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**PRESS RELEASE FOR IMMEDIATE RELEASE**

**Allergy Standards announces the appointment of Dr. Joey DeCoursey as Senior Scientific Officer**

DUBLIN, Ireland. (May 15, 2018) – Allergy Standards Limited (ASL) announced today the appointment of Dr. Joey DeCoursey as Senior Scientific Officer.

As Senior Scientific Officer, Dr. DeCoursey will be responsible for managing ASL's scientific standards. He will commission the development of new standards, ensure that all standards are in line with the most current international testing standards and work towards the expansion of ASL's network of accredited laboratory partners. As part of his responsibilities, Joey will work directly with ASL Chief Executive Officer (CEO), Dr. John McKeon, as well as ASL Chief Strategy Officer (CSO), Dr. John Ryan, in expanding ASL Certification Program internationally while maintaining the rigorous scientific standards. He will also be directly involved with both the Sales Department and the Marketing Department.

Joey brings a high level of scientific expertise to the team as he holds a BSc in Analytical Science and a PhD in Immunology. He has worked in basic, clinical and industry led research in both Ireland and the UK, and brings with him an in-depth knowledge of inflammatory disease mechanisms, assay development and analytical techniques. Dr. DeCoursey has led several industry-partnered research projects including the development of assays to assess infant formula ingredients for Cow's milk protein allergy and the commercialization of novel therapeutics for inflammatory diseases. His experience working with Research & Development (R&D) departments in a range of health industries will be essential to ASL's continued growth.

Joey DeCoursey has also published peer-reviewed articles in leading international journals including [Nature Communications](#) and [Frontiers in Immunology](#), and presented his work at various international conferences.

*"Dr. DeCoursey's significant research experience in the field of allergy and immunology brings valuable scientific knowledge to the team. He will be an essential asset in building out our scientific expertise."* said Dr. John McKeon, CEO. *"I am delighted to welcome him to the team and I am looking forward to working with him on expanding our value creation*

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*capabilities across the full supply chain. His appointment comes at a time of our accelerated growth internationally and the rising demands of the allergy aware consumer for scientific content, data and insights."*

*Dr. DeCoursey said "With the growing awareness of the impact of indoor air quality on our health, I'm delighted to be joining such an innovative and dynamic company that has created a certification program for products based on robust scientific testing standards. I look forward to building on this strong foundation and helping to expand the program internationally for the benefit of those suffering from allergies and asthma worldwide."*

## **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/>