ClevaMama brand ClevaFoam Baby Pillow and Pod awarded asthma & allergy friendly ® Certification by premier allergy watchdog

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Protecting babies is at the core of the ClevaMama business model.

And so, when they wanted to ensure their ClevaFoam Pods and Pillows were safer for all babies, they turned to Allergy Standards an industry watchdog that tests products like the ones from ClevaMama to rigorous scientific standards to ensure they are *asthma & allergy friendly*®.

"We set strict standards for the asthma & allergy friendly® Certification Program, standards that make sure from a chemical, allergen, and performance perspective that CERTIFIED products contribute to reducing allergen exposure," said Dr. John McKeon, CEO of Allergy Standards. *"I commend ClevaMama for submitting their products for independent, third-party testing, and congratulate them on the certification of their toddler pillow empowering parents to make a healthier choice for their babies*."

With ClevaFoam pods and pillows, babies are considerably less likely to be exposed to allergens such as pollen, dust mite allergen, pet dander, and harmful chemicals.

ClevaMama recently announced the certification on social media.

"We are dedicated to leading the way for a healthier, cleaner, happier Nursery for parents and their babies" said Suzanne Browne, ClevaMama Commercial Sales & Marketing Director and co-founder. *"As part of this we are proud and delighted that a range of our ClevaFoam nursery products have been certified as asthma &* allergy friendly® *and see this a significant step for ClevaMama in supporting parents on their journey through parenthood."*

Achieving the Allergy Standards certification is another feather in the cap for a firm with a long record of helping parents create a healthier, cleaner, and happier environment for their babies.

The CERTIFIED products include the ClevaFoam Toddler and Baby Pillow, in white or grey, the ClevaFoam Pram and Moses Basket Pillow and the ClevaFoam Baby and Max Pods.

ClevaMama's mission as experts on baby bath time and bedtime is to make parenting easier, allowing parents to enjoy more worry-free moments with their babies.

They see *asthma & allergy friendly*® products as an essential part of that goal. And there is no higher specification than the one offered by Allergy Standards.

asthma & allergy friendly® certifications are not empty promises. A team of medical and scientific experts has developed a series of standards for products bearing their certification mark.

And those impacted by asthma and allergy continue to benefit from a growing number of certification standards encompassing a wide range of products in every room of the home.

It is important for consumers with asthma and allergies to easily identify products they can trust. As part of our certification process, ASL tests products on behalf of consumers and only certify those that meet their strict requirements.

Medical specialists with expertise in asthma and allergic diseases are among their management team.

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Their knowledge enables them to develop independent standards for assessing the suitability of a wide range of products.

Allergy Standards will attend HOME FASHIONS MARKET in New York from Sept 19 to 22, where they will meet with CERTIFIED bedding clients, retailers, and partners to amplify the need for the *asthma & allergy friendly*® certification mark when manufacturers are seeking to claim their products. contribute to reducing allergen exposure.

Those interested in seeing the ClevaMama pillows and pods in person will have an opportunity during the Harrogate International Nursery Fair, October 16-18.

About ASL

Our mantra is design thinking and innovation for the air aware consumer. As an independent, international certification company, we create peer-reviewed, scientific standards for a wide range of products and services to determine their impact on indoor air quality. ASL's intellectual property portfolio includes unique protocols for products to be CERTIFIED asthma & allergy friendly®. Our mission is to improve lives by empowering people to create the healthiest possible indoor environment through science (ASL Standards), education (ASL Academy) and innovation (ASL Institute).
http://www.allergystandards.com/

About ClevaMama

For more about ClevaMama, visit their website, clevamama.com

The company also maintains a presence on social media, including Facebook, Instagram, Twitter, YouTube and LinkedIn.

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