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PRESS RELEASE FOR IMMEDIATE RELEASE

The Allergy Summit: Marketing To The Allergy Aware Consumer - The Value of Certification

New-York, NY. (October 01, 2018) – Allergy Standards Limited (ASL) announced today [The Allergy Summit](#), a unique event for companies interested in Asthma and Allergy certification marks and how they increasingly impact consumer buying trends.

Brought to you by [Allergy Standards Ltd](#) (ASL) and [The Asthma and Allergy Foundation of America](#) (AAFA), [The Allergy Summit](#) is a unique event bringing together existing [asthma & allergy friendly® Certification Program](#) clients, prospects, retailers, thought leaders, influencers, and patients to highlight the value of Certification to the allergy aware consumer.

The mission of the Allergy Summit is to unite **asthma & allergy friendly®** Certification Program clients, encourage cross-licensee collaborations, showcase Program client successes, and hear from the retailers and patients on the importance of Certification and improved indoor air quality.

Theme

"Marketing to the New Consumers: The Value of Certification" and how Certifications increasingly impact consumer buying trends

When?

The event takes place on October 24th between 1:30pm - 7pm

Where?

[Ogilvy, 636 11th Avenue New York, New York 10036](#)

Who will be there?

In addition to certified clients, prospects and retailers, there will be representatives from media, non-profits, and influencers.

Why attend?

This unique event will be an opportunity to get a deep insight into the new consumer buying trends as well as insights into the value of certification and why/how it works.

- Interact up close and personal with certified clients
- Understand the "WHY" of the Program
- Hear how it helps consumers problem solve at the point of purchase
- Listen to the role it plays in the value proposition
- Insight on key asthma and allergy metrics from the Asthma and Allergy Foundation of America (AAFA)

Some of the Keynote Speakers

- [Christopher Graves](#), President & Founder of the [Ogilvy Center for Behavioral Science](#)
- [Lesa Ukman](#), Founder, IEG ([Sponsorship.com](#)), [Lesa Ukman Partnerships and ProSocial Valuation Service](#)
- Dr. Tyra Bryant-Stephens, Director & Founder of the [Community Asthma Prevention Program at Children's Hospital of Philadelphia](#)
- [Carolyn Forte](#), [Good Housekeeping Institute](#), Director of the Home Appliances, Cleaning Products, and Textiles Lab
- [Dr. John McKeon](#), CEO of [Allergy Standards](#)
- [Kenny Mendez](#), CEO of [AAFA](#)
- [Ritesh Patel](#), Chief Digital Officer of [Ogilvy Health & Wellness](#)
- [Taryn Brucia](#), Director of Public Relations at [LG](#) Electronics USA

We look forward to this great day of networking, insights, discussions, and cocktails.

For more details and information on how you can get involved or to [register](#) to the event please contact Jon Khalev - jonkhalev@allergystandards.com

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

"The Application of science to solve allergy labelling challenges": 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/>