



## Product Approval Policy

HEART UK – The Cholesterol Charity - promotes healthy hearts and better lives and supports individuals, and their families, who are affected by raised cholesterol (and other blood fat (lipid) disorders). The charity has developed a formal product approval policy.

### Key principles

1. Why does HEART UK – The Cholesterol Charity approve products and what are the benefits for the charity?

To identify and draw attention to products that may have beneficial effects on the causes of and contributors to cardiovascular disease (CVD), including raised cholesterol, thus providing helpful information to the public. Product approval provides unrestricted income to support the independent objectives of the charity. Funding is also provided for mutually agreed projects and initiatives in constructive long-term contracted partnerships.

2. What are the benefits to consumers?

Consumers can be assured that the nature of the product, and any product claims, have been reviewed by members of HEART UK's Product Approval Working Group (PAWG). Members of PAWG use a defined set of criteria and a formal process to approve products. This involves evaluation of all relevant scientific and nutritional evidence. The detailed criteria underpinning HEART UK's product approval process is available on request.

3. How does HEART UK's Product Approval Working Group function?

All approaches by food organisations and manufacturers are systematically evaluated by PAWG. The first step is for the product to meet agreed nutritional and scientific criteria. If these criteria are met, the organisation and charity work together to establish and develop joint partnership projects which may cover scientific research, awareness raising programmes and educational events and resources. HEART UK - The Cholesterol Charity - levies a non-returnable product approval application fee of £1500 to cover the initial evaluation work involved. There may be additional costs, depending on the complexity of the evaluation according to product type, which will be agreed with the applicant before commitment. HEART UK's product approval process operates in-line with International practice and with European and UK legislation.