

eligibility

Products and services that are offered by responsible advertisers and which, when used properly, contribute to the general welfare of the consumer are eligible for advertising in TODAY'S HEALTH.

Products or services NOT eligible for advertising in TODAY'S HEALTH include:

- 1) Products (e.g., tobacco and alcoholic beverages) or services which, in the opinion of the Association, may be detrimental to the user, and any products related to the use of such a product or service;
- 2) Product or service claims which can not be supported by data acceptable to the Association;
- 3) Products or services that are advertised in other media in a manner inconsistent with the following principles.