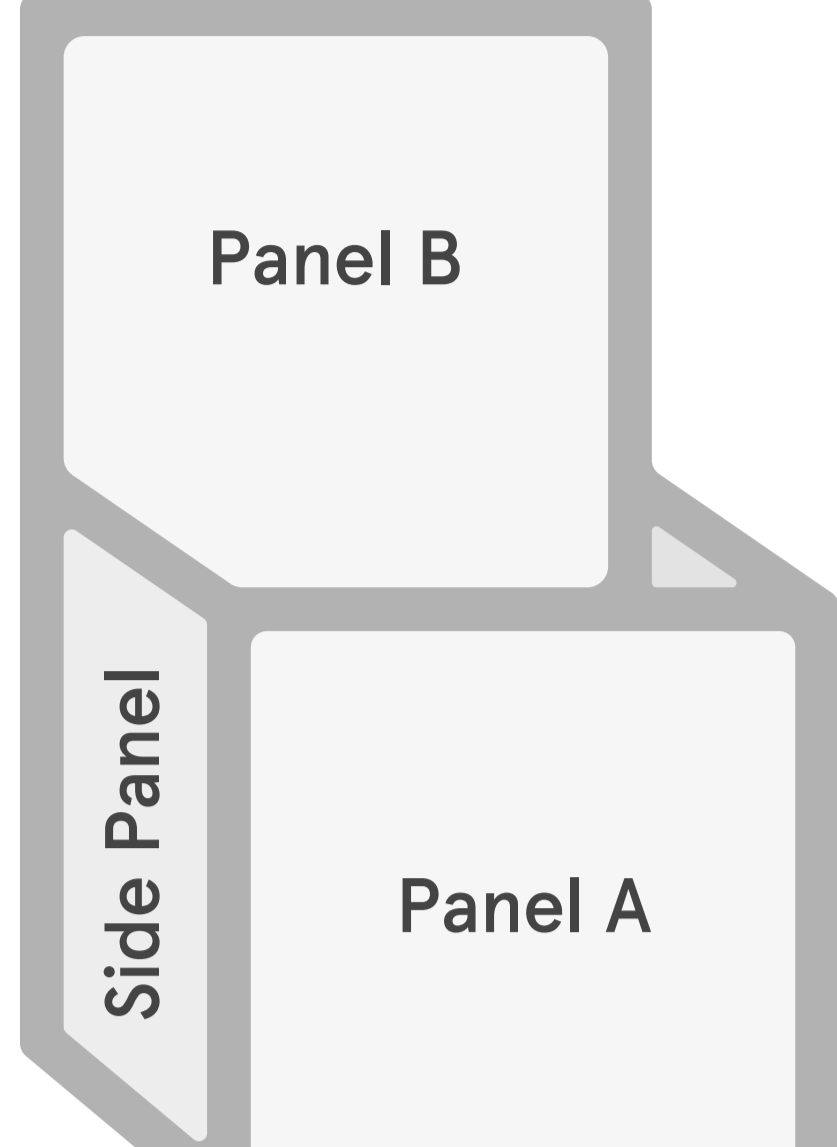


Common mistakes in fair balance and placement.



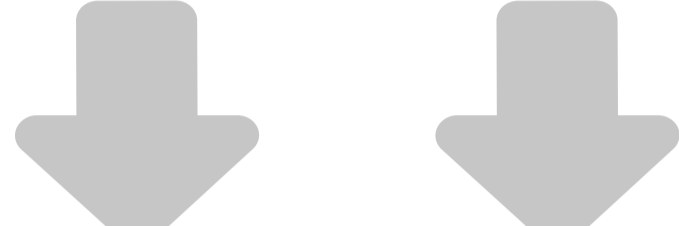
Sample box holder:



Submission:

➡ Efficacy claims located on Panel A

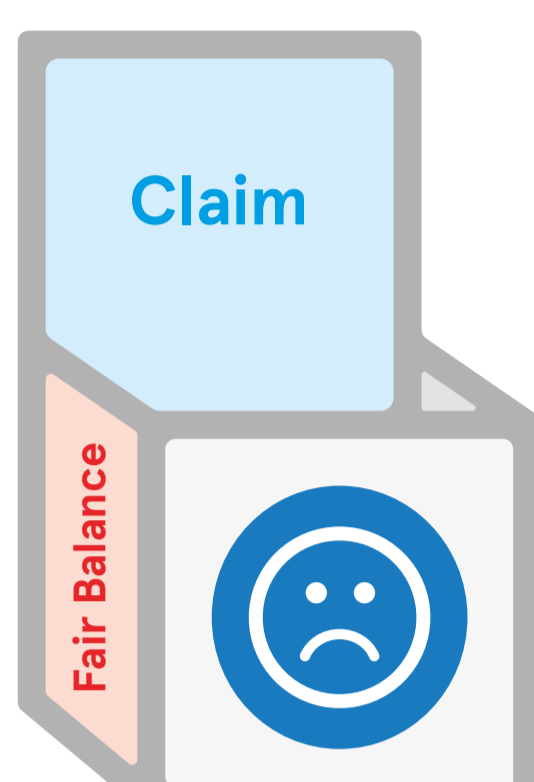
➡ Fair balance located on the back



✘ Code Infraction:

Fair balance needs to appear on a surface that is part of the normal function of the piece.

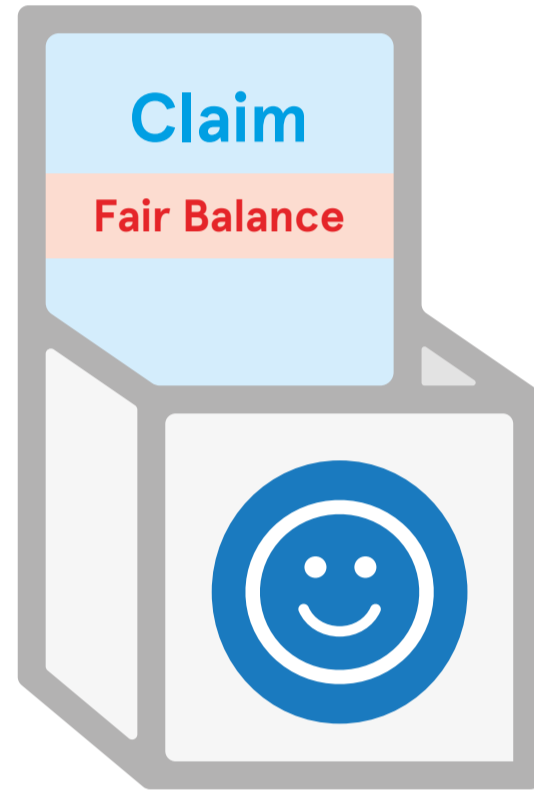
It should not be concealed and/or completely separated from the claims.



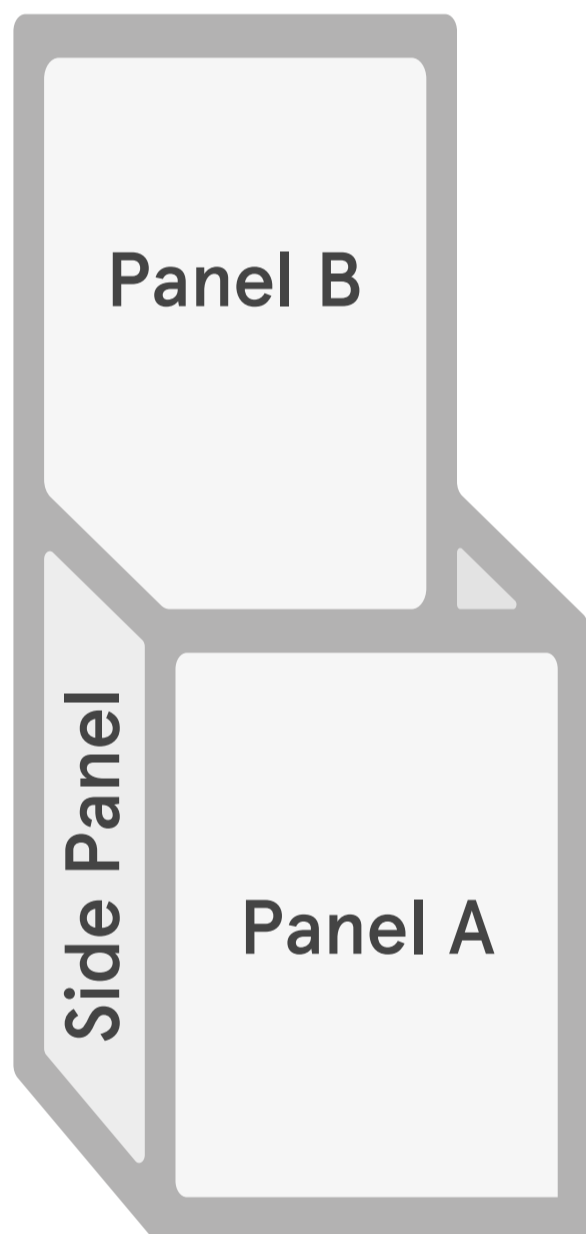
✔ Fix:

Insert middle level fair balance on the front directing the reader to the side/back for highest level

Place highest level fair balance on the top front panel (Panel B)



Pamphlet holder:



Submission:

➡ Submitted fair balance on Panel B

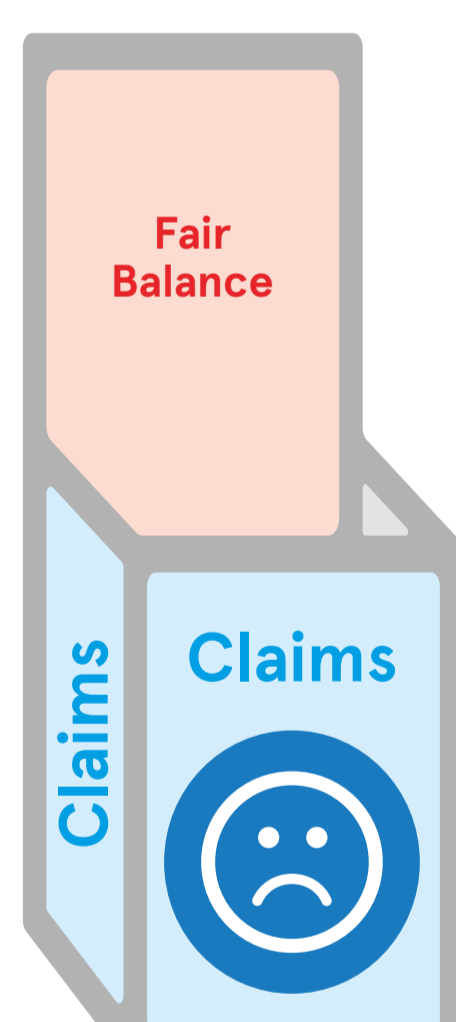
➡ Efficacy claims located on Panel A and side panels



✘ Code Infraction:

Unlike the sample boxes, the pamphlet will be blocking the fair balance during normal use of this piece.

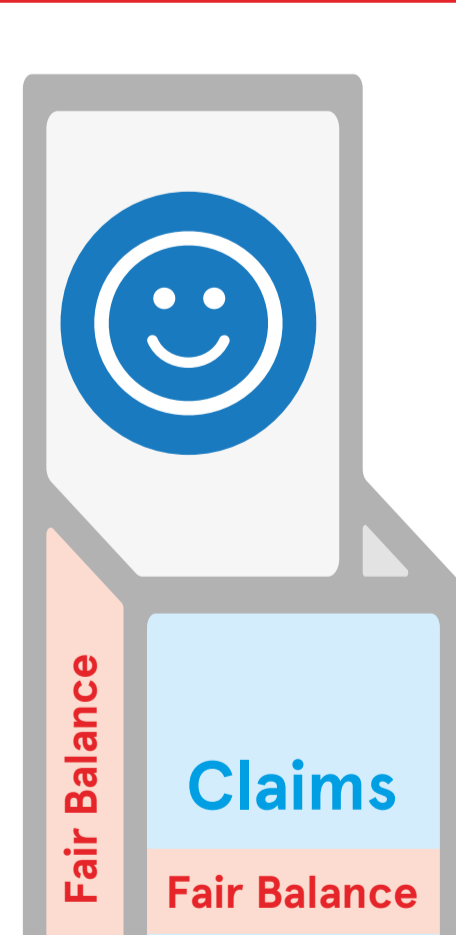
This does not meet requirements for visibility during the regular use of the piece. Similarly, placing on the inside or on the bottom, is not acceptable.



✔ Fix:

Insert middle level fair balance on front directing the reader to the back*/side for highest level fair balance.

*Assuming the back is not intended to be fastened to the wall.



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