

Claim Support for:

1.Administration

Advertiser:	
Agency:	
Product:	
Copy Title:	
Advertiser script number /reference:	
Version No of this document:	
Reference to previously approved submissions which are relevant for this submission:	

This document should be submitted in Acrobat PDF format.

2. Product information - (Max 2 pages)

2 a Name of product, description of product and intended use, including frequency of application (should also include formulation codes where referred to in the support data).

2 b Actives with concentration, where applicable (where the active is important to the product function and claims)

2 c Background and rationale for the claims

3. Copy script and identification of claims

Outline all elements in the copy related to claims (assertions that something is true or factual) - including major visuals, descriptions of visuals, superimpositions, voice-overs and legal supers, and the related claim.

1	Visuals	Description of visuals	Audio Script	Legal Super	Claims
2	Visuals	Description of visuals	Audio Script	Legal Supers	Claims
3	Visuals	Description of visuals	Audio Script	Legal Supers	Claims
4	Visuals	Description of visuals	Audio Script	Legal Supers	Claims
5	Visuals	Description of visuals	Audio Script	Legal Supers	Claims

4. Substantiation of Claims - (Max 5 pages)

Please summarise data, analyse and explain how it relates to the claim(s).

Claim substantiation must be presented for claims in the order they appear in the copy. All claims statements must be identified including those often termed as “puffery” or “not requiring data” with an explanation for why it is “puffery”.

The full details of the trial, method and instrumentation should be included as an appendix for reference. References to an appendix should be clear and indicate the relevant page(s) (and name of document/file) and preferably be electronically bookmarked.

Statements of “claim previously accepted” or similar must be supported with a clear reference, such as the relevant clock number. The context of the claim should be outlined. The previously submitted Claim Support should be added to the appendix.

The statistical treatment of the data should be justified and the effects demonstrated by the use of robust and appropriate statistical analyses. It is generally expected that a significance level of $p \leq 0.05$ should be achieved.

The type of statistical tests should be stated and be appropriate for the data being analysed, whether parametric or non-parametric, and should be appropriately applied. For example, multiple, within-study, t-test comparisons or one-tailed tests should be avoided as a general rule; under such circumstances, analysis of variance (Anova) may be more appropriate.

Claim No. 1:

Supporting data:

Summary and analysis of findings from tests and relevance to claim:

Reference to supporting data (appendix no, and page no):

Claim previously approved:

- Reference of relevant submission(s):
- Wording of claim previously approved (if different, please explain why a previous approval is relevant):

Claim No. 2:

Supporting data:

Summary and analysis of findings from tests and relevance to claim:

Reference to supporting data (appendix no, and page no):

Claim previously approved:

- Reference of relevant submission(s):
- Wording of claim previously approved (if different, please explain why a previous approval is relevant):

Claim No. 3:

Supporting data:

Summary and analysis of findings from tests and relevance to claim:

Reference to supporting data (appendix no, and page no):

Claim previously approved:

- Reference of relevant submission(s):
- Wording of claim previously approved (if different, please explain why a previous approval is relevant):

5. Appendices

Additional information should be relevant and provide further support to the claim substantiation already presented above. Principal data from the appendices should be summarised, analysed and explained its relevance in section 3. - Substantiation of Claims.

Appendices must contain the following, as appropriate:

- 1) List of ingredients (if applicable)
- 2) Pack Copy
- 2) Details of instrumentation used including probe size
- 3) Full test reports
- 4) Scientific papers if referenced in the support document

Document file names should be indicated for each item

Index of Appendices

Title of document and name of file (if appropriate).