

FOR IMMEDIATE RELEASE

## Pegasus Home Fashions Launches Beautyrest® CERTIFIED **asthma & allergy friendly**® Collection

*Pegasus Home Fashions' Beautyrest® CERTIFIED **asthma & allergy friendly**® pillow, mattress pad, and comforter provide an effective barrier to the passage of dust mite allergen and other common household allergens.*



Washington D.C., **December XY**, 2022 – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) have announced that Pegasus Home Fashions' Beautyrest® CERTIFIED **asthma & allergy friendly**® pillow, mattress pad, and comforter have earned the coveted **asthma & allergy friendly**® certification.

The **asthma & allergy friendly**® Certification, a program established in the United States by AAFA and ASL, helps consumers identify products for the home that are more suitable for people with asthma and allergies. Products undergo independent testing to meet scientific standards established by the program. The certification mark is only awarded to those products that pass those standards.

CERTIFIED **asthma & allergy friendly**<sup>®</sup> bedding is tested and certified to provide an effective barrier against dust mite allergen and other common household allergens. Pegasus' Beautyrest<sup>®</sup> CERTIFIED **asthma & allergy friendly**<sup>®</sup> pillow, mattress pad, and comforter have demonstrated the following:

- Outer fabric is effective barrier to the passage of allergens
- Breathable for comfort
- Can be easily cleaned to remove allergen accumulation
- Withstand wear and tear of recommended cleaning techniques
- Contain no chemicals above certification levels known to trigger allergy and asthma symptoms

“We congratulate Pegasus Home Fashions on earning the rigorous **asthma & allergy friendly**<sup>®</sup> certification for its Beautyrest<sup>®</sup> CERTIFIED **asthma & allergy friendly**<sup>®</sup> pillow, mattress pad, and comforter,” said Kenneth Mendez, president and CEO of AAFA. “For people with allergies and asthma, reducing exposure to triggers in the bedroom is an important part of their allergy and asthma management plan. Our Certification Program exists to ensure consumers with these conditions can find products that have been tested and proven to reduce exposure to known allergens and asthma irritants.”

“We spend up to 8 hours per night **in the bedroom**, so it is important that we keep allergy triggers at bay,” said Dr. John McKeon, CEO of ASL. “We are pleased that Pegasus Home Fashions has contributed to the availability of high-quality **bedding** that has met our stringent technical and scientific standards for controlling indoor allergens and improving indoor air quality.”

Pegasus' Beautyrest<sup>®</sup> CERTIFIED **asthma & allergy friendly**<sup>®</sup> pillow, mattress pad, and comforter have met these requirements and are certified to reduce allergens and irritants while contributing to a healthier indoor environment in the bedroom.

“Pegasus Home Fashions is extremely excited and proud to offer an assortment of products now CERTIFIED **asthma & allergy friendly**<sup>®</sup>,” said Bill Deliberti, president of Pegasus Home Fashions. “Bedding is a key component in controlling allergens, dust mite allergen and pet dander in the bedroom and a big step in achieving a healthier home. The **asthma & allergy friendly**<sup>®</sup> certification adds a level of trust for a discriminating consumer in today's market. We are thrilled to be working with great partners like the Certification Program and will continue to expand our offerings to help consumers get a more restful and healthier night's sleep.”

#### About the **asthma & allergy friendly**<sup>®</sup> Certification Program

The **asthma & allergy friendly**<sup>®</sup> 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 healthier home. The program tests household products against strict standards. Products passing these tests earn the CERTIFIED **asthma & allergy friendly**<sup>®</sup> mark. Certified products include air cleaners, bedding, cleaning products, flooring, paints, vacuum cleaners, washing machines, and more. Visit [aafa.org/certified](https://aafa.org/certified) for more information.