

Summary of the Policy Alignment Assessment checklist

Name of Organisation: Eurodiet

Date: November 1st 2016

Tier: 1 Weight management products

Brief description of engagement: Low and medium risk categories

	Assessment
1. Is the organisation directly connected with therapies or products which are claimed to benefit the health of overweight or obese people, and is there reasonable evidence for the claimed benefit or is there evidence of harm?	Promoter of low calorie (but not VLCD) and high protein diet and producer of weight reduction products available at clinics and online. No evidence presented on home website apart from personal testimonials, but ketogenic dieting has some evidence generally. Concerns over self-prescription vs clinical monitoring.
2. Is there reasonable evidence that the company has marketing /advertising strategies or undertakes lobbying or attempts political influence which may be deemed inconsistent or contradictory to World Obesity's advocacy positions or the positions of international bodies with which World Obesity is in official relations (e.g. the World Health Organization)?	No evidence found.
3. Are there any known organizations, bodies or campaigns being funded by the company which might be deemed inconsistent or contradictory to World Obesity's advocacy positions or the positions of international bodies with which World Obesity is in official relations (e.g. the World Health Organization)?	No evidence found.
4. Is there reasonable evidence the company is failing on ethical criteria, e.g. child labour and employee welfare practices; environmental and sustainability practices; human right practices, or that in contrast it has good practices in place?	No evidence found.
5. Does the company have a close business relationship with other commercial interests (e.g. subsidiary or parent company) that should be taken into account in the assessment of risk?	None found
6. Are there other matters which might cause reputational damage or a conflict of interest? Are there any known concerns about the company's probity or reputation?	No evidence found