



## QVC Claim Blacklist

This guide is intended to provide a list of claims that may never be used, even if they appear on product packaging. Any discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation is always prohibited.

Product Category	Prohibited claims	Examples
All	Comparison with other products, brands, retailers	"It is the best on the market" "Brand better than the main competitor" "Exceeds more expensive alternatives " "It's cheaper at QVC than at Rinascente" "It's the same as Hérmes' product" "Product also sold at Sephora"
	References to doctors, medical advice and diseases	"Relieves pain" "Cures psoriasis/acne/insomnia/depression/ anxiety" "Better than medicines" "Alternative to medicines" "My doctor advised me to use it"
	Resorting to a sense of fear and psychological weakness	"Without this product you risk having a heart attack" "Use the product so you won't look old and lonely" "If you use the product, you won't be humiliated anymore" "You can't wear shorts if you have cellulite" "If you don't use it, you will get sick"
	Purchasing exhortations to minors	"Kids, buy this toy" "It costs pennies, call this number and order"
	Present the product as safe	"Product safe to use!" "This is safe, it will not harm you"
	Denigrating statements	"There are no silicones that are bad for you" "The other products contain toxic aloe vera"
	Product misuse	"You can use the hair dryer on your pets" "You can use the clay-based cleanser to clean surfaces but also as a skin mask"
	Covid 19	"Eliminates Covid19" "Boosts your immune system and protects you from Covid"
	Non-allergenic (permitted alternative: hypo-allergenic product)	"It's 100% non-allergenic" "Perfect for those suffering from any allergies" "Does not trigger allergic reactions"
	Exorbitant claims	"Once used in the mirror I looked 20 years younger" "Completely reduces wrinkles" "With the product you get rid of all your pains "
	Charity/donations	"Buy the product and we will donate 1€ for every item sold"
	Cosmetics	Cruelty free
References to healing efficacy, application to unhealthy areas and diseases (acne psoriasis, dermatitis, mycosis)		"Treats burns" "Apply to psoriasis" "Ideal for irritated skin" "Product that acts on dermatitis"
Comparisons with cosmetic surgery		"Like botox" "Lifting effect" "Like laser on your skin"
Anticellulite (instead of cellulite imperfections, which is allowed)		"Eliminates cellulite" "Anti-cellulite product"
Reduction in cm, size, kg		"Lose two sizes" "You will lose one kg after one week"
Permanent results		"Eliminates unwanted hair for good" "Use the product and you won't have any wrinkles" "Definitive results!"



<b>Supplements</b>	Slimming/weight loss (kg reduction)	"By using this product, I lost 10 kg and kept eating" "Eat as much as you want, just take one tablet to eliminate the problem"
	Fat burner	"You can eat sweets and not assimilate calories" "It acts like the tapeworm, take the supplement that will burn all the fat ingested"
	Anti-flu	"Natural remedy against flu"
	Treating diseases	Supplements are not drugs and cannot cure any disease: "I am anaemic and I integrate with this supplement" "If you suffer from anxiety this is the product for you" "It solved my psoriasis problem" "By using this supplement, you prevent eczema and sunburn. I use it instead of sunscreen"
	Natural = harmless, has no warnings	"The product is natural so it's either good for you or it doesn't do anything" "They are supplements, not drugs, use it with no worries"
	Substitutes/not necessary healthy lifestyle	"You can fit it into an unregulated lifestyle and it works!"
<b>Food</b>	Depersonalised diets and unbalanced nutritional advice/diets	"Eliminate carbs forever and get back in shape" "If you only eat this product, you will lose weight" "I only eat yoghurt and biscuits and I have lost weight" "The protein diet is good for everyone" "Eat only pasta and you will get back in shape" "Sugar is bad for you" "Eat only protein" "You can drink this liquor unlimitedly" "This whiskey is good for your digestion"
	Healing efficacy and references to diseases in general	"Food to treat diabetes" "Product to lower blood sugar" "Eat this product to stop having high cholesterol"
<b>Home</b>	Natural = harmless	"Natural detergents, 100% safe for you and the environment" "Natural product perfect for families with children and pets"
<b>Fitness</b>	Immediate results	"Thanks to this machine, I regained my fitness in three days"
	Effortless results	"Without effort and by eating anything I have recovered my shape thanks to the product"