

Allergy Standards Ltd Certifies SmartSilk(TM) Products as Asthma & Allergy Friendly(TM)



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DUBLIN, Ireland, May 5 /PRNewswire/ -- Allergy Standards Ltd ("ASL"), the internationally recognized independent evaluator of consumer products, today announced that it has certified SmartSilk(TM) duvets, pillow covers and mattress protectors as asthma & allergy friendly(TM). SmartSilk(TM) is the first silk textile company deemed asthma & allergy friendly(TM) by ASL in partnership with the Asthma & Allergy Foundation of America (AAFA).

"We are pleased to add these select SmartSilk(TM) items to the expanding portfolio of asthma & allergy friendly(TM) certified products," said Dr. **John McKeon**, CEO of Allergy Standards Ltd. "It is essential for those affected by asthma and allergies to live in a home environment that minimizes the potential health risks associated with exposure to allergens. SmartSilk(TM) understands the importance of providing consumers with safe products that, when used in tandem with other certified products, are scientifically proven to reduce these allergens."

The asthma & allergy friendly(TM) certification serves as a guide for consumers to help ensure that they make purchases deemed safe for those affected by these conditions. All products that receive ASL's asthma & allergy friendly(TM) certification are tested by independent laboratories using the protocols developed by ASL.

This certification follows the recent certification of several other asthma & allergy friendly(TM) products including bedding from London Luxury, a SteamWasher with Allergiene(TM) Allergen Reduction Cycle from LG Electronics, and various vacuum cleaners from Dyson.

About Allergy Standards

Allergy Standards Ltd. is a physician-founded, independent, third party tester of products such as pillows, bedding, paints, vacuums, furniture, toys and washing machines. The Company provides health-related product consulting and advisory services, using information about quality environmental control standards to screen for and reduce everyday exposure to asthma and allergy triggers and dangerous toxins. Manufacturers, such as Dyson, Build-A-Bear Workshop, LG Electronics and Hollander work with ASL to scientifically certify products that reduce the likelihood of triggering an allergic or asthmatic response. With their partners, the Asthma and Allergy Foundation of America (AAFA), and the ASL has become internationally recognized through its asthma & allergy friendly(TM) Certification brand and asthma & allergy friendly(TM) Certified products. Certified products are easily identifiable at the point of purchase and are widely available at retailers such as Target, Bed Bath and Beyond, JC Penney, Home Depot and Wal-Mart. Log on to <http://www.allergystandards.com> for more information

About AAFA

The Asthma and Allergy Foundation of America (AAFA) is the oldest and largest nonprofit organization in the world fighting asthma and allergic diseases. AAFA provides free information, conducts educational programs, fights for patients' rights, and funds research to find better treatments and cures. Log on to <http://www.aafa.org> for more information.

About SmartSilk™

SmartSilk(TM) is a Montreal based duvet and bedding manufacturer. For more information about SmartSilk(TM), visit their website at www.smartsilk.com.

Web site: <http://www.allergystandards.com> <http://www.aafa.org> <http://www.smartsilk.com>