Prepared for Demo brand under terms version 2026-10-15. Show it to a platform, processor or buyer as evidence that every claim was reviewed. Anyone else relying on it for their own decisions needs our written reliance letter.

MONITORING REPORT · Demo brand · October 2026

> **Sample report. The brand, products and copy are invented. The reviewer's name is withheld on samples and printed on every client file.**

Prepared for: Demo brand
Cycle: 2026-10 · **Scan date:** October 10, 2026 · **Report date:** October 14, 2026
Standards: Claims Verified standards v1.4.1, 109 standards. The current version is published at claimsverified.org/standards
Compared against: your audit of September 10, 2026 and its re-scan after fixes on September 16, 2026

48-hour alert: 1 new Critical finding, now resolved

New Critical findings are the kind of claim that can draw an FDA warning letter or an Amazon takedown, so we flag them within 48 hours of detection rather than holding them for the monthly report. This one was emailed to you on October 10, the day of the scan. The affiliate pulled the ad, and a confirmation re-scan on October 12 found it gone.

A1. “it cures a cold in 24 hours”

Where it appeared: Ads · affiliate Meta ad, first seen October 10, pulled October 12
Why it fails: Explicit disease cure claim, in a new ad an affiliate is running.
Corrective action: Remove. No compliant substitute exists for a cure claim.

1. What changed this month

2 new · 1 resolved · 0 severity changes · 1 unchanged.
Open now: 0 Critical · 1 High · 1 Medium. The fixes from your audit stay fixed.

New findings since the last scan

1. [Critical] Disease verb. “it cures a cold in 24 hours” · Ads · affiliate Meta ad. Resolved October 12; see A1.

2. [High] Implied drug. “Immunity Booster”
Where it appears: Amazon listing · A+ image 3 (replacement image with Amazon for review)
Why it fails: “Boost” implies enhancing immunity beyond normal function. It came back in a new A+ image.
Rewrite the standard allows: “Supports healthy immune function”

Resolved since the last scan

- [Critical] “it cures a cold in 24 hours” · affiliate Meta ad, pulled October 12, confirmed by re-scan

Still open from earlier scans

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

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2. AI assistant answers this cycle

Asked as a shopper would in ChatGPT, Claude, Gemini, Perplexity, Grok and Amazon's Rufus: 5 of 6 clean or matching your approved wording, 1 flagged.

- ChatGPT had been repeating the cold claim your audit removed, drawn from an old retailer page. The retailer corrected the page and ChatGPT was re-checked clean on October 14.
- Claude and Gemini match your approved wording. Perplexity and Grok attribute no health claims to the brand.
- Rufus quotes a customer review calling the product “clinically proven”. It is not a claim you made, so it is flagged for you to watch rather than fixed.

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3. Rule changes that affect you

- This cycle is the first scan on standards v1.4.1: a Non-GMO claim without documentation moved from High to Medium. Nothing open on your file is affected; your Non-GMO lines were fixed after the audit.

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4. Change log

DATE	CHANGE	SEVERITY
2026-10-10	NEW: “it cures a cold in 24 hours” in an affiliate Meta ad · 48-hour alert emailed the same day	Critical
2026-10-10	NEW: “Immunity Booster” in A+ image 3 on the Amazon listing	High
2026-10-10	RULE UPDATE: first scan on standards v1.4.1 · Non-GMO without documentation moved from High to Medium · nothing open on your file is affected	Medium
2026-10-12	RESOLVED: the affiliate pulled the ad · confirmed by re-scan	Critical
2026-10-14	AI ANSWERS: ChatGPT no longer repeats the cold claim, after an old retailer page was corrected	High

5. Fixes from your audit, as re-checked

Each change by listing, page and channel, the date we saw it live, and the dated capture of the page after the fix. 3 lines changed live, re-checked on 16 September 2026.

Amazon listing

LINE BEFORE	NOW	SEEN LIVE	CAPTURE
“Immune Booster”	“Immune Support”	16 September 2026	Page as read on 16 September 2026, text held on file
“Fights off colds and flu”	“Supports normal immune function”	16 September 2026	Page as read on 16 September 2026, text held on file

Still on the page at that re-check: “made in the USA with the finest quality globally sourced ingredients”.

Website · Product page

LINE BEFORE	NOW	SEEN LIVE	CAPTURE
“Clinically proven to shorten colds”	No longer on the page	16 September 2026	Page as read on 16 September 2026, text held on file

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

Monitoring covers marketing language only, not product testing, formulation, facility compliance, or legal advice. Findings are our professional opinion under the published standards, based on your marketing copy as captured on the scan date. Claims Verified · Toronto · claimsverified.org

Sign-off

Claims Review Report · Form CV-AR

Independent review of the marketing-claims findings in this report under the published Claims Verified standards, version **v1.4.1**. Findings reflect copy as captured on **the capture dates listed under Sources reviewed**.

Signature

Date signed

14 October 2026

Licensed pharmacist

Licence on file

Sample report. The reviewer's name, licence number and signature are printed on every client file and withheld on samples.

Sample file. A client file carries its report ID here.

Review of marketing language only. Not product testing, formulation or facility compliance. Findings are the reviewer's professional opinion under the published Claims Verified standards.