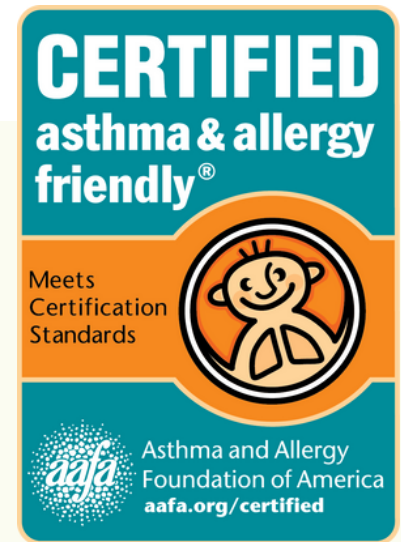


## Laundry detergent for a healthier home

The **asthma & allergy friendly**® Certification Program seeks to assist people to identify products which will make a genuine difference to their indoor environment. It develops certification standards for relevant categories of products, and all certified products undergo testing to those standards. In this way, the consumer can then make an informed choice about products like building materials, consumer electronics, and cleaning products that they bring into their home.



**In the case of laundry detergents, it's important that allergen particles can be removed from clothing using the detergent. The release of Volatile Organic Compounds (VOCs) from the detergent during use can impact on those with sensitive airways. Additionally, some chemicals used in laundry detergents can cause sensitivities or even allergic reactions.**

### What do we look for in laundry detergents?

**The first element is allergen removal.** We add cat allergens and dust mite allergens to clothing fabric. We then incubate these samples in a chamber. They are then washed in the laundry detergent, and we test how much allergen has been removed by the detergent.

**The second is the impact on indoor air.** We place a sample of the laundry detergent in an environmentally controlled chamber, and measure the Volatile Organic Compounds (VOCs) that are released. VOCs are chemicals that easily become gasses, and some VOCs can negatively impact on health. We make sure that

the VOC emissions remain low. In the case of a powder detergent, we also make sure that the airborne particles generated during use remain low.

**The third is the make-up of the detergent.** We do a detailed chemical assessment of all the constituents in the detergent and what concentration they are present at. We make sure there are no added fragrances, and that allergenic or sensitizing chemicals are either not present or present at a level low enough to warrant no concern for sensitive individuals.

Our goal in the **asthma & allergy friendly**® Certification Program is to create a healthier indoor environment for you and your family, and so we look at all elements of the indoor environment. For those impacted by allergies or sensitivities to dust mites, pet dander and other allergens, washing clothing and bedding regularly is a fundamental part of maintaining a healthier home environment. But it's important that the washing actually removes the allergens. Some of the ingredients in commonly used laundry detergents can cause sensitivities or allergic reactions. We want to identify laundry detergents that do not contain ingredients that are unnecessarily harmful. And we want to make sure that any necessary ingredients that can sometimes cause an allergic reaction are present at as low a level as is needed for them to function as intended. Laundry detergents that are **CERTIFIED asthma & allergy friendly**® are tested to the ASP:09-04 Certification Standard.

## Key Statistics:

- People spend up to 90% of their time indoors
- Indoor concentrations of pollutants are often 2 to 5 times higher than typical outdoor concentrations
- 9 out of 10 people breathe polluted air every day
- Indoor air pollution is the single most important environmental health risk worldwide



# arbOUR

"We started arbOUR products because we wanted high-quality, efficacious products that were safe for people, pets, and our planet. We are so proud to join the family of products that are **CERTIFIED asthma & allergy friendly®** with our Free+Clear Everyday Laundry Detergent. Working to create a higher standard of efficacy and safety for household and professional cleaning products is our mission and we are proud to be recognized.

*Finally, a better way to do laundry day!"*

- Carol Mehas, Co-Founder  
arbOUR Products

## Certification Clients Include



dyson



3M



True Value



## How the Certification Process Works



### Test

Scientific product testing by a certified laboratory



### Report

Product test results & analysis reports are released



### Certify

Certification licence is signed & certificate is issued