

PARTNER WITH **CANSA**

THE SEAL OF
RECOGNITION
(CSOR)

PROMOTING
HEALTHIER CHOICES
THAT HELP REDUCE
CANCER RISK

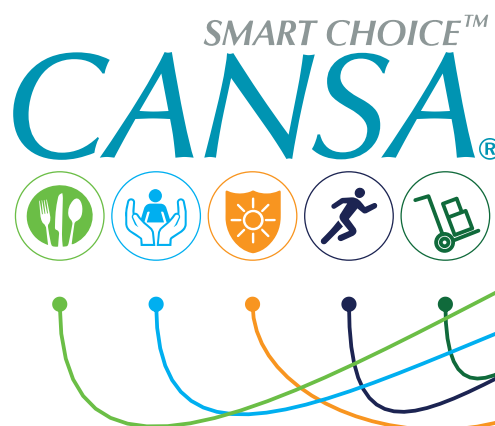


Research • Educate • Support

Toll-free 0800 22 66 22 | www.cansa.org.za

ABOUT CANSA

The Cancer Association of South Africa (CANSA) is a leading non-profit organisation dedicated to reducing the cancer burden in South Africa through research, education, patient support, and advocacy. One of our key initiatives is the CANSA Seal of Recognition (CSOR) programme



ABOUT THE CSOR PROGRAMME

The CSOR programme helps consumers identify products that:

- Reduce exposure to carcinogens
- Support balanced living
- Promote sun safety
- Assist cancer patients and survivors in making safer, more informed choices

Seal Categories:

- **Protection:** UV garments, sun gear, sunscreen
- **Edible Consumer Goods**
- **Non-Edible Consumer Goods**
- **Patient Care Products**
- **Physical Activity & Wellness Products**

WHY PARTNER WITH CANSA?

Benefits to Your Brand:

- Increased consumer trust through independent health endorsement
- Use of the CANSA Seal logo on packaging, advertising, and digital media
- National visibility through CANSA events, campaigns, and the CSOR podcast 'On the CANSA Couch'
- Alignment with a respected organisation focusing on cancer prevention and control
- Credibility backed by science, research, and safety testing

Marketing Exposure:

- Featured on CANSA website (high traffic)
- Social media promotion
- Participation in national awareness months
- Inclusion in "Seal Spotlight" digital campaigns



Criteria for Endorsement

Products and programmes are assessed for:

- Safety, quality, and compliance
- Ingredients and evidence-based criteria
- Independent lab testing - Independent laboratory testing
- Scientific review by CANSA Research and Nutrition experts

A detailed criteria document will be provided for your product category, or can be downloaded here

<https://cansa.org.za/cansa-seal-of-recognition/>

Partnership Requirements

- Submission of product samples for laboratory testing
- Completion of the CSOR application form and supporting documentation
- Review and approval by CANSA Research Team
- Signing of a partnership agreement
- Payment of endorsement fee

Fee Structure

Fees depend on:

- Product category
- Number of products
- Testing requirements (e.g., SPF testing)

A custom quote is provided following the initial pre-screen.

NEXT STEPS TO GET THE CANSA SEAL

The CSOR programme helps consumers identify products that:

- Receive criteria for your product category.
- Complete the CSOR Pre-Screen Form: Apply here <https://cansa.org.za/cansa-seal-of-recognition/apply-for-cansas-seal-of-recognition/>
- Submit application form, product samples, and documentation.
- CANSA conducts an assessment and communicates results.
- If approved, finalise the contract and apply the Seal to the packaging.
- Promote your product and/or programme through CANSA's Seal Programme.

Contact for Applications

For more information or to apply, contact:



cansaseal@cansa.org.za



+27 11 616 7662



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