

Catalog SOP: Disease, Medical & Pathogens Claims of Canada (CA)

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Who is this for: This is for Amazon Canada sellers who are interested in selling dietary supplements with disease treatment claims licensed as Natural Health Products (NHP) in Health Canada. It is intended for those who need guidance on how to ensure their product listings are compliant with Health Canada regulations and Amazon Canada policies.



Objective: To provide instructions for Amazon Canada sellers on how to ensure compliance with Health Canada regulations when selling dietary supplements with disease treatment claims licensed as Natural Health Products (NHP) on Amazon Canada.

Unlike the USA, Canada allows the sale of dietary supplements with disease treatment claims as long as they are licensed as Natural Health Products (NHP) in [Health Canada](#).^[1] Licensed NHPs will obtain an **eight-digit Natural Product Number (NPN)**, and an NPN link and webpage where the **Product Information** is listed. The two most important parts of it are “**Recommended Use or Purpose**” and “**List of Medicinal Ingredients**”.

Check your NPN here: [Licensed Natural Health Products Database](#)

Recommended Use or Purpose

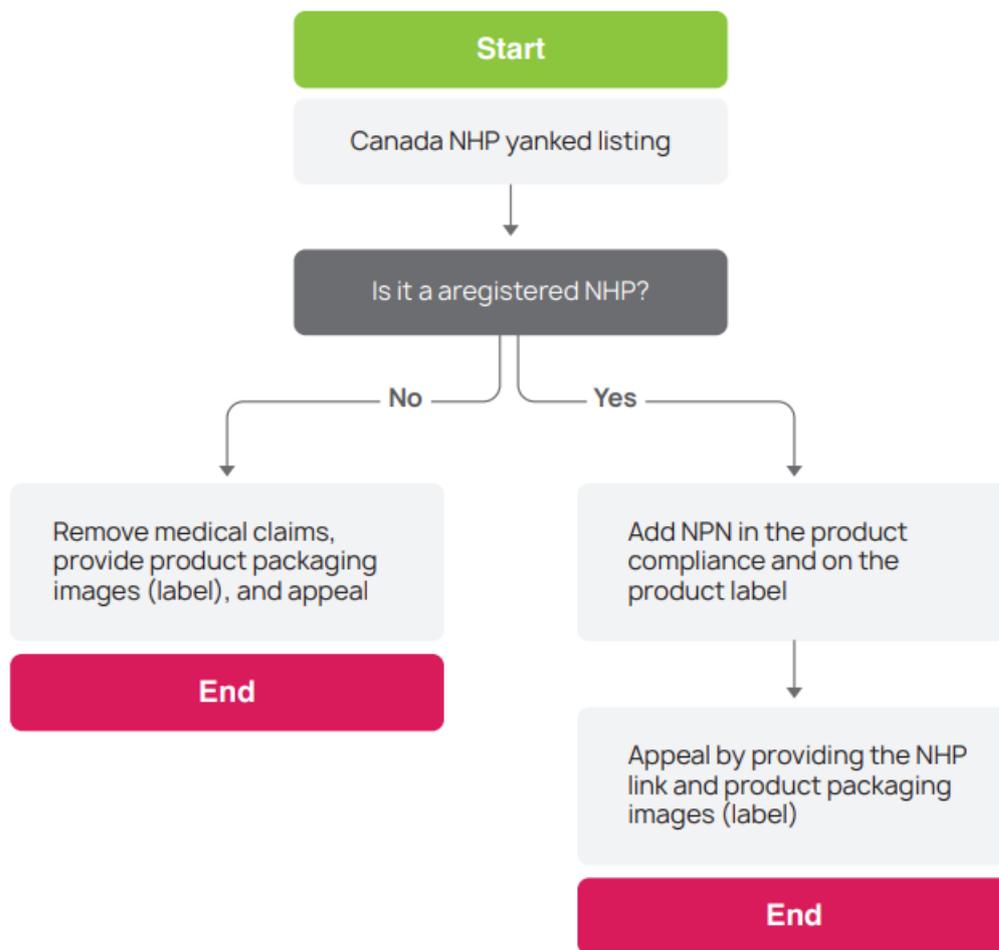
Whatever medical, disease, prevention, or treatment claims present in the product description and product label should be present or within the interpretation of recommended use or purpose in the Licensed Natural Health Products Database (LNHPD) or the NPN website. Adding claims, misinterpreting, or misleading the purpose will put restrictions on the products in the Amazon Canada marketplace.

List of Medicinal Ingredients

There are regulated ingredients that need to get approval from Health Canada. Ingredients shown on the product label should also be present in the **Product Information**. If Amazon Canada claims that you aren't allowed to use or sell the product's ingredients, you can point out that the ingredients in question are present in the List of Medicinal Ingredients.

For more information about the “**Compliance Checklist of NHPs**” please see this [article](#).

At a Glance



Compliance List for NHP Products

- Ensure the Natural Product Number (NPN), the Drug Identification Number (DIN), or the Homeopathic Medicine Number (DIN-HM) is clearly visible on the product packaging. If not please upload images that clearly display the applicable license number for your product.
- Ensure the ingredient list is clearly visible on the product packaging. If not, please upload images that clearly display the ingredient list for your product.
- Ensure the NPN, DIN, or DIN-HM is uploaded to the license information section in Seller Central.
- Ensure all claims on the detail page and images comply with the terms of the product's market authorization. Product description should be accurate according to the product information from Health Canada
- Ensure the product packaging clearly shows English and French. If not, please upload images that clearly show an English and French label.

Policy Violation Details

The violation details are located under "Reason" in Restricted Product Policy Violations in Account Health Performance. The violation details of unlicensed NHP vary depending on the yank reason. There are 3 types of it but not limited to:

General

- *This product has been identified as Natural Health Product (NHP) or drug product, and it is subject to the provisions of the Food and Drugs Act (FDA) and its regulations. All NHPs and drug products must be licensed by Health Canada, meet labeling requirements, and comply with the terms of their market authorization. Amazon policy prohibits the*

sale or listing of unlicensed NHPs and drug products. Before submitting an appeal please ensure the required labels, including the DIN or NPN and the ingredient list, are clearly visible and uploaded to the product detail page and that all claims comply with the terms of the product's market authorization. Please also review Amazon's policy for Drugs and NHPs - https://sellercentral.amazon.ca/gp/help/external/help.html?itemID=200164490&language=en_CA&ref=efph_200164490_relt_200164650 and/or Amazon's policy for Cosmetics - https://sellercentral.amazon.ca/gp/help/external/help.html?itemID=200164470&language=en_CA&ref=efph_200164470_relt_200164490

Medical/Disease Claims

- This product has been identified as an unlicensed drug or Natural Health Product (NHP) that makes prohibited disease claims regarding diabetes. Amazon policy prohibits the sale or listing of prescription-only or pharmacy-only products. If you believe that this determination has been made in error, please appeal with your Drug Identification Number from Health Canada. For more information please see: <https://sellercentral.amazon.ca/gp/help/external/G200164490>

Prohibited Ingredients

- This product has been identified as a prescription-only or pharmacy-only product containing the active ingredient Vitamin A. Amazon policy prohibits the sale or listing of prescription-only or pharmacy-only products. If you believe that this determination has been made in error, please appeal with your Drug Identification Number from Health Canada. For more information please see: <https://sellercentral.amazon.ca/gp/help/external/G200164490>

How to Fix?

Document the changes/actions you will take.

NHP Registered

- 1. Obtain the NPN number and the NPN link from the seller or the point of contact (POC).
 2. Go to Inventory > Manage Inventory > Look for the yanked ASIN > Edit > Compliance > Put **the NPN** in *Compliance Certification Metadata* > Fill out the Certification Date Of Issue > *Compliance Certification Value* = Natural Product Number > Save and Finish

Compliance Certification Metadata  80039770

Certification Date Of Issue  2013-02-12

Certification Expiration Date  17-Mar-20

Compliance Certification Value  Health Canada Certificate Registration Number

- 1. Compare the Product Information from the NPN link and the Product Description (including A+ content) from seller central (SC). If they're in harmony, then keep things as is. If not, adjust the

information from SC.

2. If you're confident that everything is set, go to Performance > Account Health > Restricted Product Policy Violations > Look for the ASIN > Appeal > Check the 2 boxes and Submit. Wait 24 hours before the listing gets reinstated.

Address your listing violation

ASIN: |



We've received your submission.
It can take up to 24 hours for the policy violation to be removed from the Account Health page.



Things you can do

- Monitor the performance of your account on [Account Health](#).

History

Submission

- ✓ Reviewed the original notification in Performance Notifications to confirm modifications required on the details page to be compliant.
- ✓ Read the Restricted Products policy. Products offered for sale on Amazon must comply with all laws and regulations and with Amazon's policies.

Non-NHP Registered



1. Check the product images and remove the prohibited claims from infographics.
2. Download a category listing report (CLR) and remove all prohibited claims from the following attributes.
 - a. Title
 - b. Description
 - c. Bullet points
 - d. Search terms
 - e. Intended Use
 - f. Other Attributes
3. Upload the updated CLR and take the batch ID.
4. Go to A+ contents and look for the ASIN. Remove the prohibited claims from the description, images, and alt-text keywords.
5. Go to Account Health under Restricted Products and click "Appeal". Check the 2 boxes and submit. Wait for 24 hours before the listing gets reinstated.

Remember:

If the product isn't NHP registered and if the prohibited claims are present on the label, then there's no path of reinstatement.

What if the listing remained yanked?

1. Send a ticket. Follow this pathway Help > Get Support > Selling on Amazon > Or, browse for your issue in the menu > Products, Listings, or Inventory > Inventory file upload issue.
2. Title/Reason: **"CA - Restricted Products - Appeal - ASIN: B0xx"**
3. Body (the following is just an example, please don't copy but tweak it depending on the actions you took).

General Template

Greetings,

We're sorry that you yanked ASIN B0xx because you identified it as a Natural Health Product (NHP) or drug product.

We understand that all NHPs and drug products must be licensed by Health Canada, meet labeling requirements, and comply with the terms of their market authorization. We were able to register ASIN B0xx as an NHP and were able to obtain a Natural Product Number (NPN) for it.

I have updated the Compliance Certification Metadata (NPN), the Certification Date Of Issue, and the Compliance Certification Value. All of the product descriptions are in harmony with the product information listed in the Licensed Natural Health Products Database (LNHPD) of Health Canada. For more information, please visit the website below:

(Insert the NPN link)

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

Medical/Disease Claims Template

Greetings,

We're sorry that you yanked ASIN B0xx because you identified it as an unlicensed drug or Natural Health Product (NHP) that makes prohibited disease claims regarding (Disease Type or check the violation details).

We understand that all NHPs and drug products must be licensed by Health Canada, meet labeling requirements, and comply with the terms of their market authorization. We were able to register ASIN B0xx as an NHP and were able to obtain a Natural Product Number (NPN) for it.

I have updated the Compliance Certification Metadata (NPN), the Certification Date Of Issue, and the Compliance Certification Value. All of the product descriptions are in harmony with the product information.

The recommended use or purpose in the product information in the Licensed Natural Health Products Database (LNHPD) of ASIN B0xx states that (copy-paste the claims that will counter argue the violation details).

For more information, see the link below:

(NPN link)

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

Prohibited Ingredients Template

Greetings,

We're sorry that you yanked ASIN B0xx because you identified it as a prescription-only or pharmacy-only product containing the active ingredient (Vitamin A or other active ingredients shown on the violation).

We understand that all NHPs and drug products must be licensed by Health Canada, meet labeling requirements, and comply with the terms of their market authorization. We were able to register ASIN B0xx as an NHP and were able to obtain a Natural Product Number (NPN) for it.

I have updated the Compliance Certification Metadata (NPN), the Certification Date Of Issue, and Compliance Certification Value. All of the product descriptions are in harmony with the product information.

Please see that the active ingredient (Vitamin A or other active ingredients shown on the violation) is listed under "List of medicinal ingredients" in the product information Licensed Natural Health Products Database (LNHPD) of ASIN B0xx.

For more information, see the link below:

(NPN link)

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

If the listing isn't registered Template

Greetings,

We're sorry that you yanked ASIN B0xx because you identified it as an unlicensed drug or Natural Health Product (NHP) that makes prohibited disease claims regarding (Disease Type or check the violation details).

We thoroughly checked the listing and removed the following claims (batch ID: 1234..)

(enumerate the claims you've removed).

The ingredients list and supplement facts are already present in the product images for review.

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

1. Get the case ID and monitor the updates.
 2. <https://www.canada.ca/en/health-canada/services/drugs-health-products/reports-publications/natural-health-products/licensed-natural-health-products-database-lnhpd-user-guide-september-2008.html> ↑
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