

Win-Your-Money-Back Challenge

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Draft · internal legal review

This is an informational preview of the proposed Challenge. Enrollment is not open on this page. Final terms are pending internal legal review, and unresolved requirements are flagged below.

Earn your licensing fee back

Pay your full licensing fee. Complete all ten required actions within twelve months. Earn a full licensing-fee rebate.

Availability

First 50 new enrollees

Required actions

10

Time to complete

12 months

Earned rebate

Full licensing fee

Grandfathered Paleo licensees are excluded. Product purchases, testing, shipping and handling are outside the licensing-fee rebate.

[New to the program? Read the terms and Challenge questions below →](#)

The rebate has no metals pass/fail requirement. Certification and mark use are separate from the rebate, and certification does not itself authorize mark use. Actions involving the mark still need counsel resolution for participants whose products do not qualify.

Explore the two tracks

Choose Brand for finished goods or Supplier for ingredients and lots. Participants can switch tracks without losing their history. Choosing the wrong track is not a failure.

Track

☒ Brand Finished goods ☐ Supplier Ingredients and lots

Choose a track to explore its requirements. This does not enroll you, submit information, create an account or reserve a place.

Ten required actions

Brand · finished goods

All ten actions are required. Each row lists the evidence used to document completion.

1. 01

Authenticated evidence

[TECRID](#) on a sealed finished SKU sample.

Required

Evidence

Verified system event · URL · file

2. 02

Real inventory

Completing-lot retail buy-and-test or a second [TECRID](#) SKU.

Required

Evidence

Verified system event · file · attestation

3. 03

Demand pull

A retailer or buyer QA email requesting HMTc.

Required

Evidence

File · URL

4. 04

Network density

Refer a peer brand or key ingredient supplier that completes the enrollment-intent milestones.

Referral credit means account, login, profile and intake intent. It does not depend on approval, certification, clean labs, counsel clearance or returned results.

[See the exact referral milestones →](#)

Required

Evidence

Verified system event

5. 05

Lab spine

Your contract lab completes a [TECRID](#) sandbox issue.

Required

Evidence

Verified system event · URL · file

6. 06

Mark on site or product

A live logo on a product URL or packaging artwork.

Required · after qualification

Counsel resolution required

Mark authorization is required. Certification alone is not mark authorization. The route for nonqualifying participants must be resolved before enrollment opens.

Evidence

URL · file

7. 07

Mark in the wild

A shelf, store or retailer-listing photo showing the mark in product context. A logo without product context does not count.

Required · after qualification

Counsel resolution required

The same qualification and mark-authorization requirements as action six apply. The route for nonqualifying participants must be resolved before enrollment opens.

Evidence

File · URL

8. 08

Spec lock-in

Your vendor terms cite a pinned StandardVersion.

Required

Evidence

File · URL

9. 09

Insurance lever

Send the pre-written email to your carrier or broker about underwriting, premiums or deductibles. Supply the sent email and any reply.

Insurance savings are an objective, not a guaranteed outcome. This action is required, not an optional alternate.

Required

Evidence

File · URL

10. 10

Counsel or story

A defense-counsel introduction using the proof-problem frame, or a counsel-cleared case study that honestly describes remediation.

Required · partial gate unresolved

Counsel resolution required

The partial certification gate needs counsel clarification. Case-study wording must be counsel-cleared.

Evidence

URL · file · attestation

Supplier · ingredients and lots

Supplier track details: same 10-step physics adapted to lot nomination / [TECRID](#) / buyer pull.

The detailed Supplier checklist is pending. The shared eligibility, completion window, rebate and counsel conditions on this page apply to both tracks.

[VLE](#): nominate a lot → freeze its Compliance Profile → sample → [TECRID](#) → QUALIFIED → reserve

The ingredient and lot path connects nominated inventory, authenticated evidence and buyer demand. QUALIFIED status and any mark authorization remain separate from earning the licensing-fee rebate.

When a referral counts

Action four rewards enrollment intent. It does not require the referred organization to qualify or certify.

Referred brand

1. Account created and first authenticated login completed.
2. Organization and contact profile complete.
3. Intake application submitted with the HMTc-8 panel selected and completing-lot intent recorded.

Referred supplier

1. Account created and first authenticated login completed.
2. Organization and contact profile complete.
3. Lot-nomination intent recorded or [TECRID](#) sandbox started.

Choose your reward after completion

Once you complete the Challenge, choose how to receive your earned licensing-fee rebate. You do not make this choice at enrollment.

- Credit toward year two
- Credit toward three-year certification
- Cash back

What cannot replace an action

LinkedIn posts, webinars, logo-only placements without product context, briefing quizzes and newsletter signups do not replace any required action. Insurance and counsel or story remain required.

Challenge questions and useful definitions

▼ What does “first 50” mean, and who is excluded?

The proposed offer is limited to the first 50 eligible new Challenge enrollees. Grandfathered Paleo licensees are excluded. Viewing this draft, choosing a track or creating an account does not by itself confirm a Challenge place. Final enrollment terms must define when enrollment counts, how a place is confirmed and when the twelve-month clock starts. This draft does not show a live count of remaining places.

▼ What happens if I fail or cannot complete a step?

An action without the required evidence remains incomplete. Ask ICS which requirement or evidence is missing. All ten actions must be completed within twelve months to earn the rebate. Final terms must explain evidence corrections, resubmission and missed deadlines. A failing metals result does not by itself decide the rebate; the treatment of mark-related actions for nonqualifying participants remains unresolved with counsel.

▼ What is rebated, and when do I choose how to receive it?

The earned rebate covers the full licensing fee paid. It does not cover product purchases, testing, shipping or handling. Only after completing the Challenge do you choose credit toward year two, credit toward a three-year certification option, or cash back. There is no reward selection at enrollment.

▼ How is lab evidence authenticated?

[TECRID](#) connects a lab result to its sample and source records so the evidence can be checked and shared as an authenticated record. It is the lab-evidence foundation of this ecosystem. The core service is free. An authenticated record is evidence, not a certification, and does not authorize an HMTc mark.

▼ What is VLE, and how does an ingredient lot qualify?

[Verified Lot Exchange \(VLE\)](#) connects ingredient lots with buyers looking for evidence that those lots meet defined requirements. The path is: nominate a lot → freeze its Compliance Profile → sample → [TECRID](#) → QUALIFIED → reserve. The Compliance Profile fixes the requirements before sampling. Lab evidence is then checked against that profile. QUALIFIED describes the lot’s status against those requirements; reserving the lot is a separate next step. Neither status certifies a finished product.

▼ What does HMTc publish, and what does it certify?

Heavy Metal Tested & Certified (HMTc) publishes [numeric heavy-metal limits for product categories](#) and runs a finished-product certification program against the applicable standards. A published standard tells you which limits apply. Certification is a separate decision supported by product evidence and ongoing testing. Reading a standard or holding an authenticated lab record does not certify a product.

▼ What is HMI's role?

The [Heavy Metal Index \(HMI\)](#) is the public knowledge resource for research and evidence about heavy metals. It helps brands, retailers and the public inspect the literature behind the standards. Making that evidence accessible gives published standards a common reference point. HMI is a knowledge resource; finished-product certification belongs to HMTc.

▼ What is a pinned StandardVersion?

A StandardVersion identifies the exact edition of a [published standard](#). "Pinned" means your terms cite that specific edition, so a buyer, supplier or reviewer can tell which requirements apply. It avoids an ambiguous reference to whichever version happens to be on the website later.

▼ What is a completing lot?

The completing lot is the new, independently sampled production lot tested across the full program panel to complete a product's three-lot baseline. Up to two prior production lots can count when their results meet the program's evidence requirements. It is not simply any third uploaded report. The [baseline rules](#) explain how qualifying prior results and the new full-panel lot fit together.

▼ How are qualification and mark authorization different?

Qualification means the relevant product or lot evidence meets the applicable requirements. Mark authorization is separate permission to use the HMTc mark for the authorized product and context. Qualification, or a certification decision alone, does not grant that permission. Actions six and seven require qualification and mark authorization. Counsel still needs to resolve the route for nonqualifying participants and action ten's partial certification gate.

Before enrollment opens

Counsel review remains open

Draft for internal legal review. This page explains the proposed Challenge; it does not open enrollment or establish final terms. Treatment of actions 6 and 7 for nonqualifying participants, and action 10's partial gate, remains unresolved.