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**PRESS RELEASE FOR IMMEDIATE RELEASE**

**Allergy Standards Ltd. (ASL) announced today the appointment of Kelsey Hayden as Business Operations Executive.**

DUBLIN, Ireland. (March 16, 2018) – With the ongoing scaling of Allergy Standards global business, the company are happy to announce today that Kelsey Hayden has joined the firm to further facilitate the implementation of ASL's comprehensive growth strategy.

Kelsey joins ASL as a Business Operations Executive, working directly with the CEO, Dr. John McKeon, to deliver results against the strategic plan. She will work to standardise and establish practices and processes across the organisation as the company primes for rapid expansion.

Kelsey recently completed a master's degree in business administration (MBA) from Trinity College Dublin which has provided her with key insights surrounding the best practices for sustainably scaling a growing company. Previously Kelsey worked for Medtronic, a leading multinational medical device company, coordinating a specialised financial program targeted for outpatient surgical centres across the United States. In addition to her recent master's degree, Kelsey has academic qualifications in chemistry, biology, and biomolecular studies.

Dr. John McKeon said, "Kelsey has a very strong background in the medical sciences area working with 2 of the largest players in this field. That coupled with her recent MBA from Trinity College Dublin gives her a unique insight into what we are trying to achieve and our vision here at Allergy Standards. Kelsey will be working directly with me as we look to further scale the business."

Kelsey said, "I feel so fortunate to be joining Allergy Standards at such a dynamic time in the company's growth phase. It is very exciting to be joining such an innovative, energetic team who are so passionately working to create a better life for those suffering from asthma and allergies across the globe."

## About Allergy Standards and the asthma & allergy friendly® Certification Program

*“The World’s Most Recognised Certification Mark for **asthma & allergy friendly**® Products”.*

Allergy Standards Limited (ASL) is an international certification company that prepares independent standards for testing a wide range of products to determine their suitability for asthmatics and individuals with associated allergies. ASL has devised a series of proprietary testing protocols and suitability specifications for products to meet in order to be eligible for certification as **asthma & allergy friendly**®. ASL has developed these protocols to identify products that consumers can trust have been subject to rigorous testing to determine their relative suitability for people with asthma and allergies. <http://www.allergystandards.com/>

