



MONITORING REPORT • Demo brand • September 2026

Prepared for: Demo brand • [CONTACT NAME]

Cycle: 2026-09 • **Scan date:** September 8, 2026 • **Rubric:** Claims Verified standards v1.3.1, 98 standards.

The standards are versioned and the current version is published at claimsverified.org/standards

Compared against: audit of August 2026, re-scan after fixes

48-HOUR ALERT: 1 new Critical finding

New Critical findings sit in the enforcement class that draws FDA warning letters and automated Amazon takedowns, so we flag them within 48 hours of detection rather than holding them for the monthly report. This one was emailed to you on September 8. Our recommendation: pull or replace this copy within 48 hours. A confirmation re-scan after the fix is included in your monitoring plan.

A1. “it cures a cold in 24 hours”

Where it appears: Ads • affiliate Meta ad, first seen September 8

Why it fails: Explicit disease cure claim, in a new ad an affiliate is running.

Compliant rewrite: Remove. No compliant substitute exists for a cure claim.

1. What changed this month

2 new • 4 resolved • 0 severity changes • 1 unchanged.

Verdict: FIX REQUIRED (the new Critical) • the audit's 5 Critical and 14 High findings stay fixed.

New findings (drift since last cycle)

1. [Critical] Disease verb

Published copy: “it cures a cold in 24 hours”

Where it appears: Ads • affiliate Meta ad

Why it fails: Explicit disease cure claim, in a new ad an affiliate is running.

Compliant rewrite: Remove.

2. [High] Implied drug

Published copy: “Immunity Booster”

Where it appears: Amazon listing • A+ image 3

Why it fails: “Boost” implies enhancing immunity beyond normal function. It came back in a new A+ image.

Compliant rewrite: “Supports healthy immune function”

Resolved since last cycle

- [Critical] “fight back against symptoms of seasonal sniffles” · Amazon listing
- [Critical] “Echinacea has been used for centuries to help combat symptoms related to common seasonal conditions” · Amazon listing
- [Critical] “fights off colds and flu before they start” · Meta ads
- [High] “Immunity Boost for Adults” · Amazon listing

Still open from previous cycles

- [Medium] “made in the USA with the finest quality globally sourced ingredients” · Amazon listing, bullet 4. Rewrite: describe the sourcing specifically rather than comparatively.

2. AI assistant answers this cycle

Asked as a shopper would in ChatGPT, Claude, Gemini, Perplexity, Grok and Amazon's Rufus.

- ChatGPT no longer repeats the cold claim removed from your listing.
- Rufus quotes “Helps the body adapt to occasional stress”, matching your approved wording.
- No assistant attributes a disease claim to your brand this cycle.

3. Rule changes that affect you

- Standards v1.3.1 (13 September 2026): a Non-GMO claim without documentation moved from High to Medium. Your label's Non-GMO line is now a Medium; keep the supplier certificate on file.

4. Changelog

DATE	CHANGE	SEVERITY
2026-09-08	NEW: "it cures a cold in 24 hours" in an affiliate Meta ad · alert emailed within 48 hours	Critical
2026-09-08	NEW: "Immunity Booster" in A+ image 3 on the Amazon listing	High
2026-09-10	RESOLVED: "fights off colds and flu before they start" removed from Meta ads	Critical
2026-09-10	RULE UPDATE: standards v1.3.1 · Non-GMO without documentation moved from High to Medium	Medium
2026-09-12	AI ANSWERS: ChatGPT no longer repeats the cold claim	High

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