



CLAIMS DILIGENCE REVIEW — Demo portfolio (acquisition target)

Prepared for: Demo Acquirer

Scope: 3 source(s) across amazon

Ruled against: v1.3

Date: September 13, 2026

Prepared for a transaction. A review of public marketing claims against published rules; not legal advice, not a product-safety or formulation review, and not a prediction of enforcement.

1. Portfolio summary

Products and surfaces reviewed	3
Failing	3 of 3
Findings	8 Critical · 21 High · 5 Medium · 0 Low
Channels not supplied	website, ads, email, label, ai_assistant
Public FDA warning letters naming the target	none found in our feed

2. By product

Immune support, 90 capsules (Product A)

Verdict: FAIL · 6 Critical · 10 High · 2 Medium

Channel: amazon · **Category rank:** 11 of 162 in Immune (1 = highest risk)

SEVERITY	CLAIM AS PUBLISHED	WHY IT FAILS
Critical	“fight back against symptoms of seasonal sniffles”	Implies the product fights symptoms of colds, an infectious disease claim.
Critical	“help combat symptoms related to common seasonal conditions”	Combating symptoms of seasonal illness is a disease/symptom-relief claim.
Critical	“helps give your immune system the extra support it needs to fight back against symptoms”	Symptom-fighting language is drug-claim framing.
Critical	“keep you protected year round”	Implies prevention of illness, a drug claim.

Cortisol support, magnesium glycinate (Product B)

Verdict: FAIL · 1 Critical · 5 High · 3 Medium

Channel: amazon · **Category rank:** 20 of 390 in Stress (1 = highest risk)

SEVERITY	CLAIM AS PUBLISHED	WHY IT FAILS
Critical	“Demo Cortisol-Calm Supplement”	Product name implies soothing/lowering cortisol, a physiological correction claim built into the name.
High	“cortisol balance and adrenal health”	'Balance' of a hormone implies correcting a pathological imbalance.
High	“enhances your body’s natural ability to regulate cortisol”	'Regulates' a hormone implies pharmacological control.
High	“promote cortisol balance and support adrenal health”	Hormone-balance framing implies correcting an abnormal state.

Cortisol support for women, 120 capsules (Product C)

Verdict: FAIL · 1 Critical · 6 High · 0 Medium

Channel: amazon · **Category rank:** 28 of 390 in Stress (1 = highest risk)

SEVERITY	CLAIM AS PUBLISHED	WHY IT FAILS
Critical	“Our adrenal fatigue supplements”	'Adrenal fatigue' names a purported endocrine disease state, making this a disease claim.
High	“Plant-Based Hormone Balance”	'Hormone Balance' implies correcting a pathological hormonal imbalance.
High	“Uncover genuine cortisol balance and attain harmony in your body’s cortisol levels”	Implies correction of an abnormal cortisol state.
High	“natural formula designed to regulate cortisol”	'Regulate' implies pharmacological control of a hormone level.

3. Remediation, by kind

What fixing the file actually involves. Counted, not priced: the cost of each kind depends on the target's own suppliers and channels.

KIND	FINDINGS	WHAT IT TAKES
Copy edits	33	Paste-ready rewrites in the report. Days, not weeks.
Label changes	0	New label artwork and a reprint; existing stock carries the claim until it sells through.
Product names that are claims	1	A rename: new listing identity, packaging and trademark work. The costliest line in the file.

4. What this review does not cover

- Product safety, formulation, ingredient identity or potency.
- Substantiation files the target holds; we review whether a claim needs evidence, not the evidence.
- Copy not supplied or not public at the scan date. Historic copy is limited to what our database captured at its scan dates.
- The likelihood or size of any enforcement action. Exposure is described, never priced.

Independent pharmacist review: Reviewed by [NAME], PharmD, licensed pharmacist, independent review of marketing-claims findings against the published Claims Verified standards. Licence [NUMBER] on file, verifiable on the public register.

Signature pending

This draft has not been reviewed by the reviewer of record. It is not a deliverable and must not be sent to a client in this state.

This document is a draft. It carries no professional signature and no part of it should be relied upon until it does.