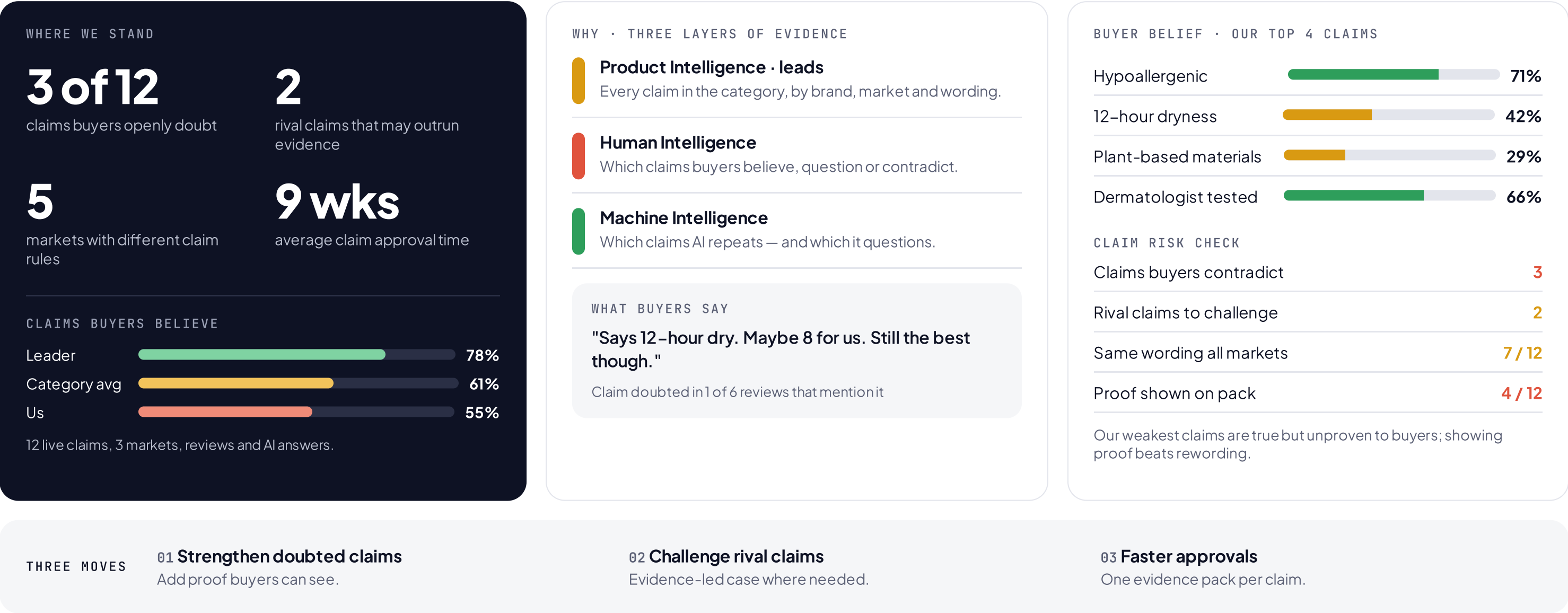


Our claims are safe. Some are not believed. Others are now at risk.

Claims are approved on lab data alone. Buyers question some of them in reviews, and rivals make stronger claims we can't match. We can see which claims hold up, which need proof and which are exposed.



What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Claim belief review 12 claims Keep, prove or reword · Claims lead	Days 1–14	HUMAN
Proof on pack for 3 doubted claims With Brand · Regulatory	Days 14–42	PRODUCT
Rival claim file 2 claims Evidence for challenge · Legal	Days 7–28	PRODUCT
Market rule map 5 markets One claim set · Regulatory	Days 21–49	PRODUCT
AI claim check what AI repeats Monthly report · Claims	Ongoing	MACHINE

02 What we expect · 90 days

55% → 70%
claims buyers believe

9 → 4 wks
claim approval time

2
rival claims resolved

12 / 12
claims with an evidence pack

03 How we measure it

Claim belief Reviews + AI answers	MONTHLY
Approval time Request to sign-off	PER CLAIM
Rival claims New and changed	WEEKLY
Market alignment Claims per market	QUARTERLY
Board readout Risk before / after	DAY 90

Baseline locked day 1. Current 12 claims and last year's approval log.

THE TEAM GETS
Win plan
Claims ranked by risk

Content bank
Approved claim wording

Action decks
Regulatory readouts

Buyer personas
Test claim wording

The ask: approve evidence packs for every claim and the two rival claim challenges.

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