

Allergen Management

aha! Label



IO Net®

Innovative Products and Services

Allergen Management Scheme

Allergies are becoming a topic of growing concern. The effect of allergens and food intolerances on sufferers can sometimes profoundly dictate lifestyle habits and choices.

IQNet Ltd in collaboration with Service Allergie Suisse (SAS) is delivering the Allergen Management Scheme. This is a product labeling scheme which allows consumers to better identify and manage their choice of products and services.

Product categories which can be assessed for allergen minimised criteria currently include food, cosmetics, detergents and household cleaning equipment. The evaluation process can also be applied to service providers such as restaurants and hotels.

Products and services are evaluated for their potential to cause known allergic reactions. Those deemed to be allergen minimised (according to strict standards set by a scientific advisory board) are then able to display the readily discernable **aha!** Label.

SAS Service Allergie Suisse SA

SAS is an independent organisation with its headquarters in Bern, Switzerland. SAS has set itself the goal of offering a label satisfying the high expectations of all parties concerned with the impact of allergens.

SAS has a network of certified experts in the field. The scientific and medical panel of SAS includes authoritative experts from each respective area. The collective expertise is constantly updated.

The label

Products which are successfully manufactured to be “allergy-sufferer friendly” are awarded the label. The purpose of product labeling is to fulfill the heightened requirements of allergy sufferers’ need for informative consumer choice.

Benefits

A product carrying the **aha!** Label offers consumers better choice, clarity and confidence with regards to:

- the product’s suitability for particular allergy sufferers
- the minimised quantity of allergenic ingredients
- important corresponding information (including residual allergen content)
- additional product information (available at www.service-allergie-suisse.ch)
- independently assessed product and production methods
- independent expert evaluation to assess the product’s suitability for allergy sufferers

Consequently, manufacturers and retailers supplying products carrying the label can benefit:

- from market differentiation based on concerns for the well-being of allergy sufferers
- by providing products and services designed to minimise their impact on allergy sufferers
- from the positive image associated with the **aha!** Label and involvement of the panel of scientific and medical expertise

Achieving Recognition

Organisations wanting to mark a product or service with the **aha!** Label start the process by submitting an application. The application is reviewed by the SAS scientific and medical panel to evaluate if the product or service has the potential to fulfil specific “allergen minimised” requirements. Pending successful evaluation, the organisation’s processes are audited by a member of the IQNet certification network.

Pending compliance with all necessary requirements, the product or service will be licensed to apply the label.

This achievement will be published on the SAS website together with all the information required to describe the special value of the product or service.

Certification process overview



Contact us for further information:

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