

Summary of the Policy Alignment Assessment checklist

Name of Organisation: LighterLife

Date: 23 March 2016

Tier: 1 (weight management service)

Brief description of engagement: Sponsor

	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?	Main business is selling meal replacements in UK online, through franchised 'counsellors' and retail chain Superdrug. No evidence of false claims.
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?	Head office is registered in Guernsey, contact is via a PR company. Exclusive relationship with UK retail chain Superdrug.
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?	Some negative comments on the costs and the group therapy practices, and critical pieces in the press. Recommend seeking advice from WO Clinical Care Cttee