



CHFA Advertising Policy CHFA provides several advertising opportunities; these include eWeekly, trade show advertisements and sponsorships, among others. Marketed products are expected to be advertised in accordance with the applicable laws. Companies wishing to advertise in CHFA-branded publications/vehicles are required to attest that their advertisements comply.

CHFA reserves the right to review and refuse any advertisement that in its judgment do not comply with the law or this policy. One of the key areas of focus is health claims appearing on natural health products. CHFA or its advertising agent will use as its reference Health Canada's Licensed Natural Health Products Database to validate that such claims have been specifically authorized by Health Canada for the specific product. CHFA may also contact the company involved to clarify or address any concerns, however we will not contact Health Canada or other regulatory authorities.

Terms and Conditions

The Advertiser acknowledges and agrees that CHFA has no responsibility to assess the legality or regulatory compliance of any of the products or services advertised in CHFA-branded publications/vehicles. The Advertiser represents, warrants, and covenants that it has all necessary rights to market and advertise the product(s), and that the advertising of such products and services is in compliance with applicable laws.