# Claim File Checklist

Match every label claim to the proof behind it

## Confirm before you print the label

- ☐ The exact claim wording, as it will appear on the label, website and Amazon listing.
- ☐ Which rung of the Claim-to-Proof Ladder it sits on.
- ☐ The study report or test report, with dates, lab name and sample size.
- ☐ Proof the study used this formula (or one matching it in ingredients, amounts and form).
- ☐ The measured result, highlighted, and a note on whether it supports the exact words.
- ☐ Safety data (e.g. HRIPT) for any “gentle”, “sensitive skin” or “hypoallergenic” wording.
- ☐ Stability results showing the product still performs through its shelf life.
- ☐ A sign-off date and a reminder to re-check the claim whenever the formula changes.

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