Sample: Claim Evidence Note

Sample work. Based on public research. Not for a real client. This is not medical or legal advice, and it does not promise ad approval.

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The claim I checked (example only)

> *"Our probiotic reduces bloating in 2 weeks."*

This claim has three parts. I checked each one.

Part of the claim	What the research says	Risk level
"Probiotic" (any probiotic)	Effects depend on the **exact strain**. Two products called "probiotic" can give different results.	High if the strain is not named
"Reduces bloating"	Studies mostly tested people with **IBS**, not everyone with bloating. Evidence is mostly low or very low certainty.	High if shown to a general audience
"In 2 weeks"	I found no strong support for a fixed 2-week result. Trials usually run over several weeks.	High (a time promise)

What the evidence shows

1. A large review in *Gastroenterology* covered 82 trials and 10,332 people with IBS. Most evidence was low or very low certainty. Only 24 of the 82 trials had low risk of bias. For bloating, the support was very low certainty (Bacillus strains and combination probiotics). Source: The Hospitalist summary
2. A 2021 review found that benefit is strain-specific and that guidance for choosing a probiotic is lacking. Source: McFarland et al., *eClinicalMedicine*, 2021, DOI 10.1016/j.eclinm.2021.101154 (link)
3. Safety: in 55 trials with over 7,000 people, side effects were not higher than placebo. This does not prove a product is safe for everyone.
4. For IBS with constipation (IBS-C), the review found no evidence of benefit.

Simple summary: Some probiotic strains may help some people with IBS-type symptoms. The proof is not strong, and it does not transfer to every product.

Wording that may draw questions

- "Reduces bloating" said as a fact for everyone
- A fixed time ("in 2 weeks", "in 15 minutes")
- "Clinically proven" when the studies used a different strain or dose
- "Cures" or any disease word

Clearer wording options (to review with a regulatory or legal adviser)

1. "[Strain name] is made to support digestive comfort. Results vary from person to person."
2. "Not all probiotics are the same. Check the strain on the label. Ours is [strain] at [dose]."
3. "Research on probiotics usually runs for several weeks, so give your routine time."

3 ad angles to test (with what to measure)

Angle	Idea	Measure
Trust	"Why the strain name matters"	Hook rate, comments
Education	"What 82 trials tell us (and don't)"	CTR, watch time
Routine	"A simple daily habit, no big promises"	CTR, add-to-cart

Test one change at a time and compare against your current best ad.

What I would need from a real client

Product label (strain and dose), current ads, product page, and the markets you sell in (US, UK, AU).

Limits

Final ad approval is decided by Meta's own review, not by this note. I do not guarantee approval, account recovery or sales. This note only helps make claims clearer and better supported. Final claims should be checked by a qualified regulatory or legal professional.