

Certification Program Science and Standards give a unique platform for research at the American College of Allergy, Asthma and Immunology (ACAAI) Annual Scientific Meeting in Boston

November 2017, Dublin, Ireland

Allergy Standards (ASL) science was featured strongly throughout the exhibition hall of the 2017 Annual Scientific Meeting that recently concluded on October 30th at the Hynes Convention Centre in Boston. This year, the annual meeting was also celebrating ACAAI's 75th anniversary. For the occasion ASL's joint venture program exhibited, alongside the Asthma and Allergy Foundation of America (AAFA), and a number of other client exhibition booths showcasing the **asthma & allergy friendly**[®] Certification Program including Dyson, National Allergy & Rabbit Air.

This year the Annual Scientific Meeting's theme highlighted the best science available and how to put scientific innovation into practice in everyday life. ASL was delighted to give some insight on that bright future through its Certification Program and their partners highlighting how it can make for a healthier life. Courtney Sunna and Michele Cassalia, both representing the **asthma & allergy friendly**[®] Certification Program, were able to interact with doctors, physicians and scientists who were attending the event and give them an in-depth insight of the Certification Program.

Physician Survey

We took this opportunity to run a survey among the physicians who attended the Annual Scientific Meeting. The results show some very interesting insights on the **asthma & allergy friendly**[®] Certification Program:

- 80% of the physicians surveyed were aware of the Program
- 88% of the physicians surveyed are very likely to tell their patients about Certified Products
- 75% of the physicians surveyed have seen the Certification mark on products in stores.

Last but not least, the results of the survey show that the most common recommendations to patients impacted by asthma and allergies were to

- buy products with a high-grade filter, including vacuum cleaners and dehumidifiers
- use quality bedding that is an effective allergen barrier.
- reduce clutter around the house
- use a washing machine that can wash at high temperatures

The **asthma & allergy friendly**[®] Certification Program certifies products in all areas recommended by physicians.

About ASL

ASL is an International standards and certification body that prepares independent standards for a wide range of products to declare their suitability for people whose lives are affected by allergies and asthma. ASL has devised a series of proprietary testing protocols, performance criteria and suitability attributes for consumer products to be eligible for certification. These have been developed using internationally recognized trigger factor avoidance recommendations including allergens and irritants. The **asthma & allergy friendly**[®] mark is applied to products that consumers can trust have been subject to rigorous independent testing to determine their suitability. ASL's management team possesses specialist skills in a variety of medical fields including asthma and other allergic diseases. For more information, visit www.allergystandards.com.

