**SECTION I – OVERVIEW**

* **Complete blank and unshaded sections** relevant to your brand and return in an editable format.

|  |  |
| --- | --- |
| Vendor details | |
| **Company name** | *Enter Company Name* |
| **Contact name** | *Enter contact name to return the form* |
| **Email address** | *Enter contact email address to return the form* |
| **QVC Buying contact** | *Enter QVC Buying contact name* |
| **QVC ADV Compliance contact** | Silvia Tavoletta- [silviatavoletta@qvc.com](mailto:silviatavoletta@qvc.com)  Paola Fumagalli**-** [paolafumagalli@qvc.com](mailto:paolafumagalli@qvc.com) |

|  |
| --- |
| Approved brand positioning |
| *ADV compliance only* |

**SECTION II – BRAND POSITIONING**

1. BRAND SPECIAL CLAIMS:

* Special claims shall be referred to every single product of the brand.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Proposed? | Documents needed | QA & ADV compliance evaluation |
| Gluten free | Yes/No | If YES, please provide:   * Gluten free self-declaration on letterhead; * Cross contamination declaration (one different declaration for each manufacturing site); * Certificate of analysis (CoA)/HPLC analysis on the first batch. | *QVC only* |
| Vegan | Yes/No | If YES, please provide:  Vegan certificate issued by certification body or third-party entity (i.e. Vegan OK, PETA). | *QVC only* |
| Natural ingredients | Yes/No | If YES, please provide:  Declaration stating the amount of natural ingredients expressed in % | *QVC only* |
| Organic | Yes/No | If YES, please provide:  Organic certificate issued by certification body. | *QVC only* |
| Recycled | Yes/No | If YES, please provide:  Certificate or declaration stating that the product/part of it is made of recycled materials and specify them. | *QVC only* |

1. BRAND POSITIONING:

* Brand positioning shall be submitted in English and Italian.

| Brand positioning | |
| --- | --- |
| Proposed Brand positioning | QVC – ADV Compliance Evaluation |
| *Italian\**  *Mandatory Language* | *ADV compliance only* |
| *English\** |
| **Supporting Evidence** (certificates, declarations, studies, etc.) | Amended Approved Claim |
|  | *ADV compliance only* |