northvalelabs.example

Prepared for Northvale Labs (sample client)

MARKETS ASSESSED	BUSINESS TYPE	REVIEW DATE	RULES VERSION
USA, UK, EU, Canada, Australia	Research peptides (RUO)	2 November 2026	2026.44



D

High risk

Overall compliance risk score, 19 findings

Score capped at 49 because at least one Critical finding is open.

2	8	6	3
CRITICAL	HIGH	MEDIUM	LOW

SCORES BY LAYER

Legal 7 findings · weight 35%	15	**Processor readiness** 2 findings · weight 20%	80
Privacy 3 findings · weight 15%	76	**Consumer protection** 3 findings · weight 15%	82
Best practice 2 findings · weight 10%	92	**Accessibility** 2 findings · weight 5%	98

AT A GLANCE

> The biggest risks are a pharma brand name on a product page and a diluent sold as bacteriostatic multi-dose water, both Critical. Dosing and route wording sits in product tabs, and tracking pixels fire before cookie consent for UK and EU visitors. Fixing the two Critical findings removes the score cap and clears the issues payment processors check first.

TOP 3 ISSUES

ISSUE 1

CRITICAL

Pharma brand name on product

NV-2T short description and FAQ tab

ISSUE 2

CRITICAL

Bacteriostatic multi-dose diluent listing

Diluent title, slug, description and vial label

ISSUE 3

HIGH

Trackers fire before cookie consent

Site-wide, Meta Pixel and GA4 load on first visit

Rules version 2026.44, current as of 28 October 2026. This review is an automated and analyst-assisted assessment of risk indicators on the website at the date shown. It is not legal advice, does not certify compliance with any law, and does not guarantee approval by any payment processor or regulator. Rules change frequently; this review reflects rules version 2026.44 current as of 28 October 2026. Seek advice from a qualified lawyer in each market you sell into.

3 Priority fix list

Critical first, then High, grouped by page. Fix these in order.

https://northvalelabs.example/product/nv-2t-10mg/

1. CRITICAL Delete the Mounjaro reference from the short description and FAQ.

https://northvalelabs.example/product/bacteriostatic-water-30ml/

2. CRITICAL Rename to Reconstitution Solution and remove multi-dose and puncture wording.

https://northvalelabs.example/product/bpc-157-5mg/

3. HIGH Delete the dosing protocol question from the shared FAQ template.

https://northvalelabs.example/product/tb-500-5mg/

4. HIGH Delete the subcutaneous administration sentence.

https://northvalelabs.example/

5. HIGH Remove outcome reviews from the homepage slider.

6. HIGH Install a consent banner with a Reject button and block trackers until consent.

https://northvalelabs.example/product/glp-3-rt-10mg/

7. HIGH Rename GLP-3 RT to a catalog code (for example NV-3R) with a 301 redirect.

https://northvalelabs.example/product-category/weight-management/

8. HIGH Rename the category to Metabolic Research and update the menu.

https://northvalelabs.example/privacy-policy/

9. HIGH Add controller details, lawful basis, retention and rights to the privacy policy.

https://northvalelabs.example/checkout/

10. HIGH Show the cold-chain handling fee in product prices or on the cart page.

4 Detailed findings

CRITICAL R-05 **Pharma brand name**

PAGE	https://northvalelabs.example/product/nv-2t-10mg/
LOCATION	Short description and FAQ tab
FOUND	*"NV-2T is the same molecule studied in Mounjaro trials, supplied at 99% purity for laboratory research."*
WHY IT MATTERS	Naming a prescription drug brand ties a research listing to an approved medicine, which regulators treat as drug presentation and processors flag on sight.
FIX	Remove all pharma brand names from the short description, FAQ tab, meta description and image alt text.
REPLACE WITH	"NV-2T is a synthetic research peptide supplied at 99% purity for laboratory research only."
REFERENCE	Lanham Act and trademark law; FDA misbranding; processor rules

CRITICAL R-04 **Bacteriostatic and multi-use diluent language**

PAGE	https://northvalelabs.example/product/bacteriostatic-water-30ml/
LOCATION	Product title, URL slug, description and vial label image (bac-water-30ml.png)
FOUND	*"Bacteriostatic Water 30ml. Multi-dose vial, use within 28 days of first puncture."*
WHY IT MATTERS	Bacteriostatic, multi-dose and puncture wording presents the diluent as an injectable multi-use product, the pattern processors flag first on peptide stores.
FIX	Sell the product as "Reconstitution Solution" or "laboratory diluent". Remove preservative, multi-use and draw language from the title, slug (with a 301 redirect), description, tabs and label image.
REPLACE WITH	"Reconstitution Solution 30 mL. Laboratory diluent for reconstituting lyophilised research materials. For research use only. Not for human or veterinary use."
REFERENCE	21 CFR 201.128; processor high-risk rules

HIGH R-02 **Dosing language**

PAGE	https://northvalelabs.example/product/bpc-157-5mg/
LOCATION	FAQ tab, 12 product pages (template text)
FOUND	*"What is the typical dosing protocol? Most protocols run a 4 week cycle."*
WHY IT MATTERS	Dose, protocol and cycle wording reads as instructions for use in people, which undoes the research-use framing.
FIX	Remove the dosing question from the shared FAQ template and use study design wording only.
REPLACE WITH	"Is usage guidance provided? No. Northvale Labs supplies research materials only and provides no usage guidance."
REFERENCE	21 CFR 201.128; HMR 2012

HIGH R-03 **Administration route language**

PAGE	https://northvalelabs.example/product/tb-500-5mg/
LOCATION	Description tab
FOUND	*"Once reconstituted, TB-500 is suitable for subcutaneous administration."*
WHY IT MATTERS	Naming a route of administration describes how the material could be given to people.
FIX	Remove administration route language. Describe reconstitution for laboratory handling only.
REPLACE WITH	"Once reconstituted, store at 2 to 8 °C for laboratory handling."
REFERENCE	21 CFR 201.128; HMR 2012

HIGH U-10 **Outcome testimonials**

PAGE	https://northvalelabs.example/
LOCATION	Homepage customer reviews slider
FOUND	*"Felt the difference in my joints after two weeks. Brilliant service."*
WHY IT MATTERS	A review describing a body outcome works as a health claim made by the store, whoever wrote it.
FIX	Remove or moderate testimonials that describe health, body or medical outcomes. Keep reviews about delivery, packaging and service.
REPLACE WITH	"Fast delivery, well packed and the COA matched the batch. Brilliant service."
REFERENCE	US-03; UK-07; market pack

HIGH R-06 **GLP label in product listing**

PAGE	https://northvalelabs.example/product/glp-3-rt-10mg/
LOCATION	Product title, URL slug, SKU (GLP3-10) and image file name (glp-3-rt-10mg.png)
FOUND	*"GLP-3 RT 10mg Research Peptide"*
WHY IT MATTERS	GLP labels in titles and slugs are on processor high-scrutiny lists and are found by simple keyword checks.
FIX	Rename to a merchant catalog code, update the slug with a 301 redirect, rename image files and re-make label artwork.
REPLACE WITH	"NV-3R 10mg Research Peptide"
REFERENCE	Processor high-scrutiny incretin rules

HIGH R-09 **Benefit framing in categories and menus**

PAGE	https://northvalelabs.example/product-category/weight-management/
LOCATION	Main menu and category title, site-wide (header on every page)
FOUND	*"Weight Management & Recovery Support"*
WHY IT MATTERS	Benefit-led category names describe outcomes for people rather than research areas.
FIX	Rename categories to research areas and update the menu and slug with a 301 redirect.
REPLACE WITH	"Metabolic Research"
REFERENCE	Processor rules; 21 CFR 201.128

HIGH UK-06 **Trackers before consent**

PAGE	https://northvalelabs.example/
LOCATION	Site-wide, page source and cookie banner
FOUND	*"Meta Pixel (fbevents.js) and GA4 (gtag/js) load on first page view. Banner text: We use cookies to improve your experience. OK"*
WHY IT MATTERS	Non-essential trackers set before consent, with no reject option, are a direct PECR and ePrivacy issue for UK and EU visitors.
FIX	Add a consent banner with equal Accept and Reject buttons that blocks Meta Pixel and GA4 until consent is given.
REFERENCE	PECR 2003, reg 6; UK GDPR

HIGH UK-08 **Privacy notice missing key items**

PAGE	https://northvalelabs.example/privacy-policy/
LOCATION	Page body
FOUND	*"We collect your information to process orders and improve our services."*
WHY IT MATTERS	The notice gives no controller identity, lawful basis, retention period or list of rights.
FIX	Complete the privacy notice: controller name and address, purposes with lawful basis, retention, recipients and data subject rights.
REFERENCE	UK GDPR Articles 13 and 14

HIGH CA-03 **Drip pricing**

PAGE	https://northvalelabs.example/checkout/
LOCATION	Order summary at checkout
FOUND	*"Cold-chain handling fee: $6.50"*
WHY IT MATTERS	A mandatory fee that first appears at checkout means the shown product price is not the price paid.
FIX	Include the handling fee in product prices, or show it clearly on product and cart pages before checkout.
REFERENCE	Competition Act, sections 52 and 74.01

MEDIUM US-05 **No Do Not Sell or Share link**

PAGE	https://northvalelabs.example/
LOCATION	Footer, site-wide
FOUND	*"Privacy Policy | Terms | Shipping | Refunds"*
WHY IT MATTERS	Meta Pixel advertising tracking counts as sharing under California law, so a Do Not Sell or Share link is expected.
FIX	Add a "Do Not Sell or Share My Personal Information" link in the footer and an opt-out process.
REFERENCE	CCPA/CPRA, Cal. Civ. Code 1798.100 onwards

MEDIUM EU-04 **Price reduction without prior price**

PAGE	https://northvalelabs.example/shop/
LOCATION	Sale badges on 9 product cards
FOUND	*"Was $89, now $59"*
WHY IT MATTERS	EU rules require the lowest price of the previous 30 days to be shown alongside a price reduction.
FIX	Show the lowest price of the previous 30 days next to every sale price.
REPLACE WITH	"Now $59. Lowest price in the last 30 days: $74."
REFERENCE	Omnibus Directive (EU) 2019/2161; Price Indication Directive 98/6/EC, Article 6a

MEDIUM UK-04 **No 14-day cancellation information**

PAGE	https://northvalelabs.example/refund-policy/
LOCATION	Page body
FOUND	*"All sales are final."*
WHY IT MATTERS	Online buyers in the UK have a 14-day right to cancel unless a lawful exception is stated.
FIX	Add cancellation rights, the lawful exception for sealed goods unsealed after delivery, and a model cancellation form.
REPLACE WITH	"You may cancel your order within 14 days of delivery. Sealed products cannot be returned once the seal is broken."
REFERENCE	Consumer Contracts Regulations 2013

MEDIUM AU-05 **Marketing email without consent or unsubscribe**

PAGE	https://northvalelabs.example/
LOCATION	Newsletter popup, site-wide
FOUND	*"Get 10% off. Enter your email."*
WHY IT MATTERS	The signup has no consent wording and no mention of how to unsubscribe.
FIX	Add clear consent wording and an unsubscribe statement to the popup, and an unsubscribe link in every email.
REPLACE WITH	"Get 10% off and occasional research updates by email. Unsubscribe at any time."
REFERENCE	Spam Act 2003

MEDIUM R-12 **No researcher attestation at checkout**

PAGE	https://northvalelabs.example/checkout/
LOCATION	Checkout form
FOUND	*"Place order"*
WHY IT MATTERS	An 18+ age gate is present, but checkout has no research-use attestation checkbox.
FIX	Add a required checkbox confirming the buyer is a qualified researcher and the products are for research use only.
REPLACE WITH	"I confirm I am 18 or over and will use these materials for laboratory research only."
REFERENCE	Processor requirements

MEDIUM R-13 **One COA reused for all lots**

PAGE	https://northvalelabs.example/coa/
LOCATION	COA library, 18 products
FOUND	*"Batch NV-0124 (shown on every certificate)"*
WHY IT MATTERS	The same batch number on every certificate suggests one COA is reused across lots.
FIX	Publish a lot-specific COA for each product and batch.
REFERENCE	Industry best practice

LOW R-02 **Dosing language (reference list)**

PAGE	https://northvalelabs.example/journal/bpc-157-research-overview/
LOCATION	Reference list
FOUND	*"Dose-dependent effects of BPC-157 in rodent tendon models"*
WHY IT MATTERS	Trigger words in a reference list title are an advisory, not a claim.
FIX	Consider listing the citation by authors, year, journal and DOI without the article title.
REFERENCE	21 CFR 201.128; HMR 2012

LOW U-12 **Images with no alt text**

PAGE	https://northvalelabs.example/shop/
LOCATION	Product images, site-wide (34 images)
FOUND	*"alt="" on product images (for example bpc-157-5mg.png, tb-500-5mg.png)"*
WHY IT MATTERS	Screen readers get no product information from the shop grid.
FIX	Add descriptive alt text to every product image.
REPLACE WITH	"BPC-157 5 mg research vial, Northvale label"
REFERENCE	WCAG 2.1 AA; ADA (US); EAA (EU)

LOW EU-06 **No accessibility statement**

PAGE	https://northvalelabs.example/
LOCATION	Footer, site-wide
FOUND	*"No accessibility statement linked"*
WHY IT MATTERS	EU buyers expect an accessibility statement once the European Accessibility Act applies.
FIX	Publish an accessibility statement and link it in the footer, after checking the micro-enterprise exemption.
REFERENCE	European Accessibility Act, Directive (EU) 2019/882

5 Market notes

USA
The main exposure is FDA intended-use evidence: the Mounjaro comparison, dosing FAQ and subcutaneous route wording. Processors will also check the diluent listing and GLP naming. Add the Do Not Sell or Share link because Meta Pixel is in use.

UK
Cookie consent is the most visible UK issue: trackers load before consent and the banner has no reject option. The privacy notice is incomplete and the refund policy removes the 14-day cancellation right without stating the sealed goods exception.

EU
The same consent banner fix covers ePrivacy. Sale badges need the lowest price of the previous 30 days. An accessibility statement is expected unless the micro-enterprise exemption applies.

Canada
The cold-chain handling fee added at checkout is drip pricing under the Competition Act. Show all-in prices on product and cart pages.

Australia

The newsletter popup needs consent and unsubscribe wording under the Spam Act. The privacy notice fixes for the UK also cover APP 1.

6 Analyst notes (unscored)

- This is a sample report built on a fictional website (northvalelabs.example) to show the format of an Aventus Digital Full Review. The findings are illustrative and do not describe any real business.
- Two product pages show a countdown timer that resets on reload. Not scored because the timer only appeared once in testing; check under U-11.
- The About page refers to the founders as "biohackers". No current rule covers it, but it signals a human-use audience. Suggest a new rule in the next weekly update.

7 Pages checked

#	PAGE TYPE	URL
1	Sitemap index (6 sitemaps)	https://northvalelabs.example/sitemap_index.xml
2	Store API (all 18 products)	https://northvalelabs.example/wp-json/wc/store/v1/products?per_page=100
3	Page	https://northvalelabs.example/
4	Page	https://northvalelabs.example/shop/
5	Page	https://northvalelabs.example/about/
6	Page	https://northvalelabs.example/faq/
7	Page	https://northvalelabs.example/coa/
8	Page	https://northvalelabs.example/contact/
9	Policy page	https://northvalelabs.example/privacy-policy/
10	Policy page	https://northvalelabs.example/refund-policy/
11	Policy page	https://northvalelabs.example/shipping-policy/
12	Policy page	https://northvalelabs.example/terms/
13	Cart and checkout (view only)	https://northvalelabs.example/checkout/
14	Product pages (all tabs)	18 product pages, every tab and image
15	Product categories	5 category pages
16	Blog posts	11 journal posts and 3 post categories

#	PAGE TYPE	URL
17	Shared components	Header, menus, footer, age gate, newsletter popup, cookie banner

Pages not checked

None. Every page in scope loaded.

8 Next steps

- Aventus Digital can make every fix listed above. Ask for a fixed-price quote.
- One free rescan within 30 days of the fixes.

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