

QVC Italia - Advertising Claims Form Guidance Chart v.1



→ Claim Form *must* always be submitted for below main **claim types** with relevant **supporting evidence** as listed.

→ Remember that:

- Only claims supported by evidence will be evaluated otherwise, refer to soft-claim guidance tool or contact ADV Compliance team.
- This document is a guidance only, that aims to support Vendor throughout QVC Advertising Claims evaluation process. Please be aware that ADV Compliance team will evaluate claims time to time and further supporting evidence might be requested in order to ensure claims comply with relevant legislation/regulations.

Claim types	Supporting evidence						
	Clinical Trial	Consumer perception study	Study (research/scientific evidence)	Certificate	Declaration	Test report	Patent
Measured Result	✓	✓	✓				
Specific statements that involve: -percentages -long-term effects -findings based on research and scientific evidence	on finished product used according to instructions - panel of minimum 20 subjects	on finished product used according to instructions ! Only in addition to a clinical trial for results that cannot be evaluated by customer (e.g. wrinkle reduction, elasticity improvement, etc.)	on finished product				
Health claims	✓		✓				
Health claims will be evaluated time by time based on evidences. ! Foods & supplements: only EFSA/Belfrit claims will be evaluated.	on finished product		on finished product				
Product performance			✓	✓		✓	
Performance statements on: -vacuum cleaners -air-purifiers -SPF -utility devices -kitchenware			on product performance issued by laboratory, certification body or third-party entity	on product performance issued by laboratory, certification body or third-party entity		on product performance issued by laboratory, certification body or third-party entity	
Sanitizing						✓	
Claims to kill or deter bacteria, viruses, fungus, dust mites, fine dust and pollutants						issued by laboratories, certification body or third-party entity.	
Body Toning & Modelling	✓	✓					
Beauty tools & clothing that contributes modelling and toning the body e.g. improvement of aspect of cellulite imperfections	on finished product used according to instructions - panel of minimum 20 subjects	on finished product used according to instructions ! Only in addition to a clinical trial					
Absolute claims			✓	✓	✓		
Claims that can reasonably appear not subjected to exception e.g. "never..."; "always..."; "we guarantee..." They must always be accurate . If there is an exception that means the claim is not accurate in all cases, then the claim will be misleading. <u>Kindly note that absolute claims are approved very seldom as significantly robust evidence is needed to substantiate it.</u>			issued by third party laboratory, certification body or entity	issued by third party laboratory, certification body or entity	issued by third party laboratory, certification body or entity		
Superiority or comparative claims				✓	✓		
Any comparison to a specific product, product category or brand (e.g. "fastest..."; "number one..."; "first...")				issued by third party laboratory, certification body or entity (e.g. Euromonitor)	issued by third party laboratory, certification body or entity (e.g. Euromonitor)		
Environmental claims			✓	✓	✓		
Claims on sustainability, e.g. "green", "eco-friendly", "recycled"			issued by third party laboratory, certification body or entity	issued by third party laboratory, certification body or entity (e.g. Ecocert)	issued by third party laboratory, certification body or entity (e.g. Ecocert)		
Distinctive claims				✓	✓		✓
Patents, awards, press publication, exclusive to QVC				Awards' certificates	Authorisation from entity concerned for press publications (editors, etc) Exclusivity declaration		! Only approved patents
Nature of ingredients			✓	✓	✓	✓	
Statements regarding nature or origin of ingredients, e.g. "organic", "natural", "gluten/lactose free" and "free-from" range, "vegan", "kosher"			issued by laboratory, certification body or third-party entity (e.g. Vegan OK, PETA)	issued by laboratory, certification body or third-party entity (e.g. Vegan OK, PETA)	issued by: -laboratory, certification body or third-party entity (e.g. Vegan OK, PETA) OR -Vendor only for product's natural ingredients %	Free-from analysis (e.g. gluten/lactose free)	
Endorsements				✓	✓		
Endorsements from organisations or celebrities, including charities					issued by organisations, charities and/or celebrities ! Any further evidence may be accepted (e.g. Agreements)		