

Asthma and allergy aware products wear this sign

The next time you're
shopping for products,
**look for the blue
butterfly**



SENSITIVECHOICE.COM

Got asthma or allergies?

Make a Sensitive Choice®

Represented by a blue butterfly, Sensitive Choice is a community service program that identifies asthma and allergy-aware products, and aims to educate Australians about the importance of managing their asthma and allergies.

Sensitive Choice products and services are approved on the basis that they may benefit the more than seven million Australians with asthma and/or allergies.

You'll find that reassuring blue butterfly on hundreds of products – from bedding to building products, from cleaning agents to carpets, from air purifiers and vacuum cleaners to the very paint you put on your walls.

Make a Sensitive Choice.

LEARN MORE



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The funds generated through the program enable the National Asthma Council Australia to continue its work to improve asthma and allergy care.

