



GLOBAL GREENTAG  
**HEALTH RATE**  
Asthma & Allergy  
Sensitive™



**Asthma & Allergy Sensitive™ Certification:**  
Easier & Safer Product Choices for People with Asthma & Allergies

A uniquely robust certification undertaken in combination with:

- Product Health Declarations (PHDs) and
- HealthRATE™ 'Healthiness in Use' ratings

that together reduce consumer and manufacturer risk and builds trust in brands.

[www.globalgreentag.com](http://www.globalgreentag.com)



Global GreenTag International's Asthma & Allergy Sensitive™ claim and HealthRATE™ Marks indicate dramatically safer asthma and allergy risk potential and rate the HEALTHINESS OF PRODUCTS IN USE for end users.

Asthma & Allergy Sensitive™ Marks and HealthRATE™ Marks are available separately and can be used individually or in combination and independent of any other certification in all marketing collateral.

The assessments are conducted under GreenTag's PHD™ program and addresses the increasing numbers of indoor impact studies\* highlighting the need to provide a more thorough and transparent product assessment for people who suffer with asthma and allergies, by ranking each product with a tiered rating system of HealthRATE™ outcomes that provide peace of mind for end users.

*\*2019 study of indoor chemical pollution, 2016 study by American Chemical Society (ACS) & 2015 Indoor study of a childcare centre in Seoul*

**Suitable for the following product sectors:**

- Personal & Beauty
- Healthcare & Sanitary
- Baby & Nursery
- Buildings & Interiors
- Commercial & Domestic Cleaning
- Building Operations & Maintenance
- Hospitality & Tourism



GreenTag Asthma & Allergy Sensitive™ claims appear within HealthRATE™ Marks that range from BronzeHEALTH through to SilverHEALTH, GoldHEALTH and PlatinumHEALTH.



All products with the Asthma & Allergy Sensitive™ claim are free of all known Asthma and Allergen risks to 0.01% (100ppm) of the finished product.

**HealthRATE™ rating tiers have the following meanings:**

**PlatinumHEALTH™** tier is the healthiest for all people to be in contact with as they are free of toxic implications in common use and only using the safest or natural preservatives where relevant.

**SilverHEALTH™** to **GoldHEALTH™** tiers equate to the progressive reduction of the number of chemicals where doubt exists to their health effects but below 100ppm levels known by science to affect health, and using safer preservatives where relevant. When used in conjunction with an Asthma and Allergen Sensitive™ claim, none of these compounds are trigger risks.

**BronzeHEALTH™** certified products are health safe products, yet may contain minute levels of potentially problematic compounds known by current science to affect health or needed as preservatives, but only at levels below 100ppm. When used in conjunction with an Asthma and Allergen Sensitive™ claim, none of these compounds are known trigger risks.



• ALL Global GreenTag certified products are determined as healthy for use using the best science available.

Not all products that undergo a Global GreenTag PHD qualify for the specific Asthma & Allergy Sensitive™ certification often due to confidentiality limitations. It is a separate assessment that is also peer reviewed by highly qualified external consultant toxicologists to ensure you can trust the claim when it is present. Some risk still exists at levels below 0.01% but these are below the internationally recognised level of declaration.

GreenTag's PHD is recognised by leading building certification bodies, notably by the International WELL™ Building Standard v1 and v2, as well as by LEED v4.0 and v4.1.

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