



AFSA Seal of Approval (Products) FAQ's

What is the Seal of Approval?

The AFSA Seal of Approval is awarded to products and services that conform to strict scientific criteria attesting to their quality. The AFSA Seal of Approval for products assures that they have been scientifically tested to show that they are efficient at reducing or removing allergens from the environment or that they have significantly reduced allergen or chemical content. In order to receive the Seal of Approval, manufacturers have supplied verifiable results of independent testing or testing has been carried out via AFSA by independent laboratories to standards created for the Seal of Approval by leading allergy specialists. Due to patient variation, however, use of these products cannot be guaranteed to reduce symptoms in allergic sufferers.

How do I apply?

The client applies to AFSA for the Seal of Approval using the document: AFSA Seal Application. AFSA will provide the client with a general process of application and cost estimate and invoice the client.

On receipt of payment and any documents of internal or external product testing, AFSA will notify the client whether any further information or testing is required. If not, the process of review will take place and AFSA will approve or disapprove the application. If the application is approved, the financial and legal aspects will be recorded in a formal contract, the Seal of Approval Agreement. Once this is signed, the Seal of Approval is formally able to be used by the client.

What products can apply?

Products that may hold the Seal of Approval include: Air purifiers, Allergy diagnostic testing kits and/or service providers, Bedding and bedding protectors, Bed cleaners, Body care products, body cleansers, Carpet cleaners, Cleaning products, Dehumidifiers, Emollients, Flooring, Infant care products, Laundry appliances, Mattresses, Nasal sprays, OTC medication, Paint and varnishes, Personal care products, Probiotics, Steam appliances, Vacuum cleaners and others.

How long is the approval valid for?

The approval is for 1 year and the contract rolls over if you decide not to cancel without having to undergo re-application.

What are the benefits?

The Seal of Approval will give clients assurance that the product/s have been scientifically tested and proven to be efficient at reducing or removing allergens from the environment or that they have significantly reduced allergen or chemical content. This will differentiate the product from those that are unable to qualify for the Seal of Approval.

Approved products will receive electronic versions of the Seal of Approval to use for their own packaging and marketing purposes. An official Seal of Approval certificate is awarded. A mailer is sent out to our consumer and medical database advising that the product has been awarded the Seal of Approval.

In addition, products with the Seal of Approval benefit from our marketing plan which includes listing on the AFSA website in a tab dedicated to products that carry the Seal. Packshots and graphics are placed on the website with “click-through” to a website of the company’s choice. Products that carry the Seal of Approval are “showcased” monthly on our Facebook page and 6-monthly on a newsletter sent out by AFSA to all our patient members with details about the product and where it can be purchased.

Products that qualify for the Seal of approval also appear as products in Clicks/Dischem that can be bought via the Discovery Healthcare catalogue.

How much does it cost?

An individualised contract will be signed between AFSA and the company, this contract regulates the remuneration payable, and will vary according to the size of the company and the benefit to the company from AFSA advertising and promotions.

Potential costing models include a “per unit” cost but the option of specific yearly costs for different size companies also exists.