



Complaint Form

To request a review of an advertisement or marketing material by the Natural Products Foundation, please review the provisions of the Pledge, provide your contact information, and complete the complaint section.

Please complete a separate form for each advertisement you would like reviewed.

You can e-mail any questions about the complaint review process to Pledge@NaturalProductsFoundation.org.

Please use the following link to read the Truth in Advertising Pledge to ensure a full understanding of the scope of the complaint review process.

First Name Last Name

Organization you represent (if any):

Address

City State Zip

E-Mail Address

Daytime Phone Evening Phone

Fax

Are you over the age of 18? Yes No

Please identify the name or title of the advertisement or describe the marketing material that is the subject of your complaint: _____

Please identify the name of the manufacturer associated with the advertisement _____

What was the format of the advertisement? Direct Mail Internet or cyberspace media Magazine ad
 Newspaper ad Radio/television ad

If you have contacted the manufacturer of the product, did you receive a response? Yes No

If possible, please attach a copy of the manufacturer's response. You may fax the response to (202) 223-0250.

Have you contacted the publisher or the media outlet that ran or displayed the ad directly? Yes No

If possible, please attach a copy of the response from the organization that ran or disseminated the ad. You may fax the response to (202) 223-0250.

Where did you see the advertisement? _____

When did you see the advertisement? _____

Referring to the bulleted items contained in the Pledge, briefly explain why you believe an aspect of the advertisement is in violation. _____

