

**Application for Ad Standards Approval:
Use of Nutrient 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 Nutrient Function Claims section on the website of the Canadian Food Inspection Agency.

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

General principles and standards	
1. The substance that is the subject of the claim is considered a nutrient, i.e. it is recognized as such by the Institute of Medicine of the National Academies, Washington, DC.	Yes <input type="checkbox"/> No <input type="checkbox"/>
2. The nutrient is one for which a Recommended Dietary Allowance (RDA), Adequate Intake (AI), or Acceptable Macronutrient Distribution Ranges (AMDR) have been established by the Institute of Medicine of the US National Academies.	Yes <input type="checkbox"/> No <input type="checkbox"/>
3. The function reflects consensus among the broad scientific community and has been published by an authoritative scientific body as its current position with regard to the function(s) within the past 15 years. Authoritative scientific bodies include the Institute of Medicine (Dietary Reference Intake report series) and the European Food Safety Authority.	Yes <input type="checkbox"/> No <input type="checkbox"/>
4. The advertiser or their authorized representative has the following documentation. <ul style="list-style-type: none"> a. the name of the authoritative body (referred to in paragraph #3 above); b. the exact wording of the authoritative statement; c. a copy of the source document in which the statement is published; d. a description of the review process undertaken by the authoritative body to develop the statement; and e. an indication that there is no conflicting authoritative statement. 	Yes <input type="checkbox"/> No <input type="checkbox"/>

Date: _____

Advertiser's Name: _____

Per _____

[Signature of Advertiser's authorized representative]