

Visitors to Boston Can Now Sleep Better Thanks to Science and Silk

PR Newswire

The Lenox Hotel Furnishes Every Room With Certified Asthma And Allergy Friendly Bedding

WASHINGTON, April 4, 2011 /PRNewswire-USNewswire/ -- Whether traveling for business or pleasure, the growing population of people with asthma and allergies now has a luxury hotel option that features Certified asthma & allergy friendly® bedding in every room when visiting the Boston area. The Lenox Hotel in the historic Back Bay now features all natural SmartSilk™ silk-filled bedding that has been certified by the Asthma and Allergy Foundation of America (AAFA).

Nationwide, there are an estimated 20 million people with asthma and 50 million with allergies. Many triggers such as chemicals and common indoor allergens can aggravate both diseases. Medical experts advise that reducing exposure to allergens and irritants, such as dust mites, pet dander and formaldehyde should be a critical part of patient's asthma and allergy management plan.

For travelers with asthma and allergies, managing their exposure to allergens when they are away from home can be a challenge. Many bedding items such as pillows, comforters and mattress pads contain unwanted chemical ingredients and finishes from manufacturing or packaging, and most bedding also accumulates common indoor allergens during everyday use.

Chosen by *U.S. News & World Report* as "1 of the 5 Greenest Luxury Hotels in America," The Lenox continues to implement innovative eco initiatives and now is the first hotel in the United States to feature Certified asthma & allergy friendly® bedding in every room. All natural SmartSilk™ silk-filled bedding has passed the rigorous scientific testing protocols and meets the strict standards developed by Allergy Standards Limited (ASL) and adopted by AAFA to become Certified asthma & allergy friendly®.

"The Lenox Hotel chose SmartSilk bedding for our rooms for several reasons," states Meredith White, Hotel Manager at The Lenox. "In addition to the luxurious feel and durability of the bedding, the fact that it was certified asthma and allergy friendly complements our hotel's environmental mission to introduce quality products and services that are safer for visitors, neighbors, fellow workers, and the environment."

The asthma & allergy friendly® Certification Standards for bedding items are designed to ensure that products do not contain irritant chemicals, can withstand routine machine wash and dry instructions, and under normal use and care, will not allow household allergens to accumulate at high levels. Each certified product has been scientifically

tested in an independent, accredited laboratory to verify it meets the standards and includes a sewn in label with information why it has been certified and specific detailed cleaning and care instructions for maintaining them in a low allergen state. Abstracts for all of the standards are available at www.aafa.org/certified.

The SmartSilk™ silk-filled Pillow, Pillow Protector, Duvet and Mattress Pad are the first all natural bedding products to be Certified asthma & allergy friendly® and are available to the general public. For more information on the products and the retailers that carry them, please visit www.smartsilk.com.

ABOUT THE ASTHMA & ALLERGY FRIENDLY® CERTIFICATION PROGRAM

The non-exclusive, independent asthma & allergy friendly® Certification Program is a joint effort between the Asthma and Allergy Foundation of America (AAFA), the oldest and largest nonprofit organization in the world fighting asthma and allergic diseases and Allergy Standards Limited (ASL), an international research and testing organization. The program develops scientific testing protocols and standards for various types of environmental control products. Manufacturers submit products for laboratory testing to determine if they meet the standards and qualify for certification and displaying the Certification Mark on their product. Abstracts of the standards, lists of all products, retail locations and information about the program are available online at www.aafa.org/certified.

ABOUT SMARTSILK™

SmartSilk™ offers the first all natural silk-filled luxury bedding collection that has been Certified asthma & allergy friendly® by the Asthma and Allergy Foundation of America (AAFA) with global availability. All SmartSilk™ bedding is scientifically tested and proven as an effective barrier (chemical free) from common allergens such as dust mites and pet dander. SmartSilk™ offers the luxury and all season comfort of sleeping in all natural and breathable silk-filled materials providing a more comfortable night's sleep. To learn more, visit www.smartsilk.com.

SOURCE The Asthma and Allergy Foundation of America