Sensitive Choice® Partner Prospectus

About the Sensitive Choice® Program

The National Asthma Council Australia founded the Sensitive Choice program in 2006 to help people living with asthma and allergies. The Sensitive Choice program helps consumers navigate their way through the sometimes confusing marketplace to identify those products and services that may be better choices for themselves and their families.

Products and services that carry the Sensitive Choice blue butterfly have been reviewed and approved by an independent expert panel that determines their potential benefit to people with asthma and allergies. You can find the reassuring blue butterfly on hundreds of products, from bedding to building products, cleaning agents to carpets, air purifiers to vacuum cleaners, and more.

Sensitive Choice also provides fact sheets, resources and other information to empower people to better manage their asthma and allergies.

The Sensitive Choice program is represented by a blue butterfly, which is only available for approved partners to use in their branding for people to easily identify their products or services that are asthma and allergy friendly.

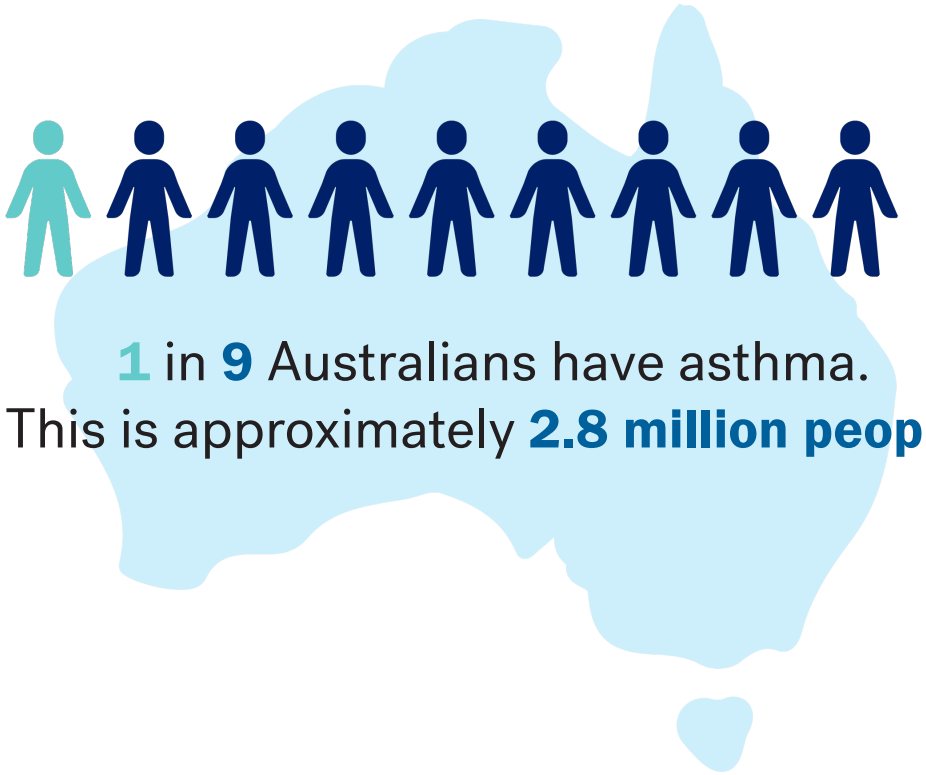
National Asthma Council AUSTRALIA

SENSITIVE CHOICE

The Sensitive Choice® Program is committed to:

- Educating the public about the importance of managing their asthma and allergies.
- Encouraging manufacturers and suppliers to produce products and services that are asthma and allergy friendly.
- Helping identify products and services that may benefit people with asthma and/or allergies and improve health and wellbeing.
- Generating funds in a number of countries to improve outcomes for people with asthma and allergies.

Providing an asthma and allergy friendly option



1 in **9** Australians have asthma.
This is approximately **2.8 million people**.

1 in **5** Australians and New Zealanders have allergies.

Asthma is one of the most common chronic non-communicable diseases that affects over 260 million people and is responsible for over 450, 000 deaths each year worldwide[1], most of which are preventable.

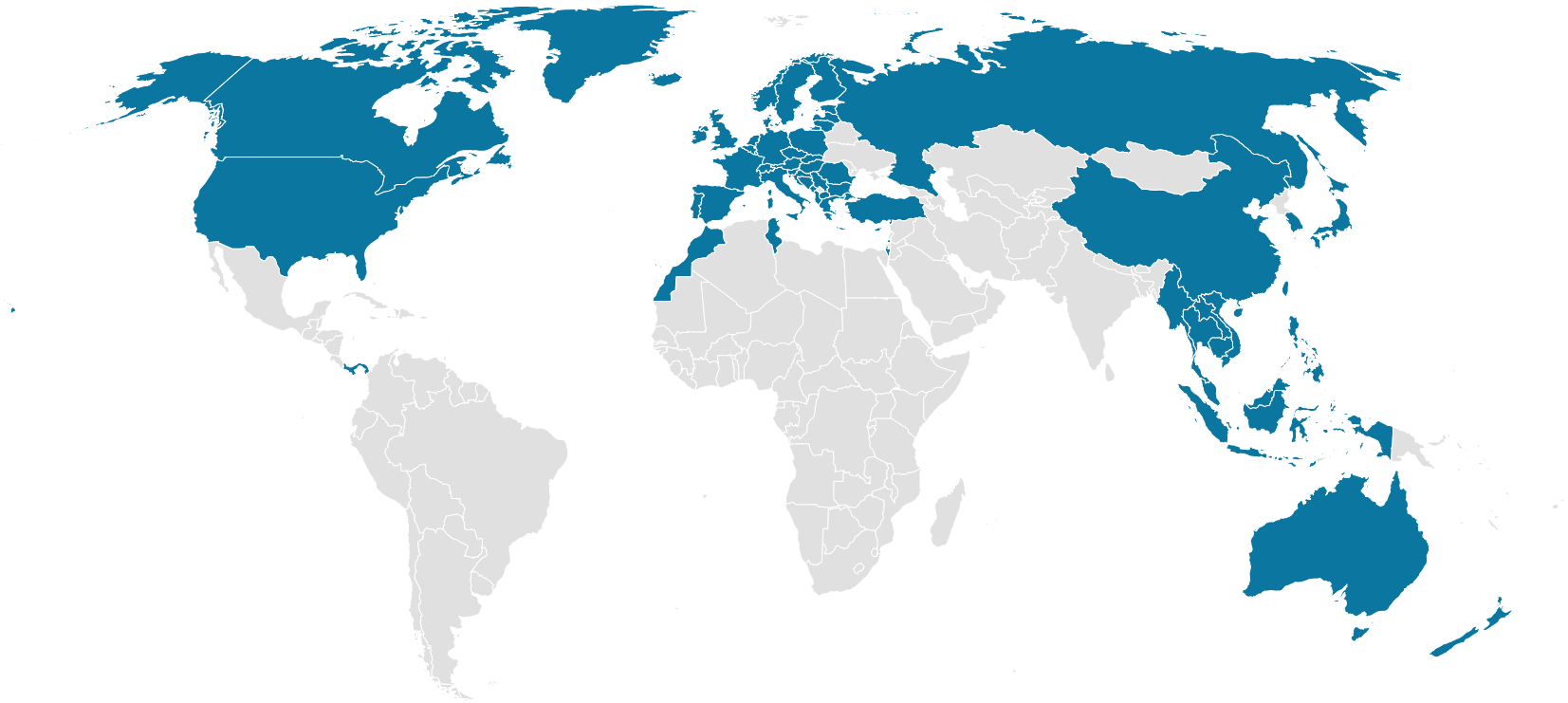
In Australia, there were 474 asthma deaths in 2024[2]. Asthma is also the leading cause of disease burden in children aged 1-9 years old[3].

1 Global Initiative for Asthma - GINA. (n.d.). World Asthma Day 2024. ginasthma.org/world-asthma-day-2024/.

2 National Asthma Council Australia. (2024). 35 years later asthma deaths halved but experts say asthma deaths are preventable. nationalasthma.org.au/news/2024/35-years-later-asthma-deaths-halved-but-experts-say-asthma-deaths-are-preventable.

3 Australian Institute of Health and Welfare (2024). Chronic Respiratory Conditions: Asthma. aihw.gov.au/reports/chronic-respiratory-conditions/asthma.

A global program

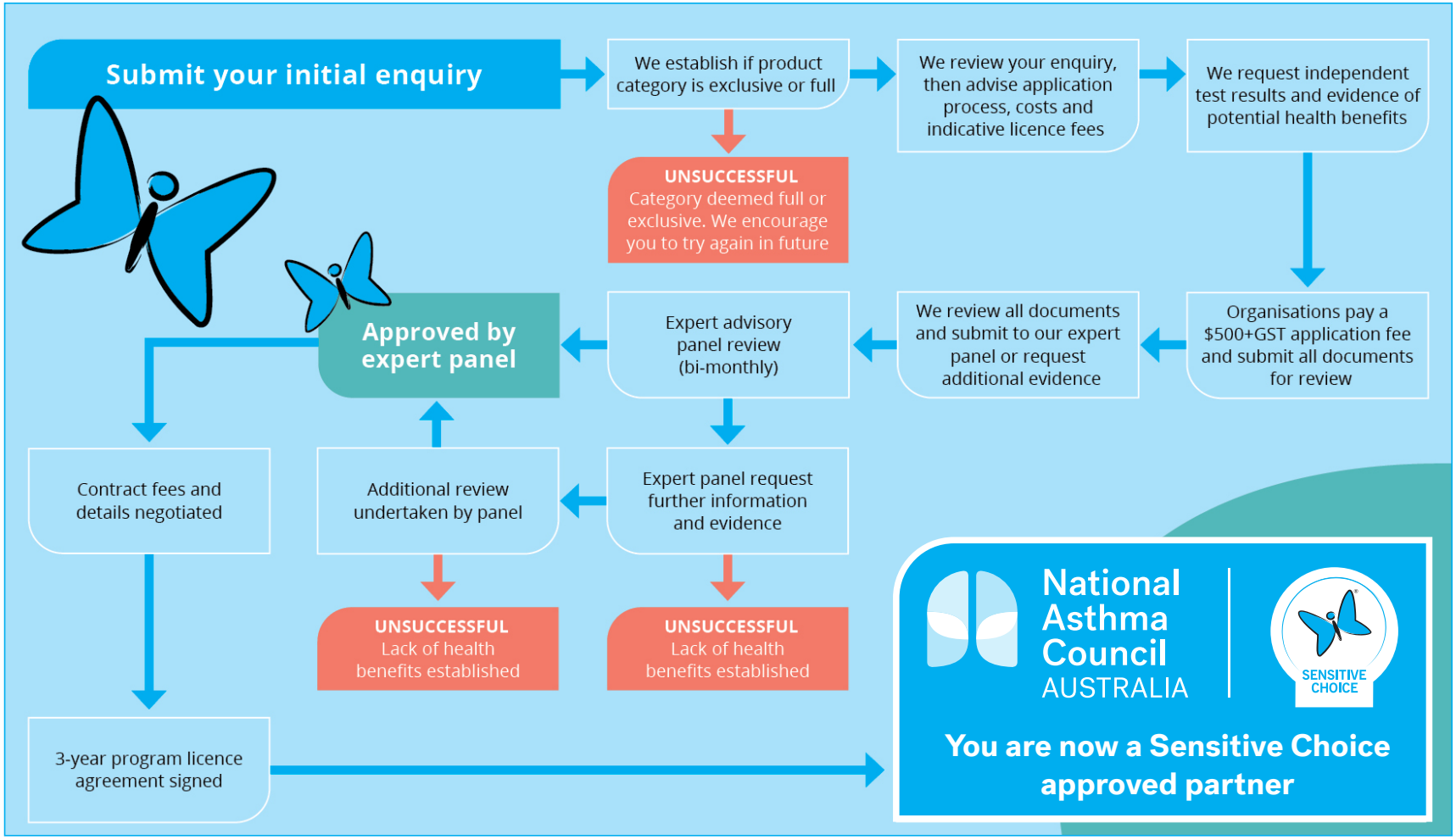


Sensitive Choice is a global program with trademarks in over 60 countries, so people with asthma and allergies can look out for the reassuring blue butterfly around the world

Partners may apply to be Sensitive Choice approved in a variety of countries and regions, including:

- Australia
- New Zealand
- United States of America
- United Kingdom
- Canada
- Indonesia
- Malaysia
- China
- Thailand
- South Korea
- France
- Italy
- Greece
- Vietnam
- Croatia
- Philippines

How to get Sensitive Choice® approval



Products and services that carry the Sensitive Choice blue butterfly have been reviewed and approved by an independent expert panel that determines their potential benefit to people with asthma and allergies. Product Advisory Panel members can include an allergist, a chemist, an engineer, a general practitioner, a pharmacist, an epidemiologist, a respiratory physician and other experts or professionals.

Partnership benefits

Sensitive Choice approved partners will also have the opportunity to be featured in collaborative marketing campaigns across a range of channels and benefits, including:

- Sensitive Choice logo use.
- Having a dedicated feature on the Sensitive Choice website for partners and their range of approved products.
- Opportunities to join Sensitive Choice at tradeshows and other events.
- Ongoing digital promotions to increase brand awareness.
- Features in the monthly Sensitive Choice eNews.
- Exclusive partnership marketing opportunities and media kits provided for key campaigns, such as National Asthma Week.
- Exclusive promotional activities available for peak sales periods including Black Friday, Cyber Monday and End of Financial Year Sales.

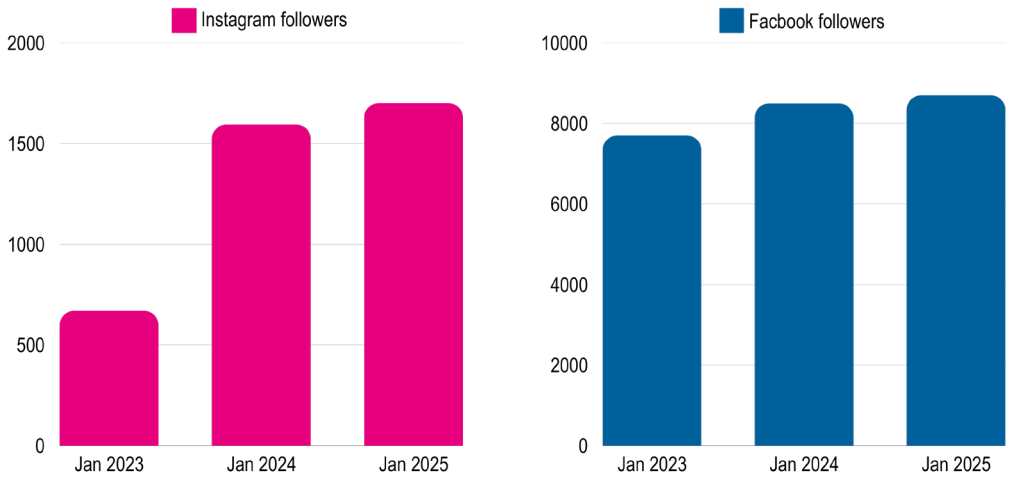
Become a Sensitive Choice® approved partner

As an approved Sensitive Choice partner, you are welcome to take advantage of our credibility and reputation by incorporating our logos into your marketing campaigns. Sensitive Choice approval provides a valuable competitive edge, as consumers can recognise your product and services as officially asthma and allergy friendly.

Promoting Sensitive Choice approval allows partners to have a key point of difference and appeal to consumers looking for healthier options. Our logo can be used on partner websites, product packaging, product descriptions, online retailers and physical stores.

Digital growth

@SensitiveChoice

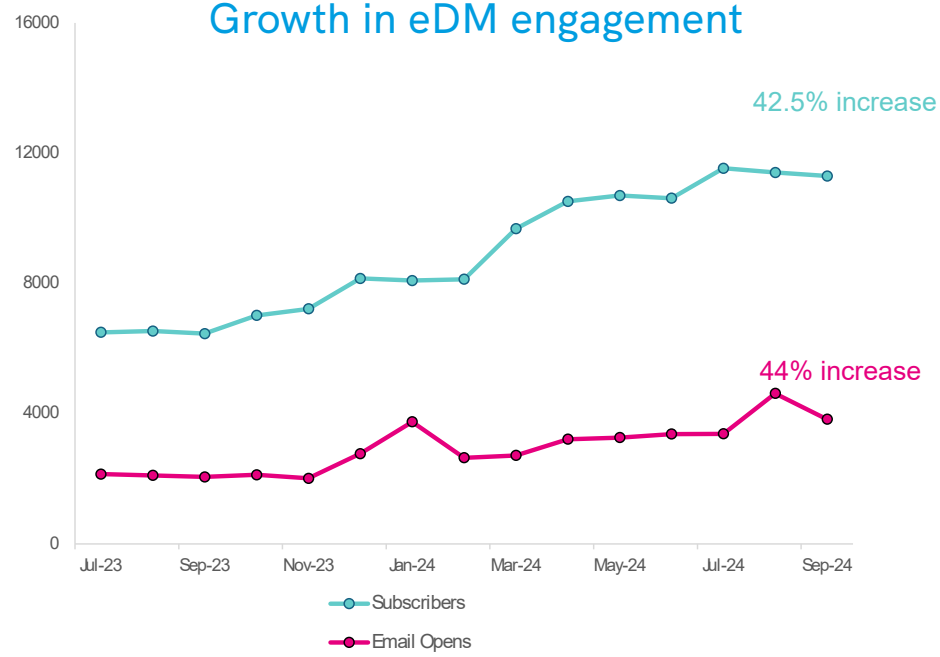


153% increase from 2023 to 2025

@SensitiveChoice

13% increase from 2023 to 2025

Growth in eDM engagement



2024 social media results

- 480,000+ total impressions
- 208,900+ total reach
- 146,400+ total views (stories, reels, posts)
- 27,800+ content engagements

eDM reach

- 11,300 subscribers
- 32.5% average open rate
- 5.7% average click rate

Get in touch today

For more information, please contact:

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National Asthma Council AUSTRALIA

SENSITIVE CHOICE