



Prepared for Demo Acquirer under terms version 2026-10-04. Show it to a platform, processor or buyer as evidence that every claim was reviewed. Anyone else relying on it for their own decisions needs our written reliance letter.

CLAIMS DILIGENCE REVIEW — Demo portfolio (acquisition target)

Sample report. The brand, products and copy are invented. The reviewer's name is withheld on samples and printed on every client file.

Prepared for: Demo Acquirer
Scope: 3 Amazon listings, one per product
Ruled against: Claims Verified standards v1.4.1 · 109 standards
Scan date: September 29, 2026 · **Date:** October 1, 2026

Prepared for a transaction and confidential to the acquirer and its advisers. A review of public marketing claims against published rules; not legal advice, not a product-safety or formulation review, and not a prediction of enforcement.

1. Portfolio summary

Products reviewed	3
Failing	3 of 3
Findings	8 Critical · 19 High · 7 Medium · 0 Low (34 in all)
Surfaces outside this scope	website, ads, email, label and AI answers (not supplied)
Public FDA warning letters naming the target or its brands	none found in our feed

2. By product

Immune support, 90 capsules (Product A)

Verdict: FAIL · 6 Critical · 9 High · 3 Medium

Surface: Amazon listing · **Category rank:** 11 of 194 in Immune (1 = highest risk)

SEVERITY	CLAIM AS PUBLISHED	WHY IT FAILS
Critical	“fight back against symptoms of seasonal sniffles”	Implies the product fights symptoms of colds, an infectious disease claim.
Critical	“help combat symptoms related to common seasonal conditions”	Combating symptoms of seasonal illness is a disease/symptom-relief claim.
Critical	“helps give your immune system the extra support it needs to fight back against symptoms”	Symptom-fighting language is drug-claim framing.
Critical	“keep you protected year round”	Implies prevention of illness, a drug claim.

Cortisol support, magnesium glycinate (Product B)

Verdict: FAIL · 1 Critical · 5 High · 3 Medium

Surface: Amazon listing · **Category rank:** 20 of 402 in Stress (1 = highest risk)

SEVERITY	CLAIM AS PUBLISHED	WHY IT FAILS
Critical	“Demo Cortisol-Calm Supplement”	Product name implies soothing/lowering cortisol, a physiological correction claim built into the name.
High	“cortisol balance and adrenal health”	'Balance' of a hormone implies correcting a pathological imbalance.
High	“enhances your body’s natural ability to regulate cortisol”	'Regulates' a hormone implies pharmacological control.
High	“promote cortisol balance and support adrenal health”	Hormone-balance framing implies correcting an abnormal state.

Cortisol support for women, 120 capsules (Product C)

Verdict: FAIL · 1 Critical · 5 High · 1 Medium

Surface: Amazon listing · **Category rank:** 28 of 402 in Stress (1 = highest risk)

SEVERITY	CLAIM AS PUBLISHED	WHY IT FAILS
Critical	“Made for adrenal fatigue”	'Adrenal fatigue' names a purported endocrine disease state, making this a disease claim.
High	“Botanical hormone balance blend”	'Hormone balance' implies correcting a pathological hormonal imbalance.
High	“Restore true cortisol balance and bring your levels back into harmony”	'Restore' implies correcting an abnormal cortisol state.
High	“a natural blend made to regulate your cortisol”	'Regulate' implies pharmacological control of a hormone level.

3. Remediation, by kind

What fixing the file involves. Counted, not priced: the cost of each kind depends on the target's own suppliers and channels.

KIND	FINDINGS	WHAT IT TAKES
Copy edits	33	Paste-ready rewrites the standard allows, on your dashboard. Days, not weeks.
Label changes	0	None found in scope; labels were not supplied.
Product names that are claims	1	A rename: new listing identity, packaging and trademark work. The costliest line in the file.

4. What this review does not cover

- Product safety, formulation, ingredient identity or potency.
- Substantiation files the target holds; we review whether a claim needs evidence, not the evidence.
- Surfaces not supplied (website, ads, email, label, AI answers) or not public at the scan date.
- The likelihood or size of any enforcement action. Exposure is described, never priced.

Independent pharmacist review: Reviewed by a licensed pharmacist, independent review of marketing-claims findings against the published Claims Verified standards. Licence on file, verifiable on the public register.



Sign-off

Claims Review Report · Form CV-AR

Independent review of the marketing-claims findings in this report under the published Claims Verified standards, version **the version in force at signing**. Findings reflect copy as captured on **the capture dates listed under Sources reviewed**.

Signature

Date signed

1 October 2026

Licensed pharmacist

Licence on file

Sample report. The reviewer's name, licence number and signature are printed on every client file and withheld on samples.

Sample file. A client file carries its report ID here.

Review of marketing language only. Not product testing, formulation or facility compliance. Findings are the reviewer's professional opinion under the published Claims Verified standards.