

Lingal Check

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To: ABC Corporation

## Introduction

At the request of your company, Lingal Check has conducted a compliance review and Japanese language assessment based on the materials you provided. The compliance review was performed from the perspective of the Act against Unjustifiable Premiums and Misleading Representations (“Keihyo Law”) and Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices (“Yakkihō”).

The level of legal risk varies depending on the nature of the expression. To help prioritize necessary actions, Lingal Check has assigned a three-tier risk rating as follows, in ascending order of severity:

★ Low risk

★★ Moderate risk

★★★ High risk

Expressions rated as ★ represent minor concerns, while ★★★ indicates expressions for which there are known cases of past regulatory enforcement.

We recommend addressing items in order of their assessed risk level to ensure a rational and efficient response.

Regarding Japanese expressions, our comments and revisions are based on how the language is likely to be perceived by the target Japanese audience.

## Disclaimer

Lingal Check shall not be held liable for any loss or disadvantage incurred by your company as a result of using this report.

The alternative expressions provided in this report are intended as examples that may help mitigate potential legal risks, but they do not eliminate such risks entirely. Even if your company adopts expressions assessed as risky and subsequently receives adverse administrative or regulatory action, Lingal Check shall bear no responsibility for such consequences.

Furthermore, Lingal Check makes no guarantee that your company will avoid administrative or criminal penalties as a result of relying on this report.

While your company may use the content of this report as a reference to reduce risk, Lingal Check does not guarantee any reduction of legal risk or increase in business performance.

## Confidentiality

This report is intended solely for the use of your company and is not to be disclosed to any third party.

Unless otherwise agreed upon in writing between your company and Lingal Check, you must not disclose this report to any third party without prior written consent from Lingal Check.

## Review Results

No.	Before Revision	Legal Risk	After Revision	Comments
1	当店通常価格・・・から 90%割引	★★★		Please note that if there is no actual sales history at the “regular store price,” such representation may be considered misleading and therefore unlawful.
2	肌の老化を防ぐエイジングケア	★★	年を重ねた肌にうるおいを与えるエイジングケア	The statement exceeds the legally permitted scope of efficacy and benefits for cosmetics.
3	匂いを防ぐ	—	匂いを防ぐ	The correct expression is “防ぐ” (to prevent), not “防く”.
4				

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