

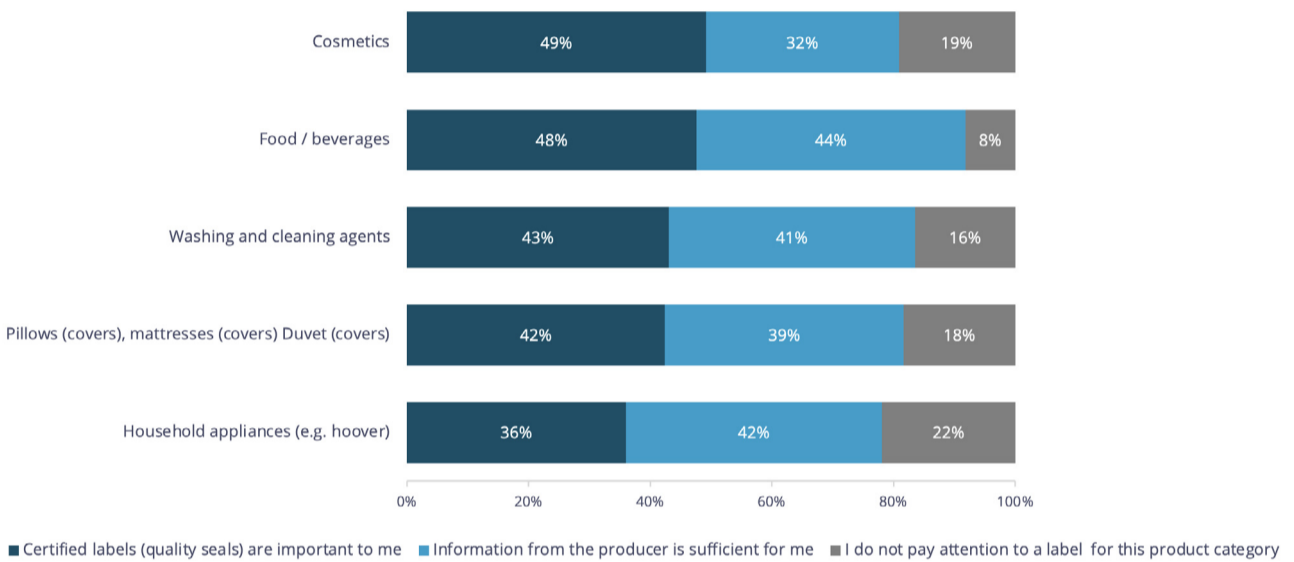


Two thirds of the Swiss population are familiar with the Allergy Seal of Quality.

To better understand the benefits and perceptions of the Allergy Seal of Quality, we conducted market research. We surveyed 1,000 people aged between 18 and 79 from all over Switzerland. The aim of the survey was to find out whether the Allergy Seal of Quality influences the purchasing decisions of allergy sufferers and their families. The key findings of the survey:

The Allergy Seal of Quality helps with purchasing decisions

People who pay special attention to labelling attach particular importance to quality seals for cosmetics. For food and drink, both seals of quality and product-specific information from manufacturers are important.



How well known is the Allergy Seal of Quality

- The Allergy Seal of Quality is particularly well known among women, younger people and those affected.
- Approximately half of the Swiss population has already used products bearing the Allergy Seal of Quality; as expected, this proportion is higher among those with allergies.
- Approximately one third of consumers look for the Allergy Seal of Quality when shopping.
- The Allergy Seal of Quality has a reputation as a trustworthy and controlled label.
- The Allergy Seal of Quality is most often associated with food (85%), followed by cosmetics (41 %) and cleaning products (41 %).

How the Allergy Seal of Quality is perceived

People who are familiar with the significance of the Allergy Seal of Quality find it as particularly trustworthy and reliable. They recognise a higher added value in it, associate it with quality and therefore rate the benefits of the Seal of Quality higher.

