFA, ensuring everyone – adults and children alike – who sleep on our bedding, knows our commitment to their rest."

Allergens, like dust mites and pollen carried in on hair and skin, can accumulate on bedding. People with allergies to dust mites and pollen should wash their bedding in hot water once a week to reduce their exposure to allergens. They need sheets that can withstand frequent washings while remaining comfortable and breathable.

The **asthma & allergy friendly**[®] Certification Mark is awarded only to products that meet the Certification 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
- Have no chemicals or irritants known to trigger asthma and allergy symptoms

Wicked Sheets Moisture-wicking flat sheets, fitted sheets, pillowcases and the Wicked Little Sleepers line of crib sheets all meet these standards and are now certified **asthma & allergy friendly**[®].



345 Park Ave. • 17th Floor • New York, NY 10154
4259 West Swamp Rd. • Suite 408 • Doylestown, PA 18902
aafa.org/certified



"Dust mites thrive in places with moisture (like bedding) and they can cause a lot of irritation and lost sleep for people who are allergic to them," said Melanie Carver, AAFA's vice president of Community Services. "People with asthma and allergies can feel confident that this bedding provides a barrier to allergens like dust mites."

"The Wicked Sheets knit performance bedding has undergone rigorous testing and met our program's strict standards," said Dr. John McKeon, ASL's CEO and founder. "We're excited that consumers have another bedding option to help them create a healthier home."

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 for more information.

About Wicked Sheets

Wicked Sheets is a Louisville, Kentucky based eCommerce bedding company that manufactures moisture-wicking + cooling bedding hand-sewn in the USA for sufferers of night sweats and hot flashes.

###