



Astma-Allergi Danmark

The Blue Label is an international allergy label based on expert knowledge that helps you make an active choice in relation to skin allergy.

The international allergy label The Blue Label is well-known amongst Nordic consumers. The label was founded in Denmark in the 1980s by the patient association Asthma-Allergy Denmark. A patient association that works towards making everyday life easier for people with allergies, hay fever, asthma and eczema.

The Blue Label is based on research and data, and we have experts, who assess all the ingredients used in products that carry The Blue Label. The Blue Label has both consumer interests as well as the skin of the consumer in mind - and we are aware of the need to have a safe, well-known label to help navigate.

The label is designed to help people with skin allergy and also serves as a trusted beacon for those who want to take an active choice in relation to skin allergy.

The label is backed by a group of professionals with sound knowledge of toxicology, health, chemistry, pharmacy, skin and skin allergies, and together they assess all the many products that have applied to be able to carry The Blue Label allergy label.

The expert staff carry out a thorough evaluation of all the ingredients contained in the products. If a product does not meet the requirements of the allergy label, it may not carry the label.

We know that skin allergy result in reduced quality of life and our vision is to help and prevent in order to make the treatment of skin allergy more effective. The Blue Label therefore collaborates extensively with dermatologists, researchers at home and abroad, as well as international associations to keep up-to-date on the latest knowledge.

The Blue Label is always at the forefront of the fight against skin allergy.

ADDtex products with the Blue Label:

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