



ASC Clearance Services

JULY 2015



Esmaa Benseddik

## Two new faces

Esmaa Benseddik joined ASC in February as an analyst in the Drug sector. Esmaa is fully bilingual, and holds a B.Sc. from York University as well as a post-graduate certificate in pharmaceutical regulatory affairs from Humber College. She comes to ASC after six years in the Medical Devices and Diagnostics division of a pharmaceutical company. You can reach her at [esmaa.benseddik@adstandards.com](mailto:esmaa.benseddik@adstandards.com), or extension 248.



Evie Bouras

Best wishes to Sandra Gharbi, who will be on maternity leave as of July 17. Evie Bouras will be replacing Sandra in the sectors of Food, Cosmetics and Natural Health Products (NHPs). Called to the bar in June 2015, Evie graduated from the University of Ottawa with a Juris Doctor (J.D.) in common law and a Licentiate (L.L.L) in civil law. As an articling student, she worked extensively with many government agencies dealing with food, drug and NHP labelling and advertising.

## REGULATORY UPDATE

### Food

#### Two new permitted health claims

In March, the Food Directorate released the "Summary of Health Canada's Assessment of a Health Claim about Soy Protein and Cholesterol Lowering". This document includes the wording and conditions governing such claims, and is available [here](#).

On June 15, the Food Directorate released the "Summary of Health Canada's Assessment of a Health Claim about Vegetables and Fruit and Heart Disease". This document outlines the wording and conditions governing such claims, and is available [here](#).

### Drug

#### New permitted statement

In recent discussions with ASC, Health Canada has confirmed that when advertising an authorized health product, advertisers may use the statement "Product X is authorized for sale by Health Canada" to differentiate it from unauthorized products. It remains unacceptable to imply that a health product is approved, recommended or endorsed by Health Canada.

### Events

Stay tuned for details about our upcoming Children's Advertising Clearance Workshop.

### Did you know?

For ASC member companies, we offer tailored presentations for your marketing/regulatory team about ASC preclearance and the advertising regulations affecting your sector. [Contact Randy Sageman](#), Director, Member Relations, to learn more.

### Resources

[Clearance Services and Rates](#)

[ASC Clearance Services website](#)

[Children's Clearance Committee Meeting Schedule](#)

*Do you have a question, concern, idea or compliment about our clearance services or events? [Contact Nicole Bellam](#), Vice President, ASC Clearance Services, and let us know how we can continue to improve your customer experience!*