

Optimizing the Indoor Environment for Health

Asthma, Allergies, and Building Materials

Common chemicals found in building products include asbestos, arsenic, formaldehyde, PFCS, phthalates, ethers, and paraffins.

All of these are known carcinogens & can be life-threatening for people living with asthma or severe allergies.

- Global Certification Company, Led by Physicians
- Testing Standards Prepared by a Team of Scientists
- Standard Approval by Independent Medical Board
- Products Tested through a Network of Approved Labs

Safe, Healthier Products for Everyone

WHO IS ALLERGY STANDARDS?



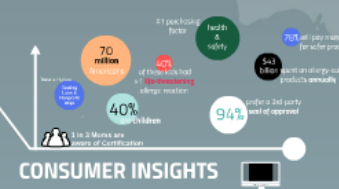
MISSION

Overview of the Standards

THE STANDARDS



A GLOBAL NETWORK



CONSUMER INSIGHTS



The World's Most Recognized
Certification Mark for
asthma & allergy friendly®
Products





U.S.

Introduction



Courtney Sunna
VP Sales
New York, NY



Dr. John McKeon
CEO
Dublin, Ireland



Optimizing the Indoor Environment for Health



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HIDDEN ALLERGENS at HOME





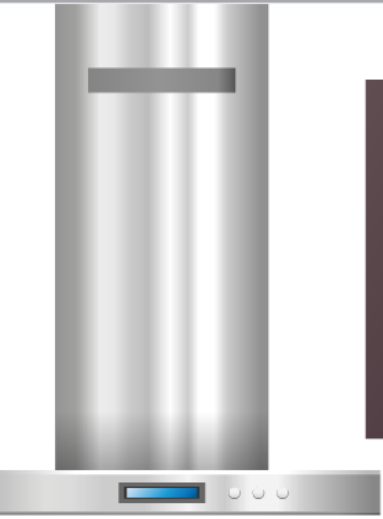


MOLD

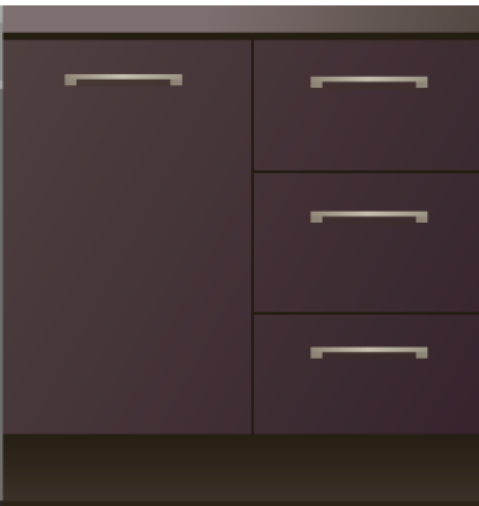


FORMALDEHYDE
DUST MITE ALLERGEN
VOCs





AIRBORNE PARTICLES
SURFACE BACTERIA



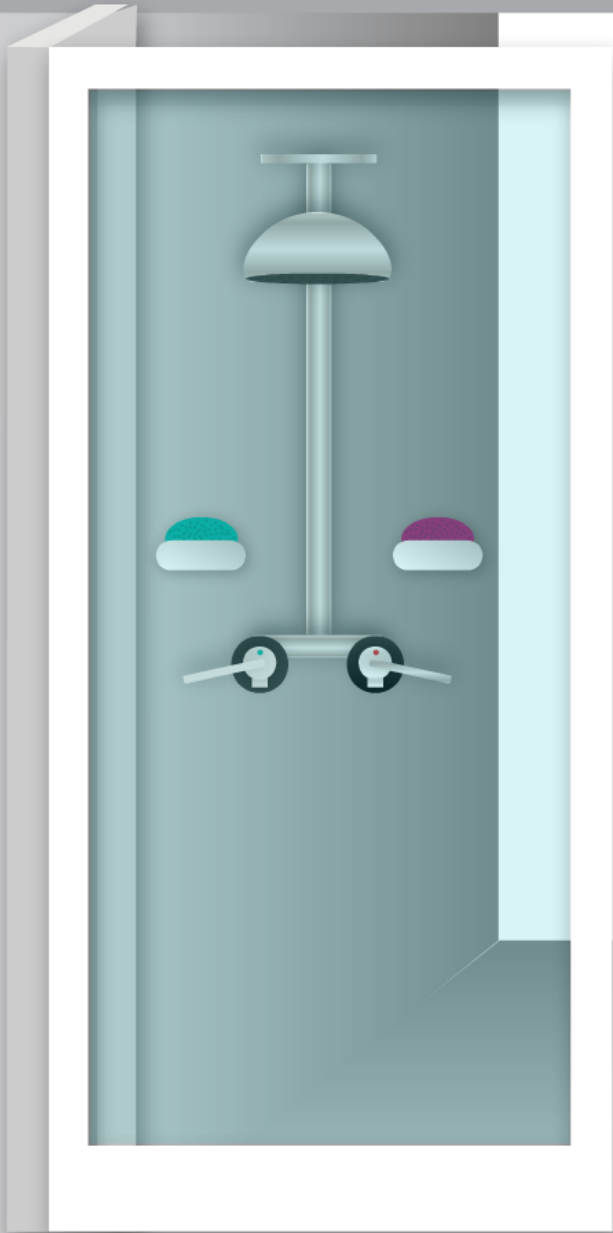


**VENTILATION
CLEANING**





VEHICLE AIR QUALITY



BACTERIA

HUMIDITY

CHEMICAL IRRITANTS



FUME IRRITANTS



HIDDEN ALLERGENS at HOME



If your child was diagnosed with asthma or allergies, what would you do?



If your child was diagnosed with asthma or allergies, what would you do?





Safety



Healing



Love

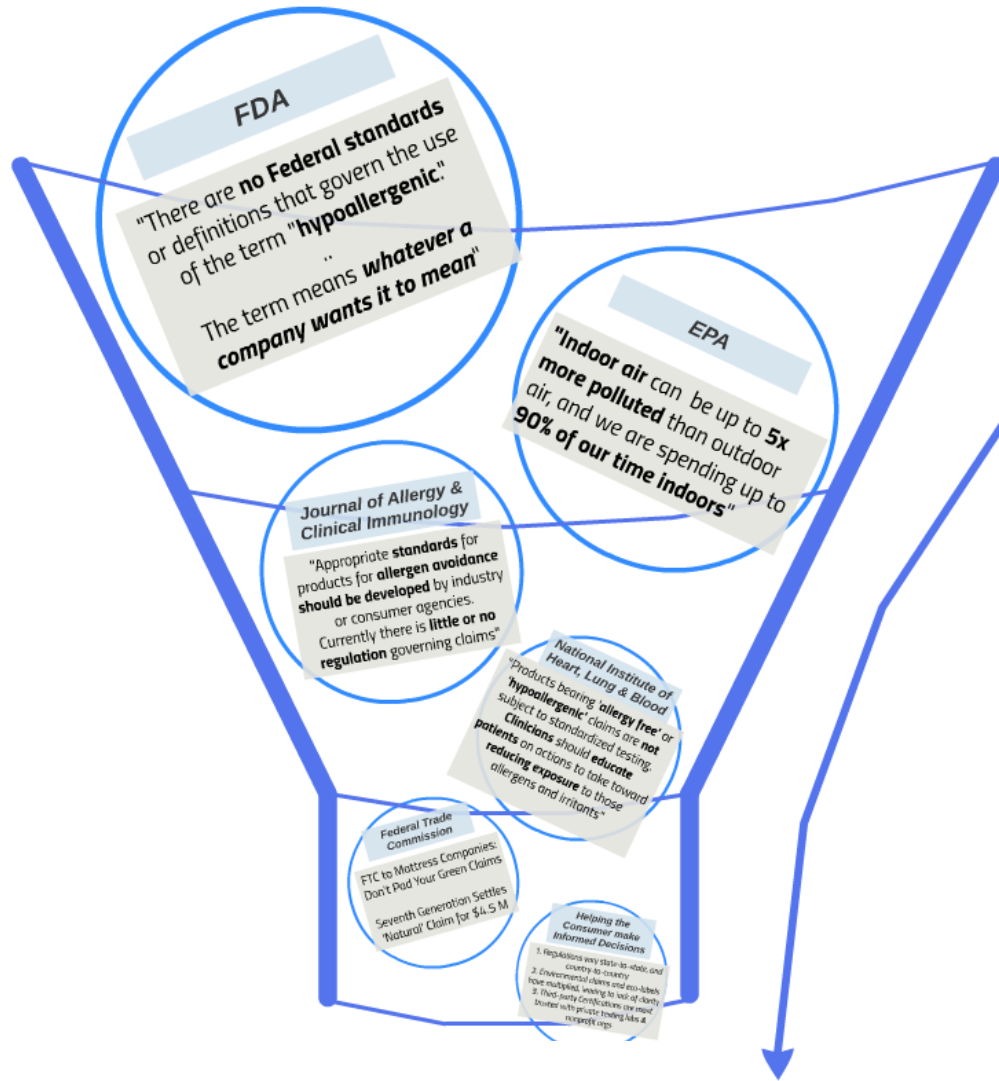
thing.



How it all started...



The World's Most Recognized Certification Mark for asthma & allergy friendly® Products



FDA

"There are **no Federal standards** or definitions that govern the use of the term "**hypoallergenic.**"

..

The term means ***whatever a company wants it to mean***"

EPA

"Indoor air can be up to 5x more polluted than outdoor air, and we are spending up to 90% of our time indoors"

&

Journal of Allergy & Clinical Immunology

"Appropriate **standards** for products for **allergen avoidance** should be developed by industry or consumer agencies. Currently there is **little or no regulation** governing claims"

90%

National Heart, Lung, and Blood Institute
"Products"
"hv"

no
claims"

*National Institute of
Heart, Lung & Blood*

"Products bearing '**allergy free**' or '**hypoallergenic**' claims are **not** subject to standardized testing. **Clinicians** should **educate patients** on actions to take toward **reducing exposure** to those allergens and irritants"

A graphic featuring a large blue circle and a thick blue diagonal line. The text is contained within semi-transparent rectangular boxes. In the top right, a grey box contains the word 'merger'. In the bottom right, a blue box contains the words 'C' and 'Info'.

***Federal Trade
Commission***

FTC to Mattress Companies:
Don't Pad Your Green Claims

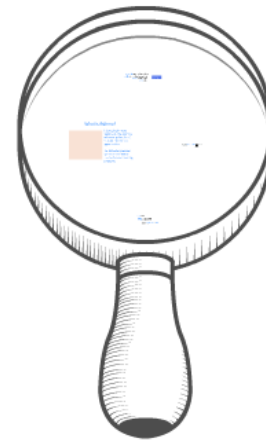
Seventh Generation Settles
'Natural' Claim for \$4.5 M

S
M

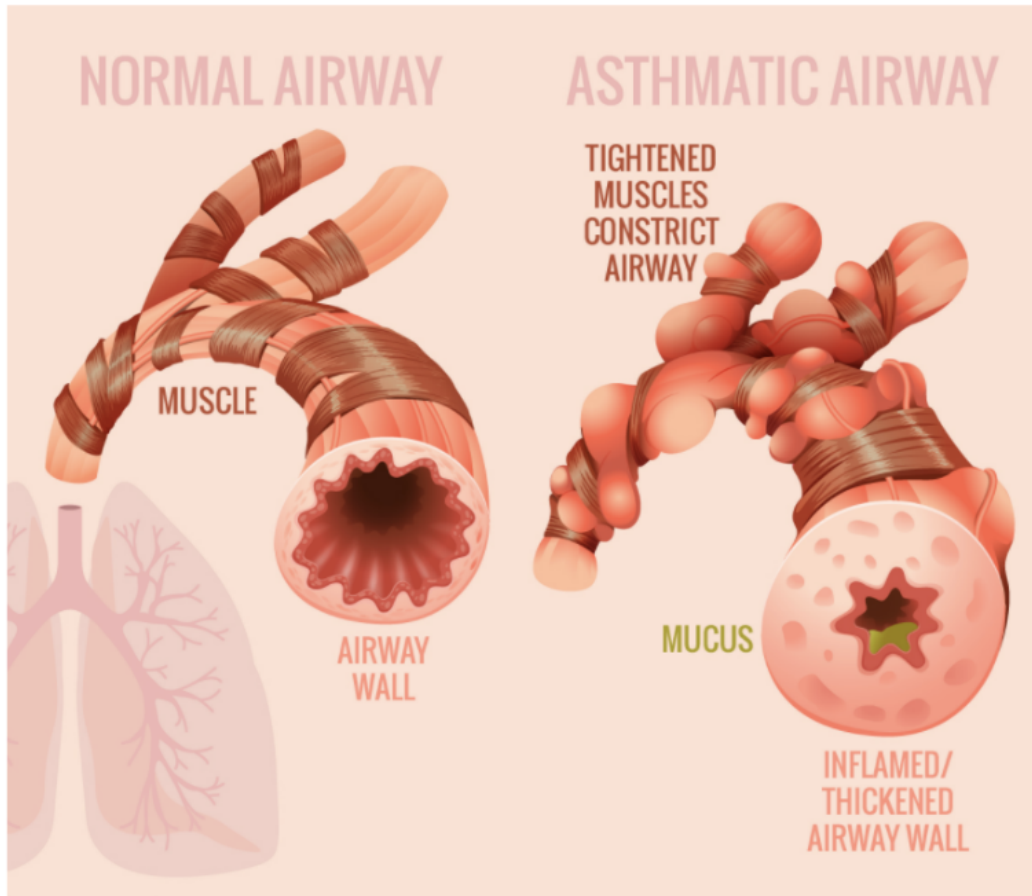
Helping the Consumer make Informed Decisions

1. Regulations vary state-to-state, and country-to-country
2. Environmental claims and eco-labels have multiplied, leading to lack of clarity
3. Third-party Certifications are most trusted with private testing labs & nonprofit orgs

What is this costing us?



What is Asthma?



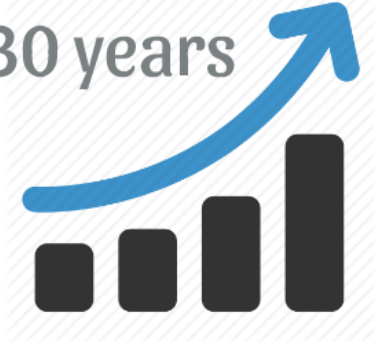
A damaging immune response by the body to a substance (pollen, dust..) to which it has become hypersensitive

The antibodies produced by the immune system release chemicals, causing symptoms

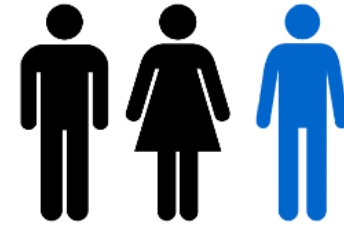
14.2 million visits to a doctor's office
2 million visits to the emergency room
439,000 hospitalizations
3,600 deaths

each year

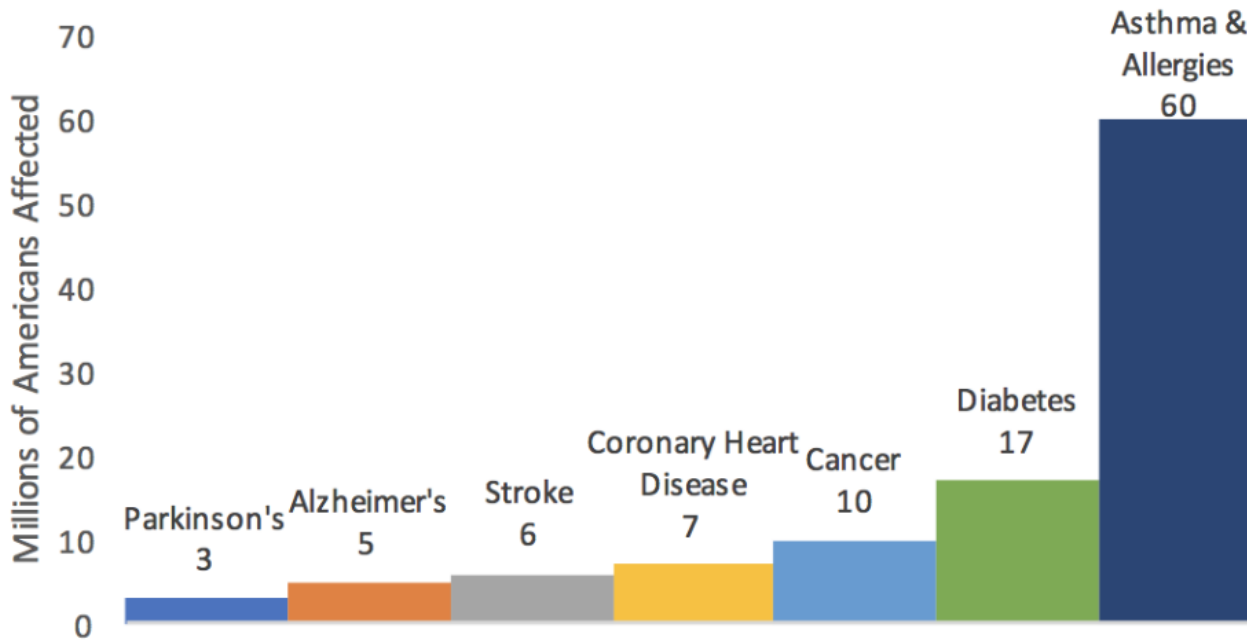
Prevalence has **doubled**
in only 30 years



60 million Americans affected



1 in 3 Households



Asthma is the

#1 cause

of school **absenteeism** and **ER Visits**
among children

WHY

Get Certified

**ACCESS
A GROWING MARKET**

Demand for Certified Products continues to rise

We provide marketing support,
research, and education

NOT JUST A LABEL

Help asthma and allergy sufferers
choose the best products for them

EMPOWERED SHOPPERS

Independently tested by experts

**CREDIBILITY
FOR YOU**

Build Confidence & Reliability

CONSUMER TRUST

Gold Standard Labelling
Requirement for Allergy Claims

INFORMED RETAILERS



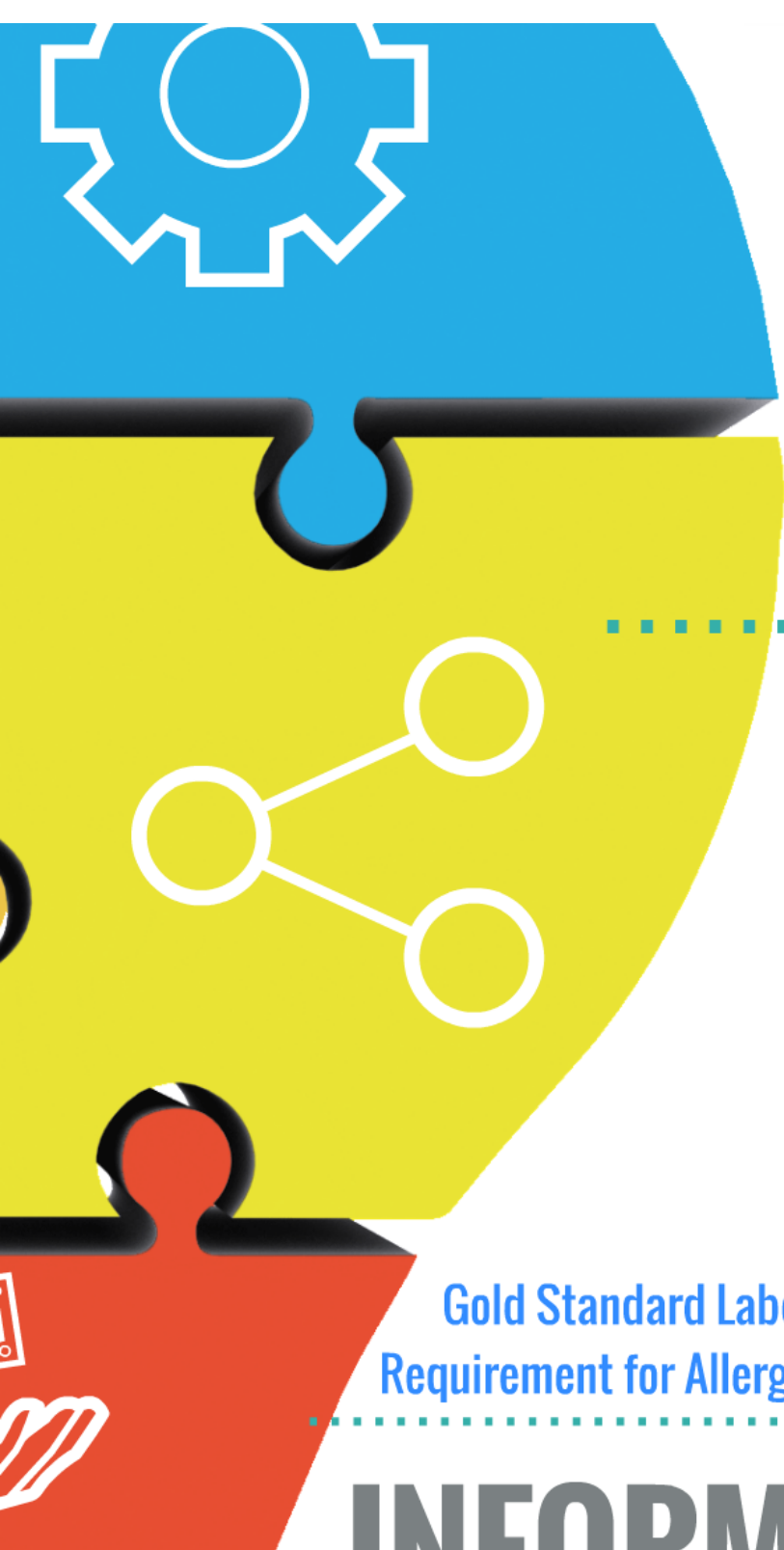
WHY
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CREDIBILITY
FOR YOU

Build Confidence & Reliability



CREDIBILITY FOR YOU

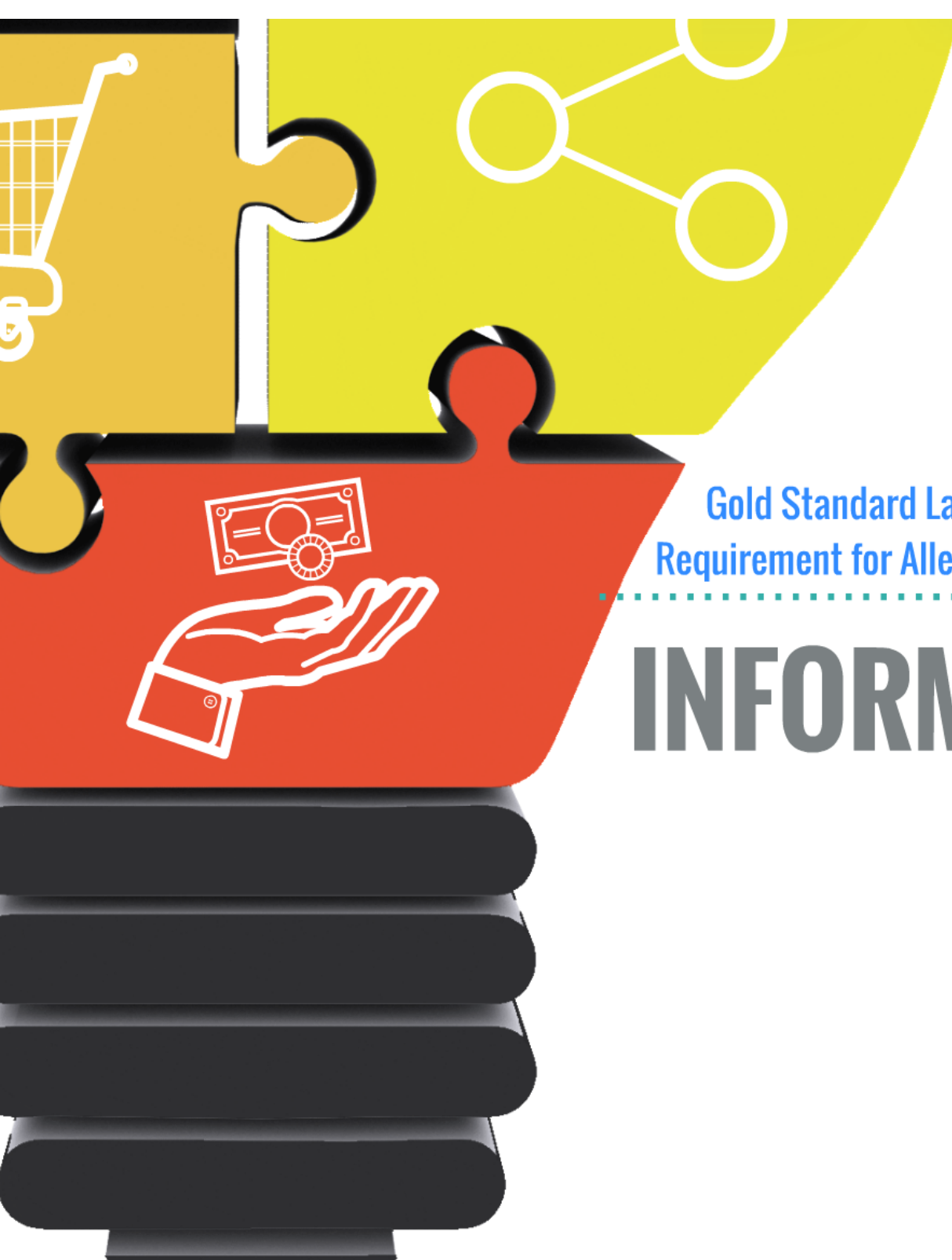
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CONSUMER TRUST

Gold Standard Labelling
Requirement for Allergy Claims

INFORMED DECISIONS

CONSUMER



Gold Standard Labelling
Requirement for Allergy Claims

INFORMED RETAILERS

RESEARCH, AND EDUCATION

.....

NOT JUST A LABEL

Help asthma and allergy sufferers
choose the best products for them

.....

EMPOWERED SHOPPERS





We provide marketing support,
research, and education

.....

NOT JUST A LABEL



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choose the best products for them

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All of these are known carcinogens & can be life-threatening for people living with asthma or severe allergies.





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Standard Approval by Independent Medical Board



Products Tested through a Network of Approved Labs

Safer, Healthier Products for Everyone



WHO IS ALLERGY STANDARDS?

Standard Categories



Bedding



Vacuum Cleaners



Cleaning Products



Paints



Stuffed Toys



Air Conditioners



Professional Cleaning Services



Tumble Dryers



Washing Machines



Carpet Washers



Air Cleaners



Flooring



HVAC/Furnace Filters



Humidifiers



Dehumidifiers



Allergen Control Sprays



Auto Cabin Air Filters



Fiberglass Insulation



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Safer, Healthier Products for Everyone



WHO IS ALLERGY STANDARDS?

PROJECTS

Habitat for Humanity
Community Outreach

UNIFIED VOICE

Conferences
Speaking Engagements
Greenways
Client Council
Webinars

TRUSTED INFLUENCERS

Healthcare Providers
Government Support
Industry Thought Leadership
Ambassadors

RETAIL

Store Associate Education
Risk Avoidance
Educational Content

PUBLISHED CONTENT

Scientific Journals
Standards
Original Articles

LABS

Rigorous science
Best-in-class research
Network of Trusted Labs

EDUCATION

WHOLE WORLD'S BEST
TODAY
nerdwallet
engadget
CNN
Doctors
FOX 5
about.com

ADVOCACY GROUPS

CERTIFIED asthma & allergy friendly
Allergan
Allergy and Asthma Foundation of America

MISSION

- Identify Healthier Products
- Validate Manufacturer Claims
- Consumer Awareness



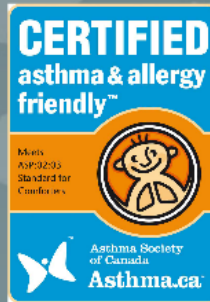
MISSION

LABS

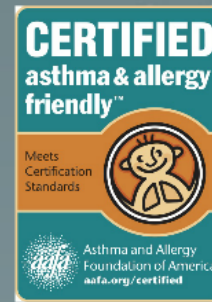


MISSION

- Identify Healthier Products
- Validate Manufacturer Claims
- Consumer Awareness



Asthma Canada



Asthma and Allergy
Foundation of America

ADVOCACY GROUPS

EDUCATION

WHERE WE'VE BEEN

We've been featured across all types of media, including these top outlets:



RETAIL



Store Associate Education
Risk Avoidance
Educational Content



Bed Bath & Beyond

Home Depot

Macys

Lowes



PROJECTS

Habitat for Humanity
Community Outreach





HGTV Personality and Carpenter (), Habitat for Humanity and the Asthma and Allergy Foundation of America join Merck to Launch *Build Smart, Breathe Easier*

National asthma education program will build four houses with asthma-healthy features in partnership with families affected by the disease, raise awareness about how a home may contain triggers that can cause asthma symptoms and may lead to flare-ups.

WHITEHOUSE STATION, N.J., May 24, 2011 – More than 24 million Americans currently have asthma. Every day, 11 people in the United States die from asthma and the disease accounts for one-quarter of all emergency room visits each year. For many people with asthma, their home may be part of the problem.

Any house or apartment can contain a variety of asthma "triggers," which can include allergens and irritants – such as dust mites, mold, pet dander and strong fumes or odors – that can negatively affect someone with asthma. Today, Merck



PROJECTS

Habitat for Humanity
Community Outreach





Conferences

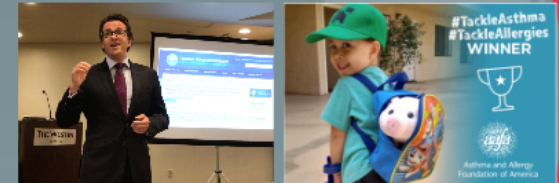
Speaking Engagements

Giveaways

Client Council

Webinars

UNIFIED VOICE





THE WESTIN
SEATTLE

FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

ABOUT THE FTC NEWS & EVENTS ENFORCEMENT POLICY TIPS & ADVICE I WOULD LIKE TO...

FTC Settlement Requires Omega Corporation to Stop Making False and Unproven Claims That Its Diamond Vacuum and Air Cleaner Can Prevent Illness

Marked with the \$750,000

EVENTS CALENDAR

Related Articles



#TackleAsthma
#TackleAllergies
WINNER



Asthma and Allergy
Foundation of America



Conferences

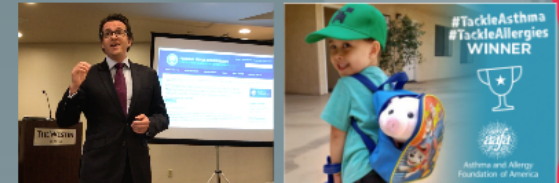
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UNIFIED VOICE





PUBLISHED CONTENT

Scientific Journals

Standards

Original Articles



Reduction of Domestic Allergen Levels in Carpets and Soft Furnishings in US Homes Using a Proprietary Hot Water Extraction Cleaning Process (#278)

278

Maire Fox, Claire Mernagh, John Fallon, Vivienne Mahon & Bruce Mitchell

airmid healthgroup, Trinity Enterprise Campus, Grand Canal Quay, Dublin 2, Ireland

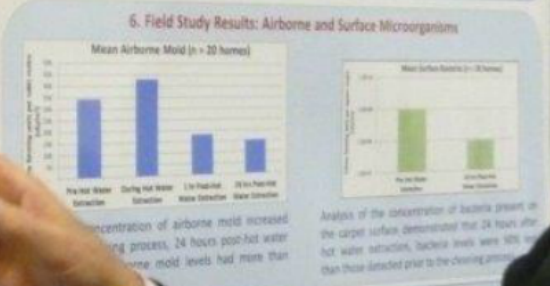
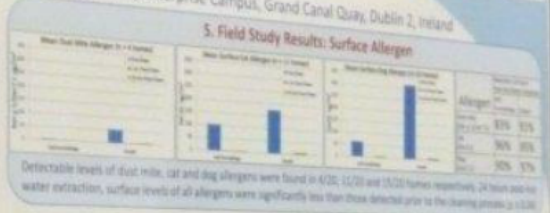
1. Abstract

Rationale: Allergen avoidance in the home should address contaminant reservoirs e.g. carpets and soft furnishings. The impact of a proprietary hot water extraction cleaning process on surface and airborne allergens and microorganisms was evaluated.

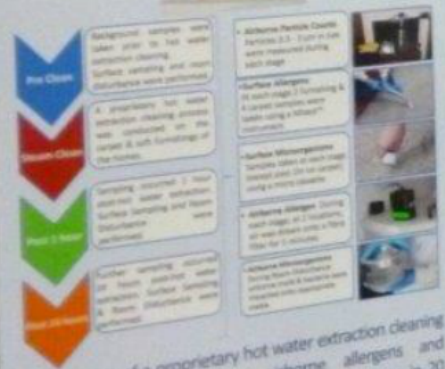
Methods: 20 US homes were studied. Air and surface samples taken before and after hot water extraction were analyzed for allergen and microorganism levels by ELISA and total viable counts. Airborne particle counts were monitored during room disturbances before and after cleaning. Carpet layers were analysed for particulate and allergen content by scanning electron microscopy and ELISA, respectively. Three carpets were similarly sampled in an environmental test chamber.

Results: Post-hot water extraction cleaning, surface levels of Derp1/Derf1, FelD1 and Canf1 were reduced by 83%, 96% and 90% on soft furnishings (p = 0.04) and 91%, 95% and 97% on carpets (p = 0.01), respectively. Airborne FelD1 was reduced by 67% (p = 0.01). Reductions were also seen for airborne mold (55%, p = 0.01) and surface bacteria (90%, p = 0.05). Test chamber airborne particle counts during room disturbances in the presence of three different carpets were reduced post-hot water extraction cleaning by 78%, 37% and 85%. Allergen was predominantly found in the carpet base (>71% of FelD1/Canf1). Hot water extraction cleaning had a greater effect on allergen levels in the upper layers (>100% reduction), than on base layer levels (15 - 91% reduction).

Conclusion: Incorporation of a hot water extraction cleaning procedure in a home allergen avoidance strategy, at yet to be determined intervals, significantly reduces the levels of bio-contaminants to which occupants are exposed.



2. Field Study Method



The impact of a proprietary hot water extraction cleaning process on surface and airborne allergens and microorganisms was evaluated as outlined above in 20 homes in a Midwestern state. Homes were selected on the basis of having carpeting and domestic pets.

3. Test Chamber Method



Hot water extraction cleaning was performed on two out of four quadrants of three different carpets, i.e. two quadrants remained un-cleaned. All quadrants were then removed from the homes and transported to a modified AC-1/ASTM Test Chamber for testing as outlined above.

4. Field Study Results: Airborne Allergen



Airborne cat allergen levels were assessed during each testing stage. Pre- and post-hot water extraction, a room disturbance (5 mins walking, then 5 mins bouncing a ball) was performed to disturb allergen into the air. 24 hours after hot water extraction, the levels of airborne cat allergen were 67% less than the levels detected prior to the cleaning process.

7. Test Chamber Results: Particles

Cleaned (hot water extraction) carpets were used in the test chamber. Different used carpets were used in the test chamber. Activities were performed on the carpet samples. Levels of particles were detected in the air at the post-disturbance sampling. Carpet samples that had undergone hot water extraction cleaning process.

8. Conclusion

Hot water extraction cleaning had a significant impact on bio-contaminants in the home. Microorganisms on carpet and soft furnishings and in the air. The purpose of the study was to investigate the impact of hot water extraction cleaning on allergen levels. The result of this study, hot water extraction cleaning would be a valuable addition to a home allergen avoidance strategy. Regular vacuuming with a proven effective vacuum cleaner is still the best method for allergen removal. At yet to be determined intervals, hot water extraction cleaning, can be used in the home, even where carpets and soft furnishings remain.





Cars ▾

Appliances ▾

Electronics ▾

Home & Garden ▾

Babies & Kids ▾

Money ▾

Shopping ▾

Health ▾

Home > Home & Garden > Interior paints: Not all green logos mean the same thing



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8+1



A A

Interior paints: Not all green logos mean the same thing

Consumer Reports News: February 07, 2012 03:53 PM

Consumer Reports newest [Ratings of interior paints](#) include many subpar low- and no-VOC (volatile organic compounds) paints along with those that made our winners' circle. You'll also find a growing array of green logos, although some of those certifications are self-awarded. A new Asthma & Allergy Friendly certification is among the ones you'll see when shopping for paint. Here's a guide to six of the most common green labels.

Asthma & Allergy Friendly

This one comes from the Asthma and Allergy Foundation of America. The foundation measures VOCs emitted during application and prohibits certain harmful chemicals.

Companies pay \$7,500 or more to have paints tested and use the logo. Among tested paints, Valspar + has it.

Greenguard

This group allows only trace levels of VOCs, including formaldehyde and styrene. Manufacturers measure emissions from drying paint and pay \$3,000 or more to Greenguard for testing and to use the logo.

Green Seal

This group limits VOCs, bars certain other hazardous substances, and assesses performance. Companies pay \$2,500 to \$9,500 to have paints evaluated and use the Green Seal logo.

Green Wise

This certification limits VOCs and odors and prohibits certain chemicals. As part of their membership fee, companies have products tested by the Coatings Research Group, an industry organization. Three Royal Interiors by Ace paints we tested have it.

E-mail Newsletters

FREE e-mail Newsletters! Choose from cars, safety, health, and more!

Go

Already signed-up?
Manage your newsletters here too.

Home & Garden News



5 easy holiday spruce-ups you can do now



The best windows from Consumer Reports' tests



LEDs, the lightbulbs that last and last



PUBLISHED CONTENT

Scientific Journals

Standards

Original Articles



John McKeon, CEO Of Allergy Standards, Receives Congressional Citation

WRITTEN BY ALLERGY STANDARDS ON SEPTEMBER 19, 2016. POSTED IN ASL PRESS RELEASES

Philadelphia, PA (September 19, 2016) – Dr. John McKeon, CEO of [Allergy Standards](#), has received a congressional citation from Congressman Brendan F Boyle of the 13th Congressional District of Pennsylvania.

The award was presented during the Strides for Safe Kids event in Plymouth Meeting. Dr. McKeon and the Certification Program were cited on the occasion of the 10th year of the asthma & allergy friendly® certification program, a joint venture with the Asthma and Allergy Foundation of America.

The ten years anniversary marks the start of a pace of growth faster than ever, with a large number of top manufacturers joining our certification program and an expansion of the program on an international scale.



Dr John McKeon receives a congressional citation from Congressman Brendan F Boyle

Congressman Brendan Boyle





**NYC's #1
Allergy Team**

**Check Out
Dr. Bassett's
Recent Media
Appearances!**

**Dr. Clifford
Bassett**



a congressional citation from
Brendan F Boyle



David Vander
VP Marketing



Rashad Jennings
NY Giants

fford
sett



Dr. Oz



David VanderWaal
VP Marketing, LG



ennings



Dr. Oz

TRUSTED INFLUENCERS

Healthcare Providers

Government Support

Industry Thought Leadership

Ambassadors



AMBASSADORS



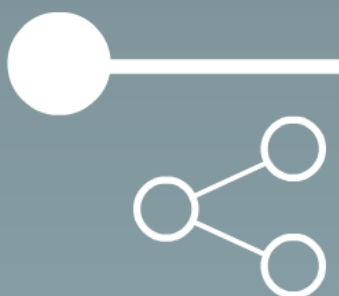
LABS

Rigorous science

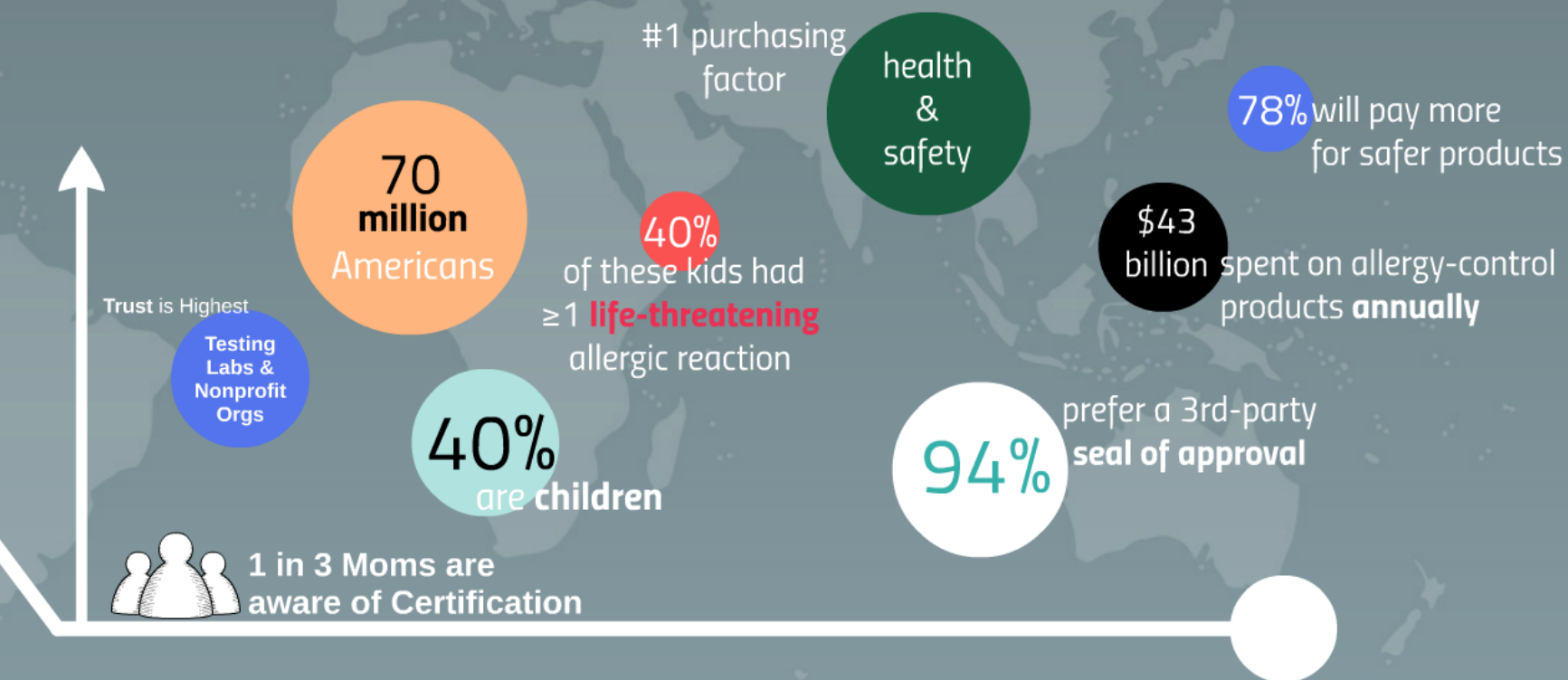
Best-in-class research

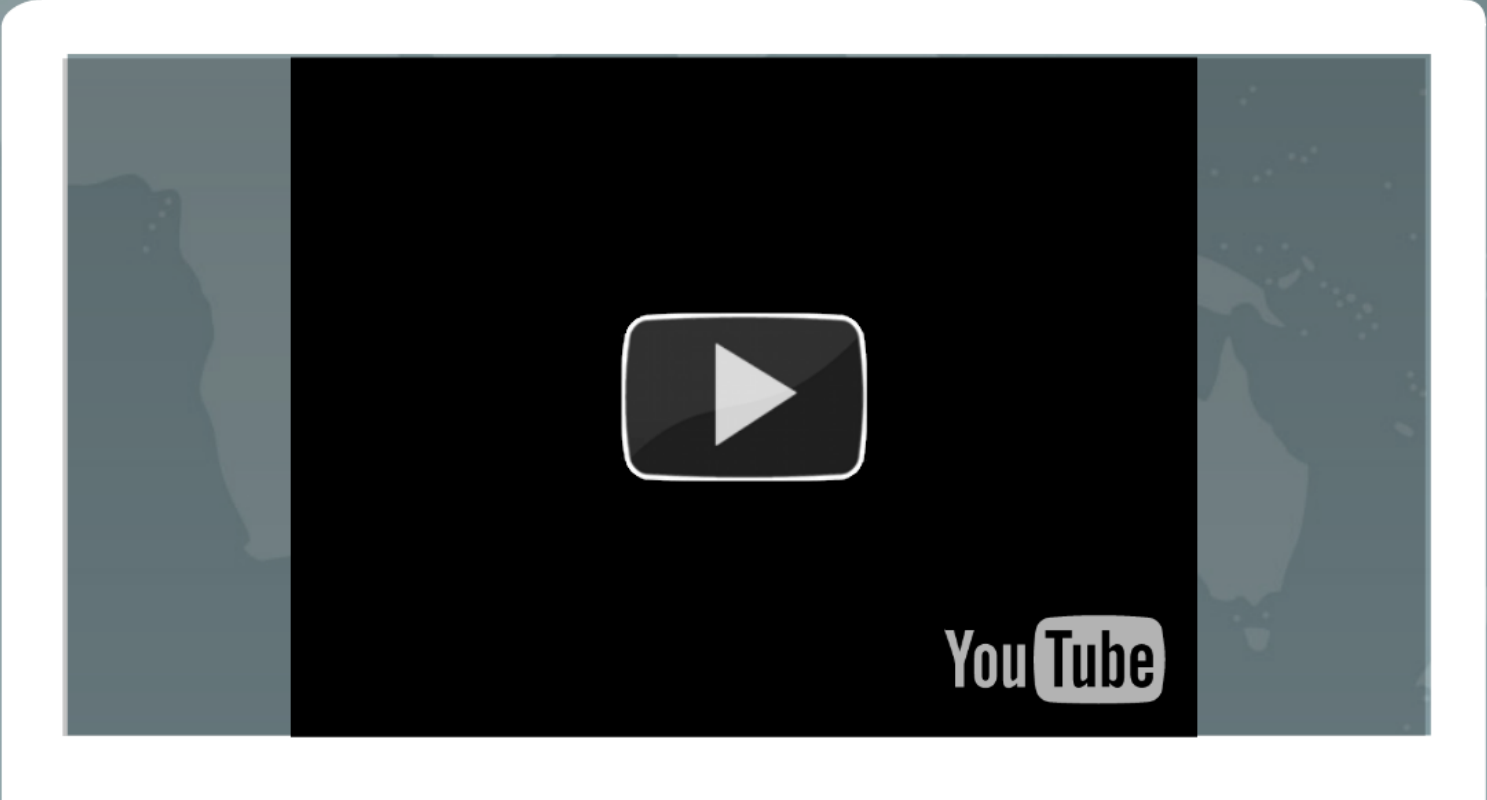
Network of Trusted Labs

WHAT WE DO TO GET THERE

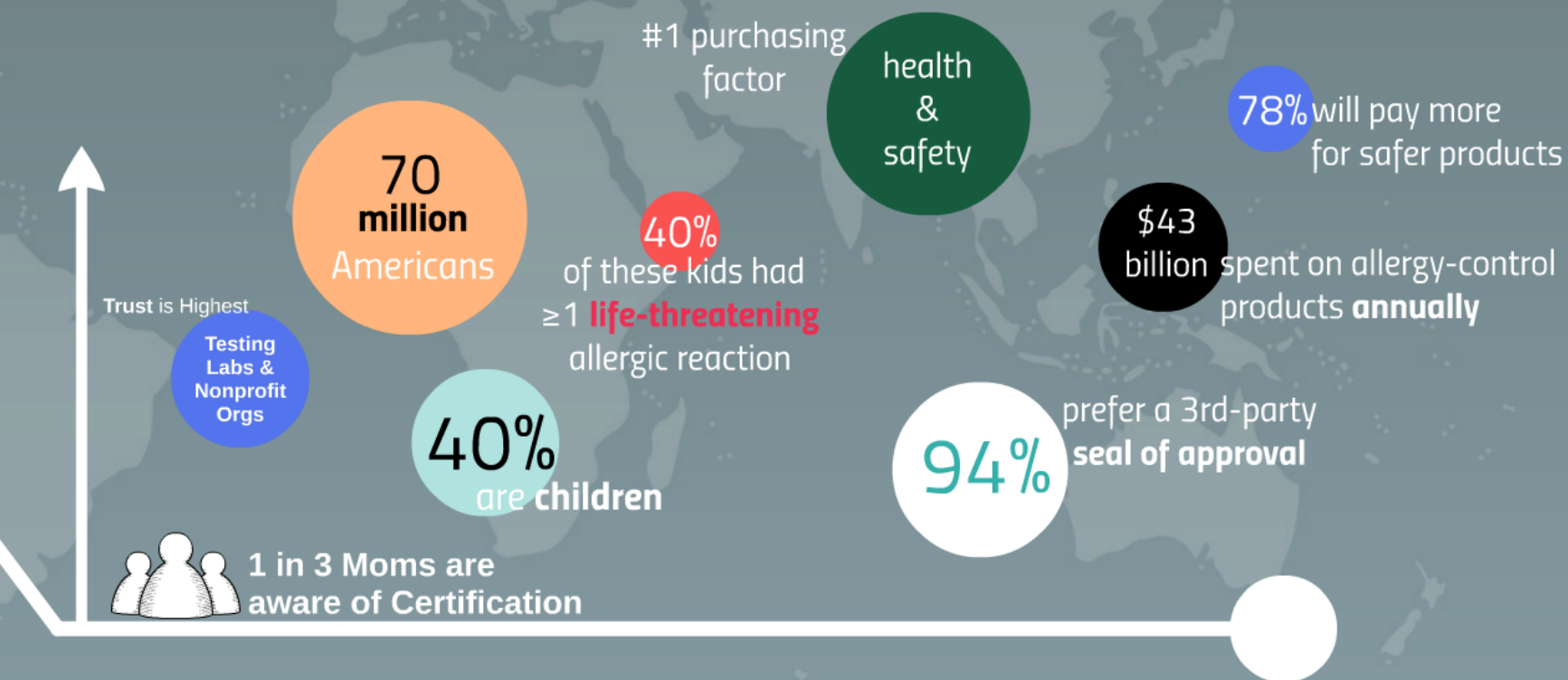


MISSION



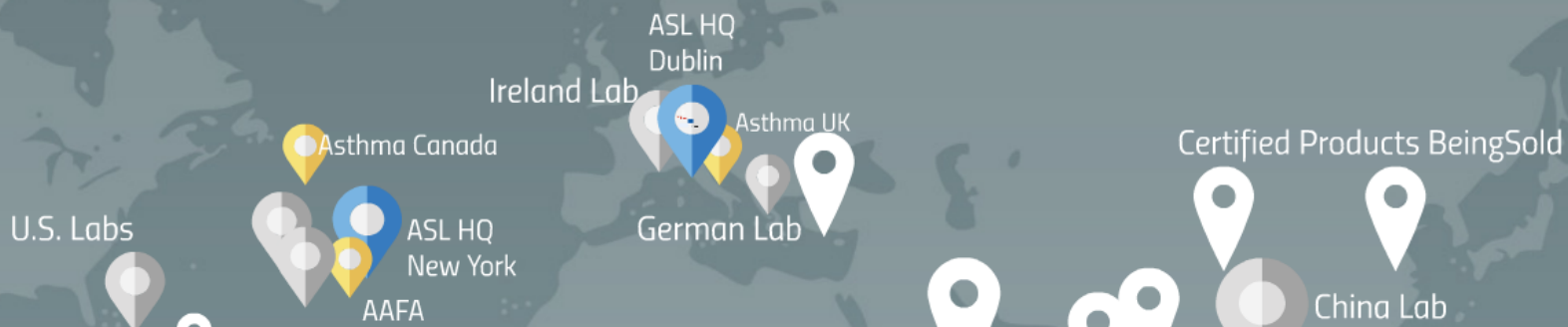


Millenial Homebuyers



CONSUMER INSIGHTS





A GLOBAL NETWORK



Overview of the Standards

Examples of Testing Standards for Building Materials



THE STANDARDS



Examples of Testing Standards for Building Materials

Fiberglass Insulation Testing Methodology

1. Constituent Review
2. Evaluation of Airborne Particle, Fiber, & Dust Release during installation and disturbance
3. Evaluation of the ability of insulation to support fungal growth
4. Volatile organic compound (VOC) emission testing

Certified Building Products to look for

www.certhomebuildingproducts.com/USA/certified-products



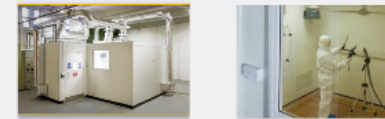
Vacuum Cleaner Testing Methodology

1. Reduction of secondary release of allergens containing dust and fibers
2. Evaluation of the ability of the vacuum cleaner
3. Assessment of exposure to allergens during use, through the respiratory working
4. Assessment of the performance of the vacuum cleaner in terms of its ability to collect and contain allergens
5. Reduction of secondary release of allergens containing dust and fibers

Resilient Flooring Testing Methodology

1. Chemical constituent testing of floor VOCs for total air-borne release
2. Evaluation of allergen release during installation and use
3. Exposure to allergens during use and the insulation test and record acceptable levels
4. Exposure to allergens during installation and use and the insulation test and record acceptable levels
5. Use of allergen measurement during cleaning

Testing Facilities



Network of Approved Laboratories

Testing Facilities



Network of Approved Laboratories

Fiberglass Insulation Testing Methodology

1. Constituent Review
2. Evaluation of Airborne Particle, Fiber, & Dust Release during installation and disturbance
3. Evaluation of the ability of Insulation to support fungal growth
4. Volatile organic compound (VOC) emission testing

Vacuum Cleaner Testing Methodology

1. Evaluation of capability to **remove** allergen-containing test **dust** from carpets

2. Evaluation of **airborne allergen** levels during **vacuuming**

3. Evaluation of the integrity of the **air filtration** system

4. Assessment of the **performance** of the Vacuum Cleaner immediately prior to activation of bag replacement / **receptacle emptying** signal and filter change signal

5. Assessment of **exposure** to allergens during bag change or **receptacle emptying**

6. Evaluation of **capability to remove allergen-**containing test dust from crevices

Resilient Flooring Testing Methodology


5. Chemical constituent testing of Total VOCs, Formaldehyde, Acetaldehyde

1. Must have low capacity for allergen retention

4. Exposure to **toxic materials** during installation and after must not exceed acceptable levels

2. Low airborne allergen measurement during cleaning

3. Exposure to **allergens** during and after installation must not exceed acceptable levels



***Certified
Building Products
to look for***

www.asthmaandallergyfriendly.com/USA/certified-products



Overview of the Standards

Examples of Testing Standards for Building Materials



THE STANDARDS



 @allergystandard

Q & A



Courtney@AllergyStandards.com
www.allergystandards.com
www.asthmaandallergyfriendly.com