AI product description without made-up features · How to check this with an example?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Compare the proposed title, description and product information with the actual item.

Checking by example

Prepare the approved specification, materials, warnings and permitted claims.

Save the table of claims and the link to the document that justifies each one.

Working example · AI product description without made-up features

Keep a table of claims and a link to the document that substantiates each one. Remove any unsubstantiated medical or safety claim from the draft and do not publish it without evidence.

Specific next steps

1. Prepare the approved specification, materials, warnings and permitted claims.
2. Save the table of claims and the link to the document that justifies each one.
3. Remove any unverified medical or security claim from the draft and do not publish it without evidence.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-ai-opis-proizvoda-provjera