

Rapid claims risk check

A fast Red / Amber / Green triage of your single highest-risk page, with a compliant fix for each flag.

SAMPLE DELIVERABLE · ILLUSTRATIVE ANONYMISED EXAMPLE

Product (example): "LumaBalance Menopause Complex" · **Surface reviewed:** product web page (one page)

Markets: EU & Great Britain · **Turnaround:** 3–4 days

*A Spot-Check is a fast triage of one surface — up to ~15 claims, each flagged Red / Amber / Green with a one-line fix. It is **not** a full audit: it does not include the regulatory methodology, the reference list, a written risk report, or the consolidated "what you can safely say" list. For all touchpoints (pack, website, ads and social), the EFSA/register reference behind each verdict, and a review call, see the Claims Compliance Audit.*

Flags & fixes

CLAIM ON THE PAGE	FLAG	FIX
"Clinically proven to relieve menopause symptoms"	RED	Remove. Implies treating a condition (a medicinal claim), and "clinically proven" is an unauthorised superiority claim.
"The natural alternative to HRT"	RED	Remove. Implies replacing a medicine — exactly the wording the ASA acted against for menopause brands in 2026.
"Helps balance your hormones"	AMBER	Reword to the authorised claim: "Vitamin B6 contributes to the regulation of hormonal activity" (needs a source of B6).
"Fights fatigue and low energy"	AMBER	Reword to: "Magnesium contributes to a reduction of tiredness and fatigue" (needs a source of magnesium).
"Supports strong bones through menopause"	GREEN	Keep — if worded as the authorised claim ("Calcium is needed for the maintenance of normal bones") and not as disease prevention.

Top priority: remove the two RED items first — the "clinically proven" and "HRT alternative" claims carry the highest regulatory and ASA risk.

Need the full picture?

This Spot-Check covered one page. A full **Claims Compliance Audit** reviews every touchpoint — pack, website, ads and social — gives you the EFSA/register reference behind each verdict, a consolidated list of the claims you can safely say, a written risk summary, and a 30-minute review call. **From £600.**

Illustrative sample only. Product and claims fictional; regulatory findings real and current as of July 2026. Regulatory guidance for brands, not legal advice. Copyright 2026 Anna Kreimes.