

Table 3. Summary of the Policy Alignment Assessment checklist

Name of Organisation: CERTMEDICA	Tier: 1 Weight loss products
Assessment	
<p>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?</p>	<p>Products include Formoline Protein and Formoline L112, a polyglucosamine (<i>'the fat binder Formoline L112 helps protect you from the majority of dietary fats and supports you on your way to your desired weight'</i>). No validated evidence appears on website, and PubMed search on L112 found one rat study which showed improved weight management but reduced HDL blood cholesterol.</p>
<p>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)?</p>	<p>Potential marketing problems if the products are not established as clinically effective.</p>
<p>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)?</p>	<p>No evidence.</p>
<p>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?</p>	<p>No evidence either way.</p>
<p>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?</p>	<p>No evidence..</p>
<p>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?</p>	<p>Note: some concern over the claimed efficacy of their polyglucosamine products. Otherwise no known concerns.</p>