

**Application for Ad Standards Approval:  
Use of Function Claims in Your Advertising – Checklist**

This checklist must be completed for each claim. It is submitted as part of the application to Ad Standards for advertising preclearance. By completing this checklist, the applicant attests that the advertisement is supported by scientific evidence that meets the general principles and standards described in Health Canada's *Guidance Document for Preparing a Submission for Food Health Claims* and other applicable guidance pertaining to standards of evidence for function claims for food.

Applicant requests approval of the following Function Claim in Applicant's Advertising:

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<b>General principles and standards</b>	
1. A methodical, consistent, and reproducible approach is applied to conducting literature review in substantiating the health claim stated above.	Yes <input type="checkbox"/> No <input type="checkbox"/>
2. All original research in humans, pertaining to the health claim, is captured, including evidence both in favour and not in favour of the health claim.	Yes <input type="checkbox"/> No <input type="checkbox"/>
3. The majority of studies are of high quality and support a favourable causal effect that is both statistically significant and biologically relevant.  Consideration has been given to statistical significance of the health effect (achieved at $p \leq 0.05$ ) <u>and</u> its biological relevance (achieved by using markers that are methodologically and biologically valid).	Yes <input type="checkbox"/> No <input type="checkbox"/>
4. The amount of food to be consumed to achieve a beneficial effect can be incorporated into a healthy, balanced diet by the target population.	Yes <input type="checkbox"/> No <input type="checkbox"/>
5. The health claim wording and its representation in the advertising copy communicates the health effect that is substantiated by available evidence (i.e. the wording reflects and is specific to the substantiated health effect and does not directly or indirectly exceed the scope of the supporting evidence).	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Complete the following if applicable</b>	
6. The general principles and standards of evidence in other specific guidance applicable to the claim for ASC approval are also met.  Applicable guidance includes (please specify below): _____ _____	Yes <input type="checkbox"/> No <input type="checkbox"/>

Date: \_\_\_\_\_

Advertiser's Name: \_\_\_\_\_

Per \_\_\_\_\_

[Signature of Advertiser's authorized representative]