

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



## FOR IMMEDIATE RELEASE

# arbOUR Products Earns **asthma & allergy friendly**<sup>®</sup> Certification for its Free+Clear Laundry Detergent

*arbOUR Products CERTIFIED asthma & allergy friendly<sup>®</sup> Free+Clear laundry detergent helps reduce allergens from fabrics washed with the detergent*

Washington, D.C., May 9, 2023 – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) have announced that arbOUR Products Free+Clear laundry detergent has been CERTIFIED by the **asthma & allergy friendly**<sup>®</sup> Certification Program.

The **asthma & allergy friendly**<sup>®</sup> Certification Program 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.

To earn the certification, Free+Clear laundry detergent passed rigorous scientific testing and demonstrated:

- Its ability to reduce over 95% of allergens related to pet dander and dust mites from fabrics washed with the detergent.
- It has extremely low volatile organic compound (VOC) emissions when used.
- Each ingredient has been reviewed to ensure that any chemicals with allergenic or sensitizing properties are either absent or at suitably low levels.

“We are delighted that arbOUR Products Free+Clear laundry detergent has joined the growing number of leading product manufacturers to achieve **asthma & allergy friendly**<sup>®</sup> Certification,” shared Dr. John McKeon, CEO of ASL. “Consumers can be confident that CERTIFIED laundry detergent can remove allergens like dust mite allergen and pet allergen, and that product claims are based on good science.”

“For people with asthma and allergies, reducing allergens is an important part of their asthma and allergy management plan,” said Kenneth Mendez, CEO and president of AAFA.

“We congratulate arbOUR Products on earning the rigorous **asthma & allergy friendly**® Certification for its Free+Clear laundry detergent.”

arbOUR Products has demonstrated its commitment to providing high-quality and sustainable cleaning products that contribute to a healthier home environment with its newly CERTIFIED **asthma & allergy friendly**® Free+Clear laundry detergent.

“We started arbOUR Products because we wanted high-quality products that were better for people, pets, and our planet,” said Carol Mehas, co-founder of arbOUR Products. “We are so proud to join the family of products that are CERTIFIED **asthma & allergy friendly**® and for our Free+Clear detergent to be recognized to be of a higher standard for household and professional cleaning.”

### **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 healthier home. The program tests products against strict standards. Products passing these tests 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](https://aafa.org/certified) for more information.

### **About arbOUR Products**

arbOUR Products started as a labor of love by a mom, former product and brand developer, and lifelong seeker of a “better way” to clean. Unable to find what she was looking for on grocery and superstore shelves, she resolved to develop her own solution of commercial-strength cleaning products that actually work and are also sustainable, natural, and safe for the people, pets, and planet. Launched in summer 2022 with a range of home cleaning essentials, arbOUR is creating new solutions to age-old cleaning problems — from smarter stain-removers, to non-toxic ways to tackle stubborn odors, to hand wash made from sustainably sourced soapbark. arbOUR products are available exclusively on the [arboursproducts.com](https://arboursproducts.com) website, where the arbOUR TREEHOUSE is building a community to redefine cleaning as less choreful, and more cheerful. For more good clean fun, visit [arboursproducts.com](https://arboursproducts.com).