

Now you can breathe easier with a safe paint for your home

The world's toughest eco-mark

Consumers look to the Norwegian Asthma and Allergy Association (NAAA) for guidance on selecting products that carry the lowest possible health risks. While recommendations are intended for those suffering from asthma, allergies and hypersensitivities, opinion suggests that the public uses our mark as an indication of whether a product is safe to use.

Studies have shown that it is possible to encourage the manufacture of health-promoting products when consumers are aware of the various marks and accreditations available. As such, the NAAA mark influences manufacturers to produce safer products in response to the demands from consumers.

Keeping consumers informed, and safe

NAAA identified a disparity between the health-promoting claims manufacturers were making and what consumers actually wanted to know to prevent negative impacts on their health. This is why we created the NAAA mark scheme.

All manufacturers wishing to display the NAAA mark must also have fulfilled the criteria for the swan label and the European flower logo, two exceptional marks operating in Europe promoting high environmental standards. This means the NAAA mark is one of the strictest eco-labelling schemes in the world.

Environmental and health labelling can be found on a huge array of products today. NAAA's scheme encompasses a relatively small product area; only products that we know will benefit those suffering from asthma, allergies or sensitivity, or anyone concerned with preventing these medical conditions carry our mark.

Independent and backed by experts

Assessments are performed by our own independent product assessment committee made up of leading experts in fields such as occupational medicine and allergies.

NAAA accreditation is tough with many products failing to pass, while others holding the mark can lose it when previously accepted ingredients are reappraised or the understanding of what is and what isn't harmful changes.

NAAA's testing criteria are tougher on a number of substances compared to those imposed by domestic and international authorities. What's more, our experts have access to the most up-to-date scientific information and thinking.

As a result, the NAAA label scheme is one of the world's strictest eco-label schemes with regard to health-promoting properties.



What does the NAAA label mean?

Evaluating the impact of paint on health

For many years, vapour from paint was considered so harmful to human health that NAAA declined to assess it.

Paint consists of different raw materials that vary from brand to brand. When paint dries, a number of substances evaporate into the surrounding air, some of which are harmful. These harmful vapours can cause allergic reactions and respiratory problems.

So how did Jotun get the mark?

The Sens Interior Paint Range from Jotun is an innovation in paint technology and a breakthrough in environmental and health concerns. Unlike other paints, Sens mainly evaporates water into the atmosphere, making it safe to use by everyone, including those suffering from asthma, allergies or other respiratory conditions.

Jotun has developed a technological platform based on an entirely new acrylic variant. Raw ingredients undergo an additional cleansing phase during the production process.

In addition, Jotun had to obtain particularly clean raw materials and find a specific composition of preservatives in order to fulfil NAAA's strict requirements for safe paint.

Why is the NAAA mark so respected?

With the NAAA mark, health requirements are stricter than environmental requirements. Many paint types carry eco-marks, such as the swan logo and the EU flower label, but often these labels do not place any requirements on the amount of vapour allowed during the drying process.

Stricter requirements from NAAA

In order to safeguard the health of consumers, our requirements are stricter than the current requirements for eco-labelling. Before paint products are assessed by NAAA, they must fulfil relevant requirements for eco-labelling.

Other requirements include:

- Minimum amount of vapour, even during paint application
- No formaldehyde or formaldehyde-generating substances
- The permissible amount of preservatives must be lower than EU regulations on cosmetics
- Water is the only solvent used
- Slight odour during application and drying

NAAA and AAS labelling – what's the difference?

Currently, the Asthma and Allergy Association in Sweden (AAS) approves a wide range of paints. AAS assesses vapour emissions four weeks after the application of paint, whereas NAAA assesses vapour emissions from application. This means that paint types which would not otherwise be approved by NAAA, may pass the lower requirements of the AAS.

NAAA also has more stringent requirements on paint odour, the amounts and the type of preservatives used, and the amount of ammoniac in the formula. We also promote the importance of using clean raw materials in the paint production process.

What does this mean for me?

When using Sens, you can stay in the room during and after painting. The newly painted room can be safely inhabited the following day.

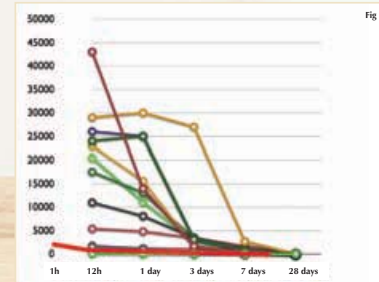
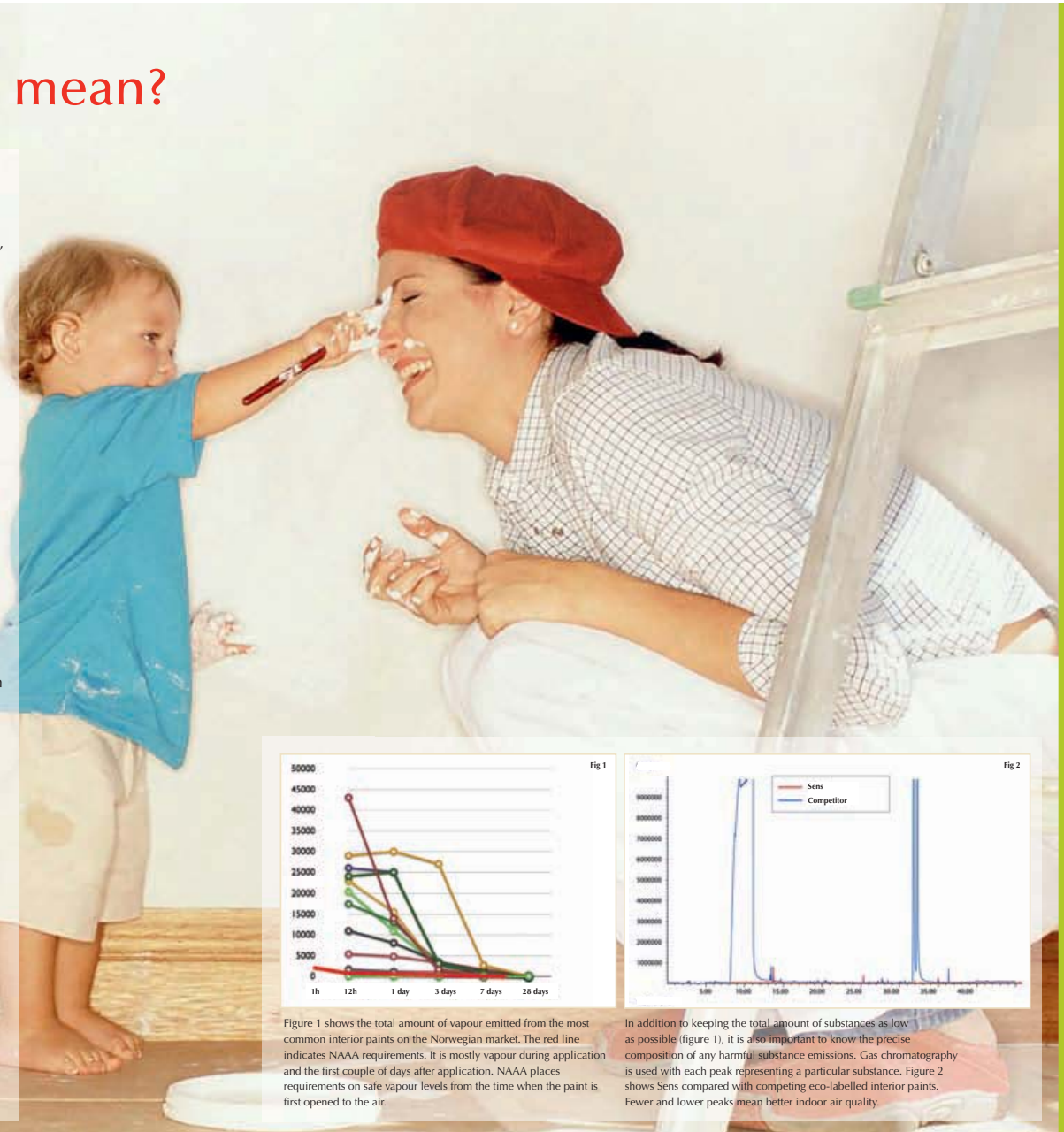
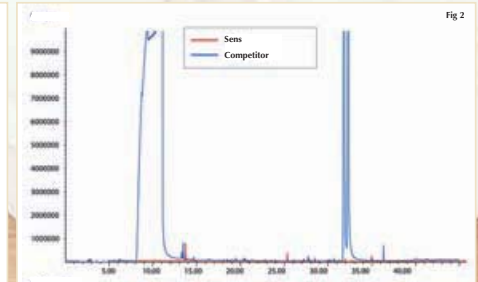


Figure 1 shows the total amount of vapour emitted from the most common interior paints on the Norwegian market. The red line indicates NAAA requirements. It is mostly vapour during application and the first couple of days after application. NAAA places requirements on safe vapour levels from the time when the paint is first opened to the air.



In addition to keeping the total amount of substances as low as possible (figure 1), it is also important to know the precise composition of any harmful substance emissions. Gas chromatography is used with each peak representing a particular substance. Figure 2 shows Sens compared with competing eco-labelled interior paints. Fewer and lower peaks mean better indoor air quality.



NAAF makes Scandinavia healthier