



# UL Marketing Claim Verification for consumer products and retail

**Empowering Trust™**

Customers around the globe demand more transparency from the brands they choose. With the UL Verified Mark, you can demonstrate to your consumers that your products deliver on their claims.

We provide a customized, independent and objective science-based assessment to confirm and communicate the accuracy of a marketing claim, improve your brand image, and ultimately grow your sales. With scientific rigor, UL evaluates the validity of specific advertising statements, providing a way to separate fact from fiction. Trust drives more than product success. It drives business advantage.

**Trust is core to the relationship between companies and consumers. But, when the market is flooded with marketing claims, how can consumers have confidence in their buying decisions?**

The UL Verified Mark makes the consumer's decision process easier and relays reliability, performance or feature benefits of the product. The makeup of the UL Verified Mark conveys a description of a marketing claim, and provides a unique identifier enabling buyers to look up more information about a specific UL Verified claim. The UL Verified Mark is a visible differentiator and helps build consumer trust around your brand and products. The Mark is also helpful when retailers request a third-party confirmation of the specific performance characteristics of the product before they will sell the product. UL rigorously evaluates hundreds of marketing claims each year to provide confidence and peace of mind to buyers around the world.

## Anatomy of the UL Verified Mark

The UL Verified Mark is a distinctive way to differentiate your brand and its marketing claim. It starts with the basic UL Verified Mark and includes the claim module and unique identifier.



Our science-based evaluation methods have earned the public's confidence, and brands that earn a UL Verified Mark are universally recognized as delivering on their claims.





## UL Verified Mark on products and packaging

Products that have undergone the science-based evaluation can feature the UL Verified Mark on the physical product and its packaging with a claim verified by UL. You have two options for applying the UL Verified Mark to a product and packaging:

- through a separate label or sticker
- printing directly onto the product or packaging

## Promoting the UL Verified Mark

Use the UL Verified Mark not only on your product and packaging, but also in your advertising, retail promotions, point-of-sale, and on websites. Letting your consumers know that your marketing claim is now UL Verified gives you an advantage over competitors with self-declared claims. The UL Verified Mark can also be used in public relations outreach and social communication to build buzz with current and prospective customers. Display the UL Verified Mark with images of a UL Verified product, process, system or facility to demonstrate that you offer a better choice.

## Industries we serve

- |   |  |
|---|--|
|  Dietary supplements           |  Over-the-counter (OTC) pharmaceuticals |
|  Eyewear                       |  Personal care and beauty              |
|  Food and beverage            |  Pet products                         |
|  Food contact                |  Premiums and promotional goods       |
|  General merchandise         |  Private label                        |
|  Home products               |  Retail                               |
|  Jewelry and watches         |  Textile, apparel, and footwear       |
|  Juvenile products           |  Toys                                 |
|  Household cleaning products |  |

To get started with Marketing Claim Verification for your product, contact us at [CRS.UL.com/en/contact/](https://www.ul.com/en/contact/)



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