



accept ~ don't reject
ADHASA
Attention Deficit and Hyperactivity
Support Group of Southern Africa

ADHASA PRODUCT ENDORSEMENT APPLICATION FORM

Welcome to the ADHASA Product Endorsement Information and Application Page.

Our endorsement programme serves several purposes:

1. The ADHASA Endorsement of a Product indicates:
 - We believe that the product will be of benefit to people with ADHD (and others).
 - It is unlikely to precipitate an unpleasant reaction.
2. Many companies have approached us for assistance with making their product/s suitable for people with ADHD. The information in this document will provide basic guidelines about which ingredients are suitable, and which are not.

When applying for product endorsement please supply information about:

- the focus and/or purpose of your product
- the presentation of the product

Please include a Certificate of Analysis (C.O.A) which will include an analysis of all ingredients contained in the applicant's product(s). In addition we request that you provide at least 3 samples (bottles, containers or sachets) of the product being analysed by ADHASA in its original packaging, with printed inserts.

Please deliver the endorsement form along with the C.O.A. and samples to ADHASA National Office, Delta Park School, Standard Drive, Blairgowrie; or post them to P O Box 3704, Randburg, 2125

Dependent on the comprehensiveness of the testing certificate, we may need to contact you for further information. ADHASA will not be responsible for any loss of materials sent to it.

ADHASA INGREDIENT INFORMATION

ADDITIVES WHICH WILL AUTOMATICALLY LEAD TO A PRODUCT BEING REJECTED BY ADHASA	INGREDIENTS WHICH ARE SUITABLE
<p>ADHASA does not endorse products containing the following:</p> <ul style="list-style-type: none"> ❖ Synthetic colourants (including Azo dyes and Lake Solids) ❖ Synthetic flavourants ❖ Synthetic sweeteners such as aspartame, saccharin ❖ Hydrogenated oils, partially hydrogenated oils, Transfatty Acids ❖ Antioxidant preservatives TBHQ, BHT, BHA ❖ Sulphur dioxide, sulphates, sulphites, benzoates ❖ Calcium Propionate 	<p>In general it seems that AD/HD adults and children can tolerate the following:</p> <ul style="list-style-type: none"> ❖ Natural colourants (for exceptions see below) ❖ Natural flavourants, nature positive flavourants and nature identical flavourants ❖ Unhydrogenated oils ❖ Honey, small amounts of sugar or fructose. ❖ Some Natural Sweeteners

There are certain exceptions to the above:

Some natural colours are not suitable and this could be due to the additives used in their preparation:

E150a Caramel is suitable ... but

E150b Caustic Sulphite Caramel is **not** suitable.

E150c Ammonia Caramel is **not** suitable

E150 Ammonia Sulphite Caramel is **not** suitable.

E120 Cochineal (Carmine) is from a natural source (a dried insect (Hanssen)) but it is recommended that people with ADHD **DO NOT** eat any food stuffs or products containing it.

Nature identical flavourants are synthetic but have a molecular structure identical to that of the natural product and it seems that children and adults with ADHD can tolerate them.

Xylitol: Until recently ADHASA discouraged the use of the sweetener Xylitol but recent research is producing encouraging results. Our only concern is that like other sweeteners there could soon be overuse of the product – everything should be in moderation.

For further information about additives to be avoided, refer to:

- ❖ *E for Additives* by Maurice Hanssen

- ❖ *Hyperactivity and ADD – caring and coping* by Heather Picton p39- 42 and 143

PRODUCT ENDORSEMENT AND FEE STRUCTURE

The total cost of endorsing a product is R6 500.00. This is made in two separate payments which are broken down into the following amounts:

(1) Processing of Application - R500:

- This is for:
- Examination of documentation
 - Acceptance or rejection
 - If not accepted, explanation for refusal. If the improved product is re-submitted within 6 months, the application fee will be waived.

Please note that ADHASA will process your application after proof of payment (R500) has been forwarded to us. Payment can be made by either deposit slip or EFT to:

ADHASA

Standard Bank of South Africa, Braamfontein

Branch Code: 004805

Cheque Account No: 002901323

Please include your name as reference.

Proof of deposit must please be faxed to 086 604 7124 or emailed to adhasa@telkomsa.net

If your product meets the criteria of ADHASA, we are prepared to accept your payment of R6 000 which covers the registration of your product with ADHASA, and the endorsement

(2a) Registration Fees – R1 000:

- This is for:
- Issue of the certificate (per product and will be a hard copy)
 - Making the ADHASA Logo available to you.

This is a once off payment - made only when the product first qualifies for endorsement

(2b) Product Endorsement Fees – R5 000 per annum for a single product.

This entitles the company to use the ADHASA logo on any packaging, advertising or marketing material for the endorsed product for a one year period.

- This also includes:
- Advertising the endorsement on our website (with picture and wording of up to 20 words) for a period of one year. You will be required to supply the picture and wording.
 - The endorsed product will be mentioned in our e-zine, "Keeping up with ADD" for one year.
 - If relevant, your product will be included in our Recommended Food List in bold type.

NB: Endorsement documentation will only be dispatched once we have notification that the full amount - Registration Fees and Product Endorsement Fees - has been paid into the account of ADHASA (see above for details).

(3) Product endorsement costs for more than a single product:

Costs are calculated on a sliding scale, dependent on the number of products ADHASA has endorsed for a particular company. Please note that there is a price reduction for subsequent products, if more than one product is endorsed, and that *these prices are reserved for small companies (as explained on page 1 of this document)*. The sliding scale **per product** is as follows:

1 product	=	R5000	6 products	=	R4550
2 products	=	R4900	7 products	=	R4470
3 products	=	R4800	8 products	=	R4400
4 products	=	R4700	9 products	=	R4325
5 products	=	R4630	10+ products	=	R4260

CONTACT INFORMATION

Please complete the following:

PRODUCT NAME: _____

CATEGORY: (please tick relevant category): products / cereal / other (please indicate)

COMPANY NAME: _____

CONTACT DETAILS: _____

TELEPHONE: _____ FAX: _____ EMAIL: _____

POSTAL ADDRESS: _____

PHYSICAL ADDRESS: _____

WEBSITE: _____

NAME OF APPLICANT: _____

POSITION IN COMPANY: _____

DATE (IN FULL – DD-MM-YYYY): _____

COMPANY STAMP:

SIGNATURE:

Please read and complete the following:

- ❖ I confirm that the above information is to the best of my knowledge accurate and correct.
- ❖ Payment of R500 has been made into the ADHASA Bank Account and proof of payment has been sent.

PLEASE NOTE:

- ❖ The signatory has been duly authorized to represent the Company. Please note that proof of this may be requested.
- ❖ A separate form must be completed for each product.

Once your product has been accepted by ADHASA, you are legally obliged to inform us of any changes made to the product by you.

Thank you for your cooperation and for helping us to provide a valuable service to the families dealing with the challenges of ADD and hyperactivity.