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FOR IMMEDIATE RELEASE

Dr. John McKeon CEO of Allergy Standards Ltd, To Present at a Talk Entitled 'The Breathe Clean Air Program; Advanced Training for Building Professionals' hosted by Tarkett

Dublin, Ireland (December 4th, 2020) - Allergy Standards Ltd (ASL) is Delighted to Announce that their CEO Dr. John McKeon will present at a highly relevant talk entitled 'The Breathe Clean Air Program: Advanced Training for Building Professionals' at 11am-12pm EST December 3rd 2020.

The presentation will be delivered to healthcare facilities managers, who play a key role in the construction industry. It is one of an expanding series of webinars, presented by Dr. McKeon which builds on Allergy Standards participation in the US Greenbuild Conference and Expo, where they shared the stage with Tracy Washington Enger of the Environmental Protection Agency (EPA) and focussed on the growing issue of poor Indoor Air Quality and the impact it has on human health. More specifically, it is now time to highlight the impact building materials and products have on the consumer's surroundings and consequently the effect this environment has on health.

Dr. John McKeon, CEO of Allergy Standards, is recognised for delivering informative, cutting edge talks, lectures and workshops on developing international standards, Indoor Air Quality, third body certification and innovation so is particularly honoured to be presenting this talk hosted by Tarkett.

Tarkett have cemented their reputation as leaders in the healthcare facilities industry by their involvement in the Clean Hospitals network and in The Sustainability and Health Initiative for Netpositive Enterprise (SHINE) at the Harvard T.H. Chan School of Public Health. Tarkett are internationally renowned for developing sustainable flooring solutions that respect the environment and contribute to health and well-being and their participation in **asthma & allergy friendly®** Certification Program reflects this.

"I am delighted to be presenting this talk to such a vital group of the construction industry. Our expertise at Allergy Standards in the Indoor Air Quality field allows us to fill a knowledge gap made increasingly apparent by the global pandemic It is imperative that construction and design professionals embrace the paradigm shift from an engineering focus to a people centred healthy design approach to meet expanding consumer needs", says Dr. John McKeon.

This talk gives Allergy Standards the opportunity to highlight their online Education Program, '**The Breathe Clean Air Program**', designed and delivered by the ASL science & medical team and tailored specifically for construction professionals, retailers and CERTIFIED manufacturers. The e-learning program will enable the delivery of construction and product solutions that are specifically matched to the needs of the air aware customer.

The launch of this Education Program comes at a time when Indoor Air Quality is worsening and the medical consequences of this deterioration are increasingly common and more serious. According to the EPA Indoor Air Quality (IAQ) can be up to 5 times more polluted than outdoor air. Awareness of 'invisible' air quality issues is spiking due to adverse weather related events such as seasonal forest fires, "pollen tsunamis" and the global COVID-19 pandemic.

The upcoming talk hosted by Tarkett will explore how to empathize about air quality concerns, the rising awareness of the impact of poor Indoor Air Quality and issues related to asthma and allergies. The expansive curriculum includes contributions from the EEBA and Construction Instruction. Other areas to be covered are:

- The rising demand for clean indoor air with the 'indoor generation'
- Understand the science on asthma and allergies, indoor triggers, and the corresponding impact on human health
- Indoor air & pathogens such as Coronavirus
- Medical impact of poor indoor air quality
- How the construction industry is responding
- Stakeholder Values + Environmental Sustainability + Wellness Movement
- How material science alone is not sufficient in creating better building inhabitant outcomes
- Linking conversations regarding clean air with medical impacts and how to create better indoor air

Date: Thursday December 3rd, 2020

Time: 11am-12pm EST

We invite you to register for the talk [here](#)

Enrolment in the Education Program will be available to all those in the professional building and design industries, retailers and those interested in gaining insight into the creation of healthier homes for all. Contact us [here](#) for more information.

About Allergy Standards Limited (ASL)

Allergy Standards Ltd uses Design Thinking Principles to operate the world's most recognised certification program for the allergy aware consumer. As an international certification and health data analytics company, ASL develops international standards for innovation and testing of a wide range of consumer products and services. ASL works with researchers, manufacturers and retailers throughout the supply chain, using design thinking and innovation to create a healthier indoor environment.