

Hypoallergenic Product Line Launches at Bed Bath & Beyond



A new product line launched at Bed Bath & Beyond this week, where customers can purchase bedding that helps reduce allergies and improve health.

Yesterday, interior designer Robin Wilson launched a new hypoallergenic textile product line on the Bed Bath & Beyond website. She is the first woman to license her brand to eco-friendly kitchen cabinets, which are made in the USA by Holiday Kitchens.

Her initial products include pillows, comforters and protective covers — all with hypoallergenic and energy efficiency qualities due to the unique weave technology to allow the drying process to be energy efficient and to prevent allergen triggers from penetrating the bedding.

Dr. Joy Touchstone, a Board certified physician in internal medicine and pediatrics based in Plano, Texas says, “Hypoallergenic products are very important to both adults and families with children – as more individuals are suffering from reactive airway disease, rhinitis, asthma, allergies, eczema and itchy eyes. These symptoms can be caused by internal (food) and external (environmental) factors. And hypoallergenic products are helpful as they can both improve one’s quality of life and decrease medical visits due to sensitivity reactions.”

FACTS TO KNOW

Did you know that 1 in 4 children suffer from allergies?

Did you know that 1 in 6 inner-city children suffer from asthma?

Wilson is authentic in launching a hypoallergenic line of products because she has both asthma and allergies and knows what it is like to “wheeze and sneeze” through life and she understands how this condition affects you, your family and lifestyle.



If you're looking to purchase new pillows, Wilson's contain a 240 thread count, allergy proof with 2.25" side gusset and have an allergy proof removable zipper cover. The line also offers comforters with oversized cotton allergy proof fabric and silky down alternative fiberfill.

In June 2011, Wilson was named an Ambassador to the Asthma & Allergy Foundation of America and has learned that over 60 million Americans live restricted lifestyles due to allergies and asthma—that's one out of every four people in this country. These branded products will ensure that you have healthy indoor air quality and limit the toxins in your home.

"I am inspired by a lifestyle focused on wellness and the Robin Wilson Home collection brings a beautifully designed aesthetic with hypoallergenic qualities. It will allow a consumer at any budget level to afford an eco-healthy bedding option," Wilson says.

Wilson seems to know what she's talking about and how to design rooms with eco-friendly flair, after all she did work on projects for President Clinton's office and Robert F. Kennedy Jr.'s private residence.

To see the collection, visit Robin Wilson Home and Bed Bath & Beyond.