

A woman with blonde hair, wearing a white lab coat over a blue and white striped shirt, stands in the foreground of a laboratory. She has her arms crossed and is looking directly at the camera with a slight smile. In the background, another person in a white lab coat is working at a lab bench, holding a test tube with red liquid. The lab bench has a rack of test tubes with various colored liquids (red, green, blue). There are shelves with books and equipment in the background.

**Make choosing your
raw materials easy**

Be certified by Asthma-Allergy Denmark

The Nordic way of thinking

Taking care of you and your loved ones



Since the beginning of the 1970s, Danes have been able to minimize their risk of developing allergies by choosing products that are certified in collaboration with Asthma-Allergy Denmark. The Blue Label is well-known in Denmark. 90% of consumers in Denmark recognize the label.

In other European countries and in the rest of the world, there is also a market for products with The Blue Labels label. The label can be found on products in approximately 50 countries around the world.

As a supplier of raw materials, you help to make it possible for producers to produce products that pose a minimal risk in terms of allergies. With The Blue Label you can do this in an even easier way.

Mark yourself as an obvious collaborator

More and more companies are choosing to place The Blue Label on their products. Therefore, the market for raw materials that live up to our criteria is also growing.

Mark yourself on this market by certifying your raw materials.

We have always certified raw materials when evaluating products. Now we are developing further. With our certification, you can promote your raw materials with The Blue Label on your homepage and in marketing materials. Producers will know from the beginning, when they are first developing their new products, that we will approve your raw materials.

Be a part of our raw materials database

When your raw materials are certified, they will be registered in our raw materials database. We naturally keep all confidential information to ourselves, and handle them confidentially internally in the organization.



Process and price

To be able to assess your raw materials, we need to have all your data on the ingredients in your raw materials. We must, among other things, be aware of any contaminants, but also in some cases we must also know whether the raw material is purified or how it is produced.

When you contact us, you will be sent a contract, information on marketing and forms to fill out. In addition, we will use MSDS and TDS and any information on purification and production methods.

When you have your raw materials certified with us, you pay for the time we use on the assessment. The price per hour is 1,020 DKK. A raw material typically takes 1-5 hours to certify. There are no additional costs for you except about one time a year when we do monitoring work to ensure that we have the right information. This monitoring typically takes half an hour.

If there are changes in your raw materials, you must of course send an application to make changes in the approval.



Astma-Allergi Danmark

The Blue Label is a non-profit allergy label based in Denmark and found on products around the world. The label belongs to the Danish patient association Asthma-Allergy Denmark.

With The Blue Label, we want to make it easier for consumers to make a choice with a minimal allergy risk.

The overall criteria for The Blue Label are:

- A complete assessment of the specific product
- Minimizing the risk for developing allergies—no ingredients that are known to cause allergies
- Minimizing the risk for product irritants—limiting irritants
- A full certification on care, washing, and cleaning products

Contact us

For more information contact us at deklaration@astma-allergi.dk or contact head of The Blue Label, Rikke Bille at +45 4322 1661.