



Requirements for nQ certification

1. The standards that goods or services must meet

For a product to be considered for nQ certification, it must:

1. Contain all Natural ingredients
2. Have no added artificial colours, flavours and/or preservatives
3. Be minimally processed and/ or ingredients prepared to retain maximum nutrient levels (preferably raw or cooked using hot air, ingredients should not be exposed to high temperatures for long periods of time)
4. Not negatively effect consumer physical health – e.g. bloating, unstable blood sugar levels etc
5. Offer an increase in consumer physical health – e.g. fat loss, improved bowel function, increased energy over longer periods of time etc
6. Goods must be marketed as a healthy product
7. Be owned/ manufactured by an ethical, socially responsible and wholesome establishment

2. How it will be decided if the standards have been met

A description of the process by which the product's ingredients are cooked and manufactured, including adherence of all requirements outlined in points 1-6, are to be supplied for review by International Marketing Alliance (IMA) and a health advisory panel (as selected by IMA).

Depending on the nature of the product and the amount of satisfactory evidence provided of the product's adherence to points 1-6, a sample of the product may be further required. In this instance, International Marketing Alliance will contact the applicant directly to request a sample be sent at the cost of the applicant.

All Company Directors and Officers (including CEO, Managers & Agents) details are to be supplied in the application and will be reviewed to ensure high ethical standards of the business as well as its products.

3. The requirements an approved certifier must meet

The product ingredients, cooking and manufacturing process may not be altered in any way from original application approval.

Any change to the approved product, structure/ ownership of the product or company constitutes grounds for review of certification of the product (including all relevant and applicable fees).

Should an approved certifier wish to use the nQ logo for promotional/ sales and marketing purposes for the product, an annual fee (POA) is required for payment to International Marketing Alliance.

4. The requirements the owner of the CTM, or an approved user, must meet

International Marketing Alliance will supply high resolution 'nQ' logo for inclusion on product packaging.

IMA must govern and protect the integrity of the nQ brand and certification.

IMA also must adhere to the same standards as all other approved users.

IMA reserves the right to revoke the use of the nQ certification at its own discretion.

IMA reserves the right to alter terms and conditions for which approval is granted for CTM use by issuing 28 days notice of such change/s.

5. Any other requirements for the use of the CTM

Positioning of nQ logo on product packaging is at the discretion of the approved user.

6. The procedure for resolving a dispute about whether goods or services meet the certification standards, or about any other issue regarding the CTM.

Dispute to be resolved through open and meaningful discussion.

If dispute isn't resolved through open and meaningful discussion, a meeting will be held with the advisory board of IMA and Officers of the Applicant.

If dispute is still unresolved, then third party mediation may be sort at the cost of the Applicant.