



Seal of Acceptance/Approval

The CPMA Seal of Acceptance and/or Approval (Seal) is granted to products found to promote quality foot health.

The Seal is granted when evidence of safety and usefulness has been established by recognized laboratory and/or specifications applicable to equipment and materials under consideration have been met. It may be awarded to shoes, socks, insoles, materials, along with therapeutic products such as lotions, deodorizers, wound care treatments, regulated medical devices, and medicines. Products that are primarily cosmetic shall not be considered eligible.

The CPMA uses the following sliding fee scale for products accepted for the CPMA Seal of Acceptance/Approval:

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|----------------------|-------------|------------------------|-------------|
| • 1st product | \$1500 | • 4 through 9 products | \$ 750 each |
| • 2nd & 3rd products | \$1000 each | • 10 or more products | \$ 500 each |

Note: the CPMA Seal is awarded for a three year period, and can be renewed for the same product(s).

Using the Seal

The Seal of Acceptance/Approval is granted to the product, not the company. The Seal is provided for a three-year period, however, *the fee quoted is the yearly amount.* Therefore, for each of the two subsequent years, another cheque for the stated amount will be required.

The Seal can be used in a variety of ways, including in advertising, brochures, hang tags, box inserts, point-of-purchase materials, exhibiting, etc. It is important to mention that the Seal is restricted to only those products accepted by CPMA's Seal of Approval/Acceptance Committee and is not transferable to a product or products which might possess similar components.

Review Process

Companies interested in having their product(s) reviewed must complete the CPMA Seal of Approval/Acceptance application form (available through our website: www.podiatrycanada.org) and forward *four samples of each product* for which they are requesting approval to:

Canadian Podiatric Medical Association
120 Carlton Street, Suite 305
Toronto, ON
M4A 4K2

Once the committee reviews the product(s), a letter is sent to the company indicating whether the product(s) is approved or not. The CPMA also provides feedback on products that are not accepted for the Seal.

Promotion

In addition to having the CPMA Seal on the product(s), which alerts the public to the fact that the product has received the approval/acceptance of the CPMA, **we also assist in promoting the sealed product through the following:**

- News release announcing the new product(s)
- Including the company logo and product blurb on the CPMA website
- No cost ¼ page advertisement in the CPMA newsletter, which is distributed to all members and other key individuals across Canada
- Email blast to CPMA members advising of the newly approved/accepted product
- Acknowledgement of CPMA sealed products at the CPMA AGM