

For Immediate Release

Cleaning Hardwood Floors is Now Easier for Families with Asthma and Allergies
Newly Certified Bona Free & Simple Hardwood Floor Cleaner® is a "Friendly" Option for Millions of People Living with Asthma, Allergies

WASHINGTON, April 22, 2015 /PRNewswire-USNewswire/ -- The Asthma and Allergy Foundation of America (AAFA) announced today that Bona Free & Simple Hardwood Floor Cleaner® has earned AAFA's **asthma & allergy friendly**[™] Certification. The certification program was created to help consumers identify products that are more suitable for people with asthma and allergies.

"Bona is proud to have the first hardwood floor cleaner to receive AAFA's Certification," said Bjorn Saalback, Senior Vice President, Marketing & Project Management, Bona US. "The floor is the largest surface in the home so it's the perfect place to start when striving to create a healthier home. At Bona, we continue to innovate and deliver products that help make floors beautiful and healthy."

Individuals living with asthma or allergies can be exposed to various biological and non-biological agents found indoors. Removal, avoidance and control of allergens in the home—such as pollen, contaminants from dust mites, cockroaches, rodents, pets and mold—is now generally accepted by health experts as an appropriate preventative strategy for people with asthma and allergic diseases to help create a healthy home environment.

The **asthma & allergy friendly**[™] Certification process puts cleaning products through laboratory testing to ensure they can effectively reduce allergens from hard surfaces. Assessment for certification requires that cleaning products are evaluated based on their ability to reduce the level of allergens typically found in the home. AAFA's Certification Mark is awarded only to those products that have been scientifically proven to meet the strict standards set by the program. An abstract of the Certification Standard for "Non-Disinfecting Hard Surface Cleaning Sprays" is available online at www.aafa.org/certified.

"We are very excited about the scientific achievement that Bona has made with this hardwood floor cleaner," says Mike Tringale, Senior Vice President of External Affairs at AAFA. "Families with asthma and allergies have a difficult time navigating manufacturer claims," says Tringale, "now we've proven through testing that this new Certified floor cleaner is much more suitable for families that want to reduce indoor irritants without compromising quality floor care."

In addition to using Certified cleaning products, other tips to help reduce allergens and irritants in the home include: banning smoking, candles and wood fires; using exhaust fans in the kitchen, bath, and laundry areas; vacuuming frequently; and, keeping solvents, glues, pesticides and other chemicals with strong odors out of the house.

For more information about the Certified **asthma & allergy friendly**[™] Bona Free & Simple Hardwood Floor Cleaner, visit www.bona.com.

About the Certification Program

The Asthma and Allergy Foundation of America (AAFA) is the leading national nonprofit organization fighting asthma and allergic diseases. AAFA provides free information, conducts educational programs, fights for patients' rights and funds research to find better treatments and cures. The asthma & allergy friendly™ Certification Program is jointly run by AAFA and Allergy Standards Limited (ASL), a physician-led global certification company that prepares independent standards for testing a wide range of products to determine their suitability for asthma and allergy patients. The Certification Program is an independent laboratory-based product testing program that helps families with asthma and allergies find more suitable products for their homes. Visit www.aafa.org/certified to see the full catalog of Certified products and get a free guide on how to reduce allergens and irritants in your home.

About Bona

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona's hardwood floor care systems have been successful in the professional market for 90 years. Consumer products are available in most major retail outlets throughout the U.S. and North America. The company has also been recognized for formula innovations that are pH-neutral and non-toxic. For more information, please contact Bona US at (800) 872-5515 or www.bona.com.

SOURCE Asthma and Allergy Foundation of America

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