

The Health Food Manufacturers' Association
CLEAR CHECK
1 Wolsey Road, East Molesey
Surrey KT8 9EL



t: +44(0)20 8481 7100
e: CLEARCHECK@hfma.co.uk
www.hfma.co.uk/CLEARCHECK

Health Food Manufacturers' Association (HFMA) CLEAR CHECK® Service Level Agreement (SLA)

Between

Health Food Manufacturers' Association (HFMA)

and

Customers of the HFMA CLEAR CHECK® Service

Agreement Date: Jan 2024

Contents
What is CLEAR CHECK®?
The service CLEAR CHECK® supplies
Service Fees
Payment Terms
Service, Description and Target
Review Procedure Information
Consumer Conduct

What is CLEAR CHECK[®]?

CLEAR CHECK[®] is a business-to-business service that provides manufacturers and suppliers of specialist health products with regulatory and compliance support across the product lifecycle. This includes product development and concept support, label and communications reviews, marketing and advertising compliance advice, training, and guidance to help businesses achieve compliance while maximising commercial opportunities.

Contact

CLEAR CHECK[®] is available to call on [020 8481 7100](tel:02084817100) and to email: CLEARCHHECK@hfma.co.uk.

Our Service

Comprehensive reviews of labels, marketing materials, and promotional content and any business-to-consumer communication materials intended for use in the public domain.

CLEAR CHECK[®] will sign and stamp all approved copy to indicate compliance with the HFMA Code of Advertising Practice, which is assured by our Trading Standards Primary Authority. A product-specific Certificate of Compliance can also be issued, upon request.

Service Fees

Initial Enquiries	Brief initial enquiries may be submitted without charge. Where an enquiry requires detailed review, research, assessment, correspondence or advice, the applicable hourly rate may apply. The client will be advised in advance of any chargeable work.
HMFA Member	£95.00 per hour + VAT
HFMA Non-Member	£180.00 per hour + VAT
Certificates of Compliance	£55.00 per certificate + VAT
Urgent Surcharge Service	A 35% surcharge will be applied to the net invoice amount, plus VAT.
CLEAR CHECK[®] stamp renewal review	HFMA Members receive a 20% discount, which will be applied to the net invoice amount, plus VAT. Non-Members are charged the standard Non-Member rate.
CLEAR CHECK[®] Training: HMFA Member	Available from £450 + VAT. This includes up to four delegates attending the same session. Additional delegates are charged at £95 + VAT per person.
CLEAR CHECK[®] Training: HFMA Non-Member	Available from £850 + VAT. This includes up to four delegates attending the same session. Additional delegates are charged at £180 + VAT per person.
Pet Supplement (Complementary Feed) regulatory queries, compliance reviews, training	Standard HFMA Member and Non-Member rates apply.
Partnership for translation services	Work by quotation.

Partnership for the regulatory support for the Gulf Cooperation Council Countries (regulatory queries, compliance reviews, export support, distributor introduction/support)	Work by quotation.
Technical Manager Support	Inquiries handled by the Technical Manager are provided free of charge to HFMA Members. Non-Members will be charged at the standard Non-Member rate.
External Advisor and Consultant Support	This is exclusively available to HFMA Members. Inquiries handled by HFMA External Advisors are charged at the Member rate, with a minimum charge of 30 minutes per inquiry.
Regulatory Complaint Process (RCP)	This is exclusively available to HFMA Members. Complaints must be submitted in accordance with the HFMA RCP Policy and Complaint Criteria.

Payment Terms
Invoices are issued monthly. Payment terms are 30 days from the date of the invoice for members, unless HFMA requires payment in advance.
Conditions
First-time users of the service must pre-pay via a pro-forma invoice from an estimate of work via the CLEAR CHECK [®] team. Work will not commence until payment has been received.
Non-members must pre-pay via a pro-forma invoice from an estimate of work via the CLEAR CHECK [®] team. Work will not commence until payment has been received.
HFMA reserves the right, at its sole discretion, to require any client, including Members, to pay in advance via pro-forma invoice before work is commenced.
Invoices are based on the amount of time estimated for the completion of the review.
All pro-forma payments are non-refundable. Any remaining prepaid time may be utilised at the company's discretion at any point within the same financial year.
The client has a responsibility to return materials at every stage of the review so that the agreed job can be completed end-to-end by CLEAR CHECK [®]
All users of the services are responsible for any transaction fees associated with payment, including (where applicable) bank charges, currency conversion fees, and payment processing fees, to ensure that HFMA receives the full invoiced amount.
Pending Members (being companies that have submitted a complete application form and are awaiting Council approval) may utilise CLEAR CHECK [®] Member rates. Reviews are required to be prepaid via a pro-forma invoice from an estimate of work via the CLEAR CHECK [®] team until full membership status is confirmed.
If the applicant does not subsequently become a Member, HFMA reserves the right to charge the difference between the Member rate and the applicable non-member rate for any services provided, and to invoice and recover any such amounts from the applicant.

The target response and completion times set out below are intended as service standards. Timescales may vary depending on the complexity of the request, the quality and completeness of the information supplied, and the volume of work being handled by the CLEAR CHECK® team.

Service Standards and Target Response Times		
Service	Description	Target
Enquiries and Communications	Enquiries may be submitted by telephone, email or other agreed communication methods. Where a matter requires detailed review or consideration, clients may be asked to provide information in writing to ensure it can be assessed efficiently and accurately.	We aim to respond to enquiries within three working days where an immediate response is not possible.
Email Enquiries and Service Requests	Requests for compliance reviews, training, regulatory queries and all other CLEAR CHECK® services should be submitted by email.	We aim to acknowledge your email within 24 hours.
Labelling and Marketing Reviews	Compliance review following the UK regulations and HMA's Code of Advertising Practice	We aim to complete the review within 10 working days.
Urgent Surcharge Service	Priority review with an accelerated turnaround.	We aim to complete the review within 3 working days.
Certificate of Compliance Requests	Users of the CLEAR CHECK® service can request a Certificate of Compliance if their literature has been stamped by CLEAR CHECK®	We aim to issue this certificate to you within 10 working days.
CLEAR CHECK® stamp renewal review	A review process that reassesses labelling and marketing materials previously issued with a CLEAR CHECK® stamp, confirming that the content remains substantially unchanged from the version originally approved and continues to be compliant and up to date. This service is available within two years of the original approval.	We aim to complete the review within 10 working days.
CLEAR CHECK® Guidance Notes	CLEAR CHECK® Guidance Notes are provided exclusively to HFMA members, on the understanding that they remain confidential and are not shared outside your organisation's network. These guidance notes are issued in response to a query.	We aim to issue the guidance notes within 10 working days
CLEAR CHECK® Training	Tailored training delivered on regulatory compliance, labelling, advertising, and other specialist health product topics. Requests should be submitted via the CLEAR CHECK® compliance review process.	We aim to acknowledge your request within 3 working days and provide a quotation and proposed training dates.

Pet Supplement (Complementary Feed) Regulatory Queries, Compliance Reviews & Training	Specialist regulatory advice, compliance reviews, and tailored training relating to complementary feed products. Submit the request using the method presented for the compliance review process, the request is triaged to our specialist consultant	We aim to acknowledge your request within 3 working days. Compliance reviews will normally be completed within 10 working days, subject to complexity. Training dates will be agreed with the client following acceptance of the quotation.
Partnerships for Translation services	Submit the request using the method presented for the compliance review process; the request is triaged to our specialist consultant.	We aim to acknowledge your request within 3 working days and provide a quotation and proposed timescales
Gulf Cooperation Council Countries (regulatory queries, compliance reviews, export support, distributor partnership support)	Submit the request using the method presented for the compliance review process; the request is triaged to our specialist consultant.	We aim to acknowledge your request within 3 working days and provide a quotation and proposed timescales.
Technical Manager Support	Questions answered by the Technical Manager are not subject to charges for HFMA members, provided they are submitted via the CLEAR CHECK® email address. For HFMA non-members, such inquiries will incur a charge at the standard non-member rate. See Service Fees for more information.	We aim to respond within 10 working days; however, some enquiries may require further research and discussion through Technical Committees and/or Working Groups.
External Advisor and Consultant Support	Available exclusively to HFMA Members. Specialist advice provided by HFMA External Advisors. A minimum charge of 30 minutes applies to all enquiries.	We aim to complete the review within 10 working days; however, some subjects will require further research and discussions through Technical Committees and/or Working Groups
Regulatory Complaint Process (RCP)	Available exclusively to HFMA Members. Please use the submission form on the HFMA Members' Area of the website: hfma.co.uk/RCP The RCP provides a structured process for members to report potential regulatory non-compliance within the specialist health products sector. Complaints are assessed in accordance with the HFMA RCP Policy and Process.	We aim to acknowledge receipt of your submission within 3 working days. The process is typically completed within 6 - 8 weeks, depending on the complexity of the complaint and the level of engagement from the company concerned

Review Procedure Information

The material submitted is reviewed by a Regulatory Advisor for compliance with the principles of the HFMA Code of Advertising Practice, with reference to:

- the relevant labelling or advertising regulations
- government and industry guidelines
- other relevant codes of practice

Advice on any required/recommended amendments is then provided. Where available, the Regulatory Advisor will provide additional guidance on subjects relevant to the material submitted. In the case of issues not clearly defined in the regulations, current industry practice and the current approach of the authorities are taken into account to determine the suitability of a proposal.

Note that the following areas are outside the scope of the Code and are not routinely considered as part of the review:

- accuracy and efficacy of formulation, except in relation to the appropriateness of claims
- the safety of ingredients and finished product
- the accuracy of declared quantities in final product
- the accuracy of GM status claims and other negative-presence claims
- the determination of novel ingredient/food status
- the content of any referenced websites, publications or similar [separate review of these materials can be carried out]

Agreement and the review stamp

When agreement has been reached on a suitable copy, the copy is returned stamped with a reference number.

The review stamp conveys compliance with the principles of the HFMA Code of Advertising Practice and is provided based on current scientific opinion and current regulatory and industry practice. Until a body of case law has been built up to form the basis of an authoritative statement, advice on the law and application of the regulations can be given as informed opinion only.

The copy should be resubmitted for review every two years if it is still in use. At times, changes in the law, codes of practice or interpretation may necessitate an earlier review.

The review stamp does not constitute an endorsement or approval of the product or services offered, nor should it be regarded as a guarantee of the legality of the product. It remains the responsibility of the manufacturer/supplier/importer to ensure that the product placed on the market meets its claims.

If you would like more information, please do not hesitate to [contact us](#).

CLEAR CHECK[®] liaises with other EHPM member Secretariats and constantly scans the regulatory horizon for any upcoming changes that might impact the industry. Their broad and up-to-date knowledge can also benefit companies in the following ways:

- Regulatory advice by telephone or email
- Training sessions tailored to the needs of companies
- Regular mailouts, updates and webinars (HFMA members only)

Consumer Conduct

The consumer of this service shall not engage in, nor permit any conduct that may, in the sole discretion of the HFMA, be deemed inappropriate, distressing, disrespectful, obscene, embarrassing, or otherwise offensive towards any HFMA staff, HFMA consultant, or any third-party individual or entity engaged by or on behalf of the HFMA or closely associated with the HFMA. HFMA reserves the right to refuse to work with any consumer who fails to adhere to this statement.

Document Created by: Pippa Williams

Document Reviewed by: Jenny Carson

Document Review Date: Thursday 23rd July 2026

Version: 6