

# Indoor Air Quality



Allergy UK is working to raise awareness of the importance of improving indoor air quality for our health, identifying solutions and through its trading arm – Allergy Research Limited (ARL) and its globally recognised product endorsement scheme, recognising products that help to reduce allergens and irritants in indoor environments.

[www.allergyuk.org](http://www.allergyuk.org)

## Who we are

**Allergy UK is the leading national patient charity providing support, advice and information for those living with allergic disease.**

Our vision is that no-one should die from allergy and our mission is for everyone to take allergy seriously. Allergy UK has globally recognised product endorsement schemes which signpost people living with allergic conditions to products which may be of benefit to them and also help improve indoor air quality.

Allergy Research Ltd was established in 1998 to carry out business which supports the British Allergy Foundation by donating all its profits to the charity, for the benefit of those living with allergic disease.



### Our Vision

No one should die of allergy

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### Our Mission

For everyone in the UK to take allergy seriously

# The air we breathe

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## Air pollution is now the **number one** health challenge worldwide

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Modern life in developed countries has meant that most people spend up to 90% of time indoors: at home, school, office, restaurants. Some pollutants may be 2-10 times higher indoors than outdoor levels. This can have a massive impact on human health and especially vulnerable groups i.e., babies and the elderly, as well as people living with respiratory and allergic diseases.

It's vital that we consider the impact of indoor air quality on our lives and actively work to improve this.

Allergens such as mould spores, house dust mites and pet dander are often commonplace indoors. These can cause severe nasal and/or respiratory symptoms – including asthma - for those who are allergic to these specific allergens. It can also affect skin conditions such as eczema, making the skin itchy and uncomfortable.



# Practical action

Our product endorsements schemes have been developed in line with our commitment to help improve the lives of people who live with allergic disease, alongside promoting a better understanding of the impact of poor indoor air quality.

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## Seal of Approval



Established in 1995 our Seal of Approval™ is a globally recognised product endorsement and a unique marketing tool for you to use to reassure consumers that your product has been independently scientifically proven to be effective at reducing / removing allergens and is endorsed by a trusted charity which is committed to helping people affected by allergy.

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## Allergy friendly Product Award



Our Allergy Friendly Product Award™ is for products which are 'unlikely to cause a reaction' and 'may be of benefit' when used by someone affected by allergy.

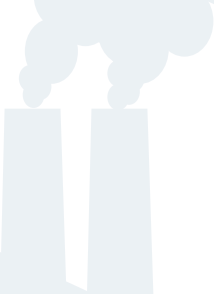
The logo is instantly recognisable and reflects its purpose. It is a highly effective marketing tool for you to use to reassure consumers that your product has been assessed by leading health care specialists and approved by a trusted charity which is committed to helping people affected by allergy.

# Features and Benefits

- The Seal of Approval and the Allergy Friendly Product Award™ logos demonstrate to your consumers that you are committed to helping people who live with allergic disease.
- They provide you with access to a target audience which is seeking products to help improve their wellbeing.
- They provide credibility for your products through expert scientific and clinical review.
- You will be affiliated with the leading allergy patient charity in the UK, helping us to provide the support and information that people living with allergy need. Allergy UK has a worldwide reputation and there will be the opportunity to create further awareness of your products through working with us on bespoke projects.
- Your product information will be displayed on Allergy UK's website. Allergy UK's dedicated Helpline advisors will signpost callers to products which may be of benefit for them. Your product endorsement will also be announced in our e-newsletter.

Once your product(s) is endorsed, you have the opportunity to become one of our Corporate Partners and we can work together in other ways including:

- Campaign sponsorship
- Marketing campaigns
- Fundraising





## Working with us

Endorsements: 01322 611 640

Email: [endorsements@allergyuk.org](mailto:endorsements@allergyuk.org)

Website: [www.allergyresearch.co.uk](http://www.allergyresearch.co.uk)

Facebook: [allergyuk](https://www.facebook.com/allergyuk)

Twitter: [AllergyUK1](https://twitter.com/AllergyUK1)

Instagram: [allergy\\_uk](https://www.instagram.com/allergy_uk)

**Allergy UK** London House Business  
Centre, Texcel Business Park, Thames  
Road, Crayford, DA1 4SL.



Registered with  
**FUNDRAISING  
REGULATOR**

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Allergy UK is the operational name of the British Allergy  
Foundation, a charitable company limited by guarantee and  
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