

## Summary of the Policy Alignment Assessment checklist

Name of Organisation: Ideal Protein

Date: 22 December 2015

Tier: 1

Brief description of engagement: Exhibitor at ICO

	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?	Claims to support weight loss (especially prevention of loss of muscle mass) with a protein supplement in conjunction with micronutrient supplements and health education materials.
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
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
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
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?	Not apparent
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?	The company website depends for its scientific credibility on the statements of Dr Tran Tien. <i>Recommend:</i> Chair of Clinical Care Committee should advise.