



Prepared for Demo brand 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.

MONITORING REPORT • Demo brand • September 2026

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 brand

Cycle: 2026-09 • **Scan date:** September 28, 2026 • **Report date:** October 2, 2026

Standards: Claims Verified standards v1.4.1, 109 standards. The current version is published at claimsverified.org/standards

Compared against: your audit of August 29, 2026 and its re-scan after fixes on September 4, 2026

48-hour alert: 1 new Critical finding, now resolved

New Critical findings are the kind of claim that can draw an FDA warning letter or an Amazon takedown, so we flag them within 48 hours of detection rather than holding them for the monthly report. This one was emailed to you on September 28, the day of the scan. The affiliate pulled the ad, and a confirmation re-scan on September 30 found it gone.

A1. “it cures a cold in 24 hours”

Where it appeared: Ads • affiliate Meta ad, first seen September 28, pulled September 30

Why it fails: Explicit disease cure claim, in a new ad an affiliate is running.

Corrective action: Remove. No compliant substitute exists for a cure claim.

1. What changed this month

2 new • 1 resolved • 0 severity changes • 1 unchanged.

Open now: 0 Critical • 1 High • 1 Medium. The fixes from your audit stay fixed.

New findings since the last scan

1. **[Critical] Disease verb.** “it cures a cold in 24 hours” • Ads • affiliate Meta ad. Resolved September 30; see A1.

2. [High] Implied drug. “Immunity Booster”

Where it appears: Amazon listing · A+ image 3 (replacement image with Amazon for review)

Why it fails: “Boost” implies enhancing immunity beyond normal function. It came back in a new A+ image.

Rewrite the standard allows: “Supports healthy immune function”

Resolved since the last scan

- [Critical] “it cures a cold in 24 hours” · affiliate Meta ad, pulled September 30, confirmed by re-scan

Still open from earlier scans

- [Medium] “made in the USA with the finest quality globally sourced ingredients” · Amazon listing, bullet 4. Corrective action: describe the sourcing specifically rather than comparatively.

2. AI assistant answers this cycle

Asked as a shopper would in ChatGPT, Claude, Gemini, Perplexity, Grok and Amazon's Rufus: 5 of 6 clean or matching your approved wording, 1 flagged.

- ChatGPT had been repeating the cold claim your audit removed, drawn from an old retailer page. The retailer corrected the page and ChatGPT was re-checked clean on October 2.
- Claude and Gemini match your approved wording. Perplexity and Grok attribute no health claims to the brand.
- Rufus quotes a customer review calling the product “clinically proven”. It is not a claim you made, so it is flagged for you to watch rather than fixed.

3. Rule changes that affect you

- This cycle is the first scan on standards v1.4.1: a Non-GMO claim without documentation moved from High to Medium. Nothing open on your file is affected; your Non-GMO lines were fixed after the audit.

4. Change log

DATE	CHANGE	SEVERITY
2026-09-28	NEW: “it cures a cold in 24 hours” in an affiliate Meta ad · 48-hour alert emailed the same day	Critical
2026-09-28	NEW: “Immunity Booster” in A+ image 3 on the Amazon listing	High
2026-09-28	RULE UPDATE: first scan on standards v1.4.1 · Non-GMO without documentation moved from High to Medium · nothing open on your file is affected	Medium
2026-09-30	RESOLVED: the affiliate pulled the ad · confirmed by re-scan	Critical
2026-10-02	AI ANSWERS: ChatGPT no longer repeats the cold claim, after an old retailer page was corrected	High

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.

Monitoring covers marketing language only, not product testing, formulation, facility compliance, or legal advice. Findings are our professional opinion under the published standards, based on your marketing copy as captured on the scan date. Claims Verified · Toronto · claimsverified.org



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

2 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.