

Contact: Sarajane Sparks  
sarajane@sparkscg.com  
603-494-2755



## FOR IMMEDIATE RELEASE

### The **asthma & allergy friendly**® Certification Program Partnered with Cleaning Products US 2021, the Largest Annual Event Nationwide for the Cleaning Products Industry

Washington, DC (October 12, 2021) – The **asthma & allergy friendly**® Certification Program, which is jointly run by [Allergy Standards Limited \(ASL\)](#) and the [Asthma and Allergy Foundation of America](#) was thrilled to join forces with the [Cleaning Products US 2021 Conference](#) that took place September 29 – 30, 2021 as both a key sponsor and participant. The Certification Program joined other top global organizations and industry innovators during this capstone event which was designed in collaboration with the cleaning products industry to bring together leading representatives from across the home and personal care sector - including household and cleaning products manufacturers, chemical suppliers, regulatory bodies, and retailers - to discuss trends and challenges and share knowledge and ideas.

With leading experts from Reckitt, BASF, P&G, Colgate-Palmolive, GOJO, American Cleaning Institute, US EPA, and more, the Certification Program evaluated the key topics and latest developments that are driving growth and continued innovation within the cleaning products industry.

The **asthma & allergy friendly**® Certification Program's participation was three-fold:

- As part of the ongoing mission to improve indoor Air Quality for all individuals, [Dr John McKeon](#), CEO of [ASL and Director of Education at the ASL Academy](#), participated in a panel discussion entitled "*Changing Overall Behavior in a Pandemic*" with [Rebecca Watters](#) of [Intel](#) and [Edurne Ozaeta of Reckitt](#). This panel addressed multi-generational marketing, analyzing how people change their behavior and buying habits and how the pandemic has changed purchasing habits.
- The [ASL science team](#) hosted two Topic Tables:
  - How cleaning products affect the lives of those impacted by asthma & allergy with an interactive house walk through by [Dr John McKeon](#), CEO; [click here to watch](#).
  - An overview of the Certification Program's Cleaning Products Standard by [Emer Duffy, Ph.D.](#), Science Lead; [click here to watch](#).
- The Program was a [key sponsor](#) at Cleaning Products US 2021, where attendees visited its virtual booth to learn more about the **asthma & allergy friendly**® Certification Program, gain a stronger understanding of the Program's powerful mission, and find out more about its CERTIFIED client partners across over 13 product categories of building supply, household, and cleaning-related offerings.

Due to the global pandemic, the Cleaning Products US 2021 Conference was a particularly essential industry event. Dr. John McKeon explains, "We are all spending

more time indoors, and therefore prioritizing a healthy indoor environment should be top of mind. Cleaning products and cleaning routines should be seen through the lens of optimum indoor air quality. 'Cleaning Products US' was a great opportunity to lead discussions about setting standards, cleaning with purpose, and sharing key insights on how cleaning impacts our health."

For press materials, interview quotes, and high-resolution photography for the Certification Program and more information about our CERTIFIED client partners, please contact [Sarajane Sparks](#), PR/Marketing for the [Certification Program](#).

### **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. This program helps people make informed purchases for a #healthierhome. We test household products against strict standards. If products pass our tests, they earn the CERTIFIED **asthma & allergy friendly®** mark. Certified products include air cleaners, bedding, cleaning products, flooring, paints, vacuum cleaners, washing machines, and more. Visit [aafa.org/certified](http://aafa.org/certified) for more information.