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FOR IMMEDIATE RELEASE

BEHR® ECOMIX™ Paint Earns **Asthma & Allergy Friendly®** Certification

BEHR ECOMIX Interior Paint & Primer earns certification after independent testing for VOC emissions, ingredients and real-world performance

Washington, D.C. (October 27, 2026) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announce that Behr Paint Company's ECOMIX Interior Paint & Primer has earned the **Asthma & Allergy Friendly®** Certification. The newly certified paint products include:

- [BEHR® ECOMIX™ Plant-Based* Interior Paint & Primer – Flat](#)
- [BEHR® ECOMIX™ Plant-Based* Interior Paint & Primer – Eggshell](#)
- [BEHR® ECOMIX™ Plant-Based* Interior Paint & Primer – Semi-Gloss](#)

The [Asthma & Allergy Friendly Certification Program](#), a collaborative initiative between ASL and AAFA, helps consumers identify products that contribute to a healthier indoor environment. Products undergo rigorous independent testing to meet scientific standards to earn the **Asthma & Allergy Friendly** Certification Mark.

Paint is one of the most accessible ways to refresh a home, and it is often the first step in updating a room. Volatile organic compounds (VOCs) can be released during and after painting, making independently tested, low-emission paint an important consideration for people with asthma, allergies or other sensitivities.

106 million people in the United States have asthma and/or allergies, including 1 in 12 people with asthma.¹ People in the U.S. spend approximately 90% of their time indoors,² where concentrations of some pollutants are often two to five times higher than typical outdoor levels.³ Asthma is also a leading cause of missed school days, responsible for 13 million missed days of school a year in the United States.⁴ Products that are Certified **Asthma & Allergy Friendly** demonstrate greater suitability for people with asthma and allergies.

To earn the certification, BEHR ECOMIX Interior Paint & Primer underwent comprehensive scientific testing and demonstrated that it:

- Emits extremely low VOCs below certification limits at 24 hours and 14 days after painting;
- Has a formulation that passed a full ingredient review, with allergenic and sensitizing chemicals either absent or at levels low enough to meet the Program's requirements; and
- Meets or exceeds the Program's physical performance standards for scrubability, stain removal, dry time and adhesion.

Paint that earns **Asthma & Allergy Friendly** Certification may also support projects pursuing LEED Low-Emitting Materials credits, subject to applicable project requirements.

“When people paint their homes, they want to feel confident about the products they’re bringing into the spaces where they live and spend time with family,” said Andy Lopez, Chief Marketing Officer at Behr Paint Company. “Earning **Asthma & Allergy Friendly** Certification gives consumers an independent validation of BEHR ECOMIX and provides added confidence that they’re choosing a paint that combines low emissions with the trusted performance they expect from BEHR.”

“People with asthma and allergies benefit from a range of tools to help manage triggers,” said Kenneth Mendez, president and CEO of AAFA. “The addition of BEHR ECOMIX Interior Paint & Primer to the **Asthma & Allergy Friendly** Certification Program provides our community with more options to help reduce their exposure to allergens and airway irritants.”

“We are delighted that BEHR ECOMIX Interior Paint & Primer has earned the **Asthma & Allergy Friendly** Certification,” said Dr. John McKeon, CEO of Allergy Standards Ltd. “Paint is one of the most widely used products in the home, and the VOCs it can release during and after application make it an important consideration for indoor air quality. Our standards are designed to ensure that emissions and ingredient claims are evaluated using rigorous, transparent methods grounded in science, so that consumers have independent evidence on which to base their choices.”

By earning **Asthma & Allergy Friendly** Certification, BEHR ECOMIX provides consumers with another independently tested option when choosing paint for their homes.

BEHR ECOMIX Paint & Primer is available exclusively at The Home Depot stores nationwide in the U.S. and online, with availability in Canada coming soon.

*This product contains a minimum of 20% plant-based ingredients, verified through a third-party lab.

¹ Asthma and Allergy Foundation of America, Asthma and Allergy Awareness Month, aafa.org; and Asthma Facts and Figures (updated April 2026); based on National Center for Health Statistics, 2024 National Health Interview Survey.

² U.S. Environmental Protection Agency, Report to Congress on Indoor Air Quality, Volume 2 (EPA/400/1-89/001C), 1989; cited in EPA, Report on the Environment: Indoor Air Quality, epa.gov.

³ U.S. Environmental Protection Agency, The Total Exposure Assessment Methodology (TEAM) Study: Summary and Analysis (EPA/600/6-87/002a), 1987; cited in EPA, Report on the Environment: Indoor Air Quality, epa.gov.

⁴ Centers for Disease Control and Prevention, AsthmaStats: Asthma-related Missed School Days among Children aged 5–17 Years, National Health Interview Survey, 2013, cdc.gov.

About the Asthma & Allergy Friendly® Certification Program

The **Asthma & Allergy Friendly®** Certification Program is a collaboration between the Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) that tests and certifies products against strict standards to prove their suitability for people with asthma and allergies. Certified products include air cleaners, air filters, paints, bedding, vacuum cleaners, washing machines, cleaning products, flooring, and more. More information is available at aafa.org/certified.

About Behr Paint Company

Headquartered in Santa Ana, California, Behr Paint Company is one of the largest manufacturers of architectural paints and stains in the United States and Canada. The company offers a full line of products for the professional and do-it-yourself user, including BEHR PREMIUM PLUS®, BEHR DYNASTY®, BEHR MARQUEE®, BEHR ULTRA®, BEHR DeckOver® and KILZ® Primers. Behr Paint Company is a subsidiary of Masco Corporation (NYSE: MAS). For more information, visit behr.com. Professional contractors can learn more at behr.com/pro.