JOURNAL LOGO Abbreviated title ISSN: 0000-0000 (print version) ISSN: 0000-0000 (electronic version)

#### INSTRUCTIONS FOR THE AUTHORS

(Template for Sciences, Biomedicine and Health Sciences)

#### **General Information**

The Journal	(abbreviated title	), with ISSN, is
a publication of (or the dissemination	entity of) <sup>1</sup>	, published
continuously sincewith a	periodici	ty. It is a moderated journal that uses
the system of external review by experts	(peer review) in the knowledge	e area covering the objects researched
and in the methods used in the researc	h. It adopts and adheres to th	e publication standards established in
the <sup>2</sup> "Uniform requirements for manusci	ripts submitted to biomedical jo	ournals", (Vancouver style) 6th edition,
prepared by the "International Cor	nmittee of Medical Journal	Editors (ICMJE)", accessible on
(http://www.icmje.org). The Spanish ver	sion of these standards may	be obtained, among others, from the

<sup>1</sup> Hereinafter, text in italics and in parentheses represents alternative information or clarifications on specific information that each journal or knowledge area must insert.

<sup>2</sup> For each knowledge area, the Style Guide or the corresponding Reference Standards will be given, which are:

General:

**UNITED KINGDOM SERIALS GROUP 1994**. Serial Publications: Guidelines for Good Practice in Publishing Printed Journals and other Serial Publications. Witney, Oxfordshire: UKSG

INTERNATIONAL COUNCIL OF SCIENTIFIC UNIONS 1994. Guidelines for scientific publishing. Paris: ICSU Press Publishing Service. ISBN: 0-930357-32-9

**EASE 1999**. Enckell, P.H. C6. Guidelines on good refereeing practice. En: Enckell, P.H. ed. Science Editors' Handbook. London: European Association of Science Editors

By knowledge area:

**Council Biology Editors**. Scientific style and format: the CBE manual for authors, editors, and publishers. 6th ed. Cambridge: Cambridge University Press, 1994.

American Institute of Physics. Style Manual. 4ª ed. New York: American Institute of Physics, 1990.

American Mathematical Society. A Manual for Authors of Mathematical Papers. Providence (RI): American Mathematical Society, 1990.

Iverson, C. et al. American Medical Association manual of style: a guide for authors and editors. 9th ed. Baltimore: Williams & Wilkins, 1998.

American Meteorological Society. Author's Guide to the Journals of the American Meteorological Society. Boston: American Meteorological Society, 1983.

American Society For Microbiology. ASM Style Manual for Journals and Books. Washington DC: American Society for Microbiology, 1991.

American Society of Agronomy; Crop Society Science of America; Soil Science Society of America. *Handbook and Style Manual.* Madison (WI): American Society of Agronomy, Crop Science Society of America, Soil Science Society of America, 1988.

Wilkins, G. A. The IAU Style Manual: The Preparation of Astronomical Papers and Reports. Paris: International Astronomical Union, 1989.

**ACS 1997**. Dodd, J.S. ed. The ACS style guide: a manual for authors and editors. 2<sup>nd</sup> ed. Washington: American Chemical Society **ACS 2000**. Ethical Guidelines to Publication of Chemical Research. Washington: American Chemical Society. <u>www.acs.org</u>

Spanish Journal of Public Health (*Revista Española de Salud Pública*) 2004; 78(3): 297-321, accessible on <a href="http://scielo.isciii.es/scielo.php?script=sci\_issuetoc&pid=1135-572720040003&lng=es&nrm=iso">http://scielo.isciii.es/scielo.php?script=sci\_issuetoc&pid=1135-572720040003&lng=es&nrm=iso</a>

It is important to remember that compliance with the Vancouver requirements (*or the corresponding reference Style Guide*) facilitates the indexing of the journal in the leading specialty databases, which benefits the authors and their centers because of the wider dissemination of the published works.

Each issue of the journal is published in both a printed version and an electronic version; the latter is available on \_\_\_\_\_\_(Insert URL for the journal website)

# Scope and Policy (or Scope and Coverage)

The Journal	_aims to collaborate in	the dissemination of the growing number of	
results from original research, technica	al studies, short notices_	, clinical cases <sup>3</sup> , etc. conducted in	
Spain and around the world on		(specify subject matter and	
specialty covered by the journal), written in Spanish and in other languages (specify languages accepted by			
the journal). The works must be original, unpublished and not under consideration for publication in another			
journal. The author alone is responsible	e for the claims made in	the article.	

The following types of works will be considered for publication: original research, bibliographical reviews, short notices (*specify types of works accepted in each case*)\_\_\_\_\_

*Original.* Research works on\_\_\_\_\_\_. They must have the following structure: summary, key words, text (introduction, material and methods, results and discussion), thanks and bibliography. The maximum length of the text will be\_\_\_\_\_size DIN-A4 pages, (*or in Word format*), double-spaced, font size\_\_\_\_, font\_\_\_, with a maximum of\_\_\_figures and\_\_\_tables. The number of authors should not be greater than\_\_\_\_.

*Reviews.* State of the matter of (*a specific topic*). The maximum length of the text will be\_\_\_\_size DIN-A4 pages, (*or Word format*) double-spaced, with\_\_\_\_ cm. margins and font size\_\_\_. The bibliography may not exceed\_\_\_\_quotations. Optionally, the work may include tables and figures.

**Short notices**: These will be accepted for quick publication. They must be limited to one printed page; the structure described above is not required, but they must include a summary.

*Clinical notes*: These will provide a summary description of rare clinical cases or specific therapeutic procedures of interest. The maximum length will be\_\_\_\_pages, with\_\_\_\_tables or figures.

Other (specify contribution type)\_\_\_\_\_

# Presentation and structure of the works

The following publication standards are based on the "Requirements of Uniformity for Manuscripts sent to Biomedical Journals (Vancouver style) 6th edition" (or on the corresponding manual)

The manuscripts must be sent in triplicate (original and two copies) to \_\_\_\_\_\_C/ XXXXXX, 6, 1° 28003 – Madrid, Spain (*or e-mail address*), on DIN-A4 paper, typed on one side, double-spaced, wide margins and with the pages numbered sequentially in the upper right-hand corner (*or specify files and formats accepted*). The manuscript shall be accompanied by a cover letter (use template provided by the journal) asking that the manuscript be taken into consideration, with the author explaining in 4-5 lines what the original contribution of the work presented is and its new developments, a statement of non-simultaneous

<sup>&</sup>lt;sup>3</sup> For Health Sciences journals only

submission to other journals and confirmation of the undersigned authors. This letter must also transfer the copyright to the publisher. The author must keep a copy of the original to avoid irreparable loss or damage to the material. The printed document must be accompanied with the corresponding diskette, including the work in\_\_\_\_\_format. (*or by e-mail only*)

Bibliographic quotations must be marked as references following the discussion or thanks, if any. The bibliographic quotations, which must be sufficient in number and adequate, must be presented in the order of appearance in the text with the corresponding sequential numbering and they shall be identified with Arabic numerals in parentheses (as appropriate based on the quotation system adopted by the journal; that is numerical, quotation-note, author-year [Harvard]). When a quotation appears in a table or figure only, the number corresponds to the location in which the table or figure is cited in the text for the first time.

# The manuscripts must be presented according to the following order and structure:

# Title Page. First page of the manuscript

As the cover of the manuscript, this first must contain:

- Title of the article (concise, yet informative), in Spanish and English, made up of the greatest number of significant terms possible taken from \_\_\_\_\_\_ (*taken when possible from a controlled specialty glossary, such as the Medical Subject Headings [MesH*]). If necessary, a subtitle may be added, not to exceed 40 letters and spaces, in Spanish and English.
- First name and two last names of each of the authors, taking into account the signature format for indexing in international databases (see the recommendations provided in <a href="http://www.accesowok.fecyt.es/">http://www.accesowok.fecyt.es/</a>)
- Full name of the work center of each of the authors, which is referenced beside the name of the author with Arabic numerals in parentheses (*or superscript*)
- Name and full address of the person responsible for the work of the lead author as responsible for correspondence, including the phone number and fax number, when appropriate, as well as the e-mail address, if any.
- Information on grants, aid or financial support provided (Research Projects) to subsidize the work and other specifications, when applicable.

To better prepare this page, see the template (provided by the journal) attached to these instructions on how to prepare the manuscript identification sheet.

# Summary and Key-Word Pages. Second page of the manuscript

A second, separate page must contain the first and last names of the authors, the title of the article, article content summary in Spanish and the list of key words. Both the summary and the key words must have an English version.

- The Summary of the work must be between 150 and 250 (or between 250-300) words. In the case of the original articles, the content shall be divided into four sections (structured summary): Introduction, Material and Methods, Results and Discussion. Each of them must describe, concisely, the purpose and objective of the research, the methodology used, the most important results and the main conclusions, respectively. The novel and relevant aspects of the work must be emphasized. In the case of Special Collaborations, the work will be summarized, without dividing it into these four sections.
- Key words: beneath the summary, 5-10 key words or short phrases shall be specified to indicate the content of the work, for inclusion in collections and national and international databases. As many as

possible should be provided, up to a maximum of ten. Controlled reference terms should be used (based on each specialty, such as those in the Spanish Medical Index and the Medical SH (MeSH) for medicine, accessible on <u>http://www.nlm.nih.gov/mesh/meshhome.html</u>, or the Mathematics Subject Classification (MSC), accessible on <u>http://www.ams.org/</u>)

#### Manuscript text. Third page, which is where the manuscript text begins

The third and following pages are dedicated to the manuscript text (\_\_\_\_pages maximum if it is an Original Article, and\_\_\_\_pages maximum if it is a Review). In the case of short notices, the length shall be\_\_\_\_, and for letters to the editor\_\_\_\_\_ . In the case of Reviews, Letters and other options, any appropriate sections may be included to facilitate comprehension. However, the Original works must be divided into the following sections: Introduction, Material and Methods, Results and Discussion:

**Introduction**: You must include the foundation and purpose of the study, using the bibliographic citations that are strictly necessary. Do not include data or conclusions of the work presented. Do not proved a detailed bibliographic review.

**Material and Methods**: It must presented with sufficient precision so that the reader can understand and confirm the development of the research. Sources and methods published previously should be described just briefly, providing the corresponding quotes, except when they have been modified. The sample size calculation and the sampling method used must be described, when appropriate. Reference must be made to the type of documentary, critical and statistical analysis, etc. used (*indicate as appropriate by area of knowledge*). If it is an original methodology, the reasons for using it must be explained, describing any possible limitations.

When dealing with experimental works in which groups of humans or animals have been used, indicate whether the ethical criteria approved by the commission corresponding to the center in which the study was carried out have been taken into account and, in any case, whether the agreements reached in the Declaration of Helsinki, revised in October 2000, drafted by the World Medical Association (<u>http://www.wma.net/</u>) have been respected. Neither the names nor the initials of the people participating in the study sample must be used. When referencing substances or chemical products, indicate the generic name, the dosage and the administration method.

**Results**: These shall appear in a logic sequence in the text, tables or figures, without repeating the same data included in the text in each of them. Try to highlight the important observations. Describe, without interpreting or judging, the observations made with the material and methods used.

**Discussion**: Summarize the findings, relating the observations of this study with those of other studies of interest, highlighting the contributions and limitations of each. Do not repeat the data or other material already commented in other sections in detail. Mention the inferences from the findings and their limitations, including the deductions for future research. Link the conclusions to the study objectives, avoiding gratuitous affirmations and conclusions that are not fully supported by the study data.

**Thanks**: Thank only those who have made substantial contributions to the study, but who do not warrant the status of author; the author must obtain their consent in writing. Likewise, the Council Science Editors (CSE) recommend that authors, when appropriate, provide an explicit statement of the source of their research funding, placing it among the thanks (CSE 2000) (*Conflicts of Interest and the Peer Review Process. Draft for CSE member review, posted 3/31/00.* <u>http://www.cbe.org/services\_DraftPolicies.shtml</u>).

**Bibliography**: The bibliography must be placed after the discussion or the thanks, if any, in the format indicated above based on the order of appearance in the text with the corresponding numbering.

The recommended style for the references is indicated below in the examples; it is based on the Vancouver standards (for the areas of Biomedicine and Health Sciences, accessible on <u>http://www.icmje.org</u>). (For all other scientific and mathematical areas, see The Council of Biology Editors (CBE) Style of Documentation in Science and Mathematics accessible on <u>http://www.monroecc.edu/depts/library/cbe.htm#scholarly</u> or the corresponding Manual).

- The names of the journals must be abbreviated in accordance with the generally accepted practices in the area of knowledge, whenever there is a reference list (*for example, the Spanish Medical Index list* (<u>http://www.uv.es/~fresquet/TEXTOS/</u>) or the *Index Medicus "List of Journals Indexed", which publishes the Index Medicus each year in the January issue, and in the Journal Browser section of Medline* (<u>http://www.ncbi.nlm.nih.gov/entrez/jrbrowser.cgi</u>).

- All authors must be mentioned if there are six or less, or the first six plus "et al" when there are seven or more.

The bibliography must be corrected by the author, correcting it with the copy in his or her possession. Avoid using vague phrases as bibliographical quotations. Do not use those that require clarifications such as "unpublished observations" or "personnel correspondence", although they may be cited in the text in parentheses. Works that have been accepted, but not yet published, shall be included in the bibliography, specifying the name of the journal, followed by the expression "pending publication".

The bibliographic quotes must be taken from the original documents, always indicating the starting and ending page number of the work from which they are taken. To ensure consistency, at any time during the publishing process, the journal editors may require authors to send the first page (photocopy) of each of the articles quoted in the bibliography.

For journals, given the their importance for quotation indexes and Impact Factor calculations, the following shall be cited: a) author(s), with their last name(s) and first name(s), without period or comma separators. If there is more than one author, they must be separated by a comma, but not the conjunction "and". If there are more than six authors, the first six shall be indicated, followed by "et al". Place a period after the final author. b) Title of the article in the original language, with the appropriate spelling and accents. Place a period after the title. c) Indexed or correct abbreviated name of the journal. Do not use a period after each abbreviation in the name of the journal, nor between the final abbreviation and section d) year; e) issue number. The separated by a hyphen.

The following are examples of properly referenced bibliographic quotations:

(In The Council of Biology Editors (CBE) Style of Documentation in Science and Mathematics, accessible on <u>http://www.monroecc.edu/depts/library/cbe.htm#scholarly</u>, there is a long list of standardized examples that are useful for most Science areas of knowledge.)

1. Journal article.

Standard article.- Nisengard R, Bascones A. Invasión bacteriana en la enfermedad periodontal. Av odontoestomatol 1987; 3:119-33.

When the author is a society or corporation.- WHO COLLABORATING CENTRE FOR ORAL PRECANCEROUS LESIONS. Definition of leukoplakia and related lesions and aid to studies on oral precancer. Oral Surg 1978; 46: 518-39.

The author is not mentioned.- Cancer in South Africa [editorial]. S Afr Med J 1994; 84:15.

Volume supplement.- Shen HM, Zhang KF. Risk assessment of nickel carcinogenicity and occupational lung cancer. Environ Health Perspect 1994;102 Supl 1:275-82.

Issue supplement.- Payne DK, Sullivan MD, Massie MJ. Women's psychological reactions to breast cancer. Semin Oncol 1996;23 (1 Supl 2):89-97.

Part of a volume.- Ozben T, Nacitarhan S, Tuncer N. Plasma and urine sialic acid in non-insulin dependent diabetes mellitus. Ann Clin Biochem 1995;32(Pt 3):303-6.

Part of an issue. - Poole GH, Mills SM. One hundred consecutive cases of flap lacerations of the leg in aging patients. N Z Med J 1994;107(986 Pt 1):377-8.

Issue without volume. - Turan I, Wredmark T, Fellander-Tsai L. Arthroscopic ankle arthrodesis in reumathoid arthritis. Clin Orthop 1995; (320):110-4.

No issue or volume. - Browell DA, Lennard TW. Inmunologic status of the cancer patient and the effects of blood transfusion on antitumor responses. Curr Opin Gen Surg 1993:325-33.

2. Books, monographs and others

Individual author.- Carranza F A Jr. Glickman's Clinical Periodontology. Saunders: Philadelphia; 1984.

Chapter of a book.- Takey H, Carranza F A Jr. Treatment of furcation involvement and combined periodontal endodontic therapy. In Carranza F A Jr. Glickman's Clinical Periodontolgy. Saunders: Philadelphia; 1984.

Editor(s) or compiler(s) as author.- Norman IJ, Redfern SJ, editors. Mental health care for elderly people. New York: Churchill Livingstone; 1996.

Organization as author and publishing entity.- Institute of Medicine (US). Looking at the future of the Medicaid programme. Washington (DC): The Institute; 1992.

Conference minutes.- Kimura J, Shibasaki H, editors. Recent advances in clinical neurophisiology. Proceedings of the 10th International Congress of EMG and Clinical Neurophisiology; 1995 Oct 15-19; Kyoto, Japan. Amsterdam: Elsevier; 1996.

Conference article.- Bengtsson S, Solheim BG. Enforcement of data protection, privacy and security in medical informatics. En: Lun KC, Degoulet P, Piemme TE, Rienholf O, editors. MEDINFO 92. Proceedings of the 7th World Congress on Medical Informatics; 1992 Sep 6-10; Geneva, Switzerland. Amsterdam: North-Holland; 1992. p. 1561-5.

Scientific and technical report.- Smith P, Golladay K. Payment for durable medical equipment billed during skilled nursing facility stays. Final report. Dallas (TX): Dept. of Health and Human Services (US), Office of Evaluation and Inspections; 1994 Oct. Report No.: HHSIGOE169200860.

Doctoral thesis.- Kaplan SJ. Post-hospital home health-care: the elderly's access and utilization [doctoral thesis]. St Louis (MO): Washington Univ.; 1995.

Patent.- Larsen CE, Trip R, Johnson CR, inventors; Novoste Corporation, assignee. Methods for procedures related to the electrophisiology of the heart. US patent 5,529,067. 1995 Jun 25.

Newspaper article.- Lee G. Hospitalizations tied to ozone pollution: study estimates 50,000 admissions annually. The Washington Post 1996 Jun 21; Sec. A:3 (col. 5).

Audiovisual material.- HIV +/AIDS: the facts and the future [videocassette]. St Louis (MO): Mosby-Anuario; 1995.

Computer file.- Hemodynamics III: the ups and downs of hemodynamics [computer program]. Version 2.2. Orlando (FL): Computerized Educational Systems; 1993.

Internet document.- Donaldsom L, May, R. Health implications of genetically modified foods [cited 12 Oct. 2000]. www.doh.gov.uk/gmfood.htm.

(For most Natural and Experimental Sciences areas, the Harvard System format system for bibliographical references may also be used, where the bibliography is sorted by last name, citing the text by author-year (e.g. Sanz 1996). All details on this system are accessible on <u>http://libweb.anglia.ac.uk/referencing/harvard.htm</u>.)

**Tables**: These must be presented on separate pages, numbered according to their order of appearance in the text with Arabic numerals. They are used to clarify important points; double documentation by means of tables and figures shall not be accepted. The titles or footers that accompany them must perfectly explain their content.

**Figures**: All types of photographs, graphs or drawings are considered figures. They are assigned an Arabic numeral according to their order of appearance in the text, identified by the abbreviated term fig.(s). The footers or legends of each one must be typed, with the corresponding number on a separate sheet. The text in the figures must be in uppercase. They must be designed to fit the format of \_\_\_\_\_ mm wide (1 column), although they may also be accepted with \_\_\_\_mm. (one full page), presented with good contrast so that quality is not lost in the reduction. Micro-photographs will be accepted in these proportions for publication without reduction; they must include a linear scale. Photographs shall be sent unframed, in triplicate, identified with a label on the back that indicates the name of the author and the number and orientation of the figure. Only when authors wish to publish several photographs in a block must they be sent framed.

Specify in advance when figures are to be published in color; the author shall be responsible for the photomechanical expenses. In this case, it is advisable to send the negatives along with the printed copies.

The figures must clarify the text in a major way, and they must be used in the minimum amount necessary.

**Abbreviation**: Only standard, universally accepted abbreviations shall be used. See Units, Symbols and Abbreviations. The Royal Society of Medicine London. When a term that is used frequently in the text is to be shortened, the corresponding abbreviation must accompany it (in parentheses) the first time it appears. No Roman numerals shall be used in the text; periods shall be used to the right of the zero for decimals, not commas. Trademarks shall not be used except as needed, in which case the first time they are used they shall be accompanied by the symbol.

# Editorial process

The works shall be submitted together with a cover letter which requests evaluation of the same for publication in one of the sections of the Journal, expressly indicating that it is a work that has not been disseminated or published previously, sent only to the Journal for evaluation and publication, if appropriate, as well as the contributions regarding originality and novelty that, according to the authors, the work contains.

The cover letter must be signed by all authors. It shall include written authorization from all people appearing in the section of thanks or from those studied during the research whose identification is essential in presenting the results. It shall also include a statement, when appropriate, accepting the introduction of changes to the manuscript by the journal editors.

The Journal's editorial staff shall acknowledge receipt to the authors of the works they receive, subsequently notifying them of their acceptance or rejection.

The editorial staff shall pass the work under consideration for publication to the Editorial Board, verifying that it suits the journal's coverage and complies with the publication standards. If it does, it will be reviewed externally.

The manuscripts shall be reviewed anonymously (*blind or double blind*) by two experts in the study subject and/or methodology used. Based on the external reports, the Journal's editorial staff reserves the right to accept / reject the articles for publication, as well as to make style modifications and/or shorten texts that surpass the established limit, committing to respect the original content. The protocol used by the journal reviewers shall be made public as annexes to these standards (*published on the journal's website. See the external evaluators protocol template*)

In the event of differences of opinion between the two evaluators, the works shall be sent to a third evaluator. External paired review will be applied to original articles, short notices, reviews (*specify*)\_\_\_\_\_

Works that are reviewed and considered for publication following modification shall be returned within a period of \_\_\_\_\_\_regardless of whether minor or major corrections are requested. The authors will receive the evaluation reports from the reviewers, anonymously, so that they may make (when appropriate) any necessary corrections or replies.

In general, once the external reports have been seen, the factors on which the Journal's editorial staff bases its decision on accepting/rejecting the works are the following: a) originality: completely original, valuable information, repetition of known results; b) timeliness and novelty; c) relevance: applicability of the results in resolving specific problems; d) significance: advancement of scientific knowledge; e) reliability and scientific validity: verified methodological quality; f) presentation: good writing, organization (logical coherence and material presentation).

The author(s) of accepted articles will receive printing proofs for correction by e-mail in PDF format\_\_\_\_\_. These must be returned corrected to the editorial staff of the journal by fax or PDF within\_\_\_\_\_ hours of receipt. Only minimal corrections may be made to the content of the original manuscript without an extra charge applying.

The author or the lead signatory will receive 50 reprints of the article after it has been published. The charge for these reprints shall be paid in the minimum proportion possible by the author or authors.

# Ethical responsibility

It is the responsibility and duty of the editorial staff of the journal\_\_\_\_\_\_ to remind its collaborators of the following:

-When describing the experiments carried out on human beings, indicate whether the procedures followed are in compliance with the ethical standards of the responsible human experimentation committee (institutional or regional) and the 1975 Declaration of Helsinki, revised in 2000. No names, initials or hospital numbers shall be used, especially in the figures. When describing experiments on animals, indicate whether guidelines from an international research institution or council or a national law regulating the care and use of laboratory animals were followed.

-The institution financing the research must grant permission for publication.

-The journal does not accept previously published material. The authors are responsible for obtaining the appropriate permission for partially reproducing material (text, tables or figures) from other publications and for citing their source correctly.

**Conflict of Interest**. The Journal expects the authors to declare any commercial association that may represent a conflict of interest as regards the article submitted.

**Authorship**. The list of signing authors must include only those who have contributed intellectually to the development of the work. Having assisted in the collection of data or participated in a technique are not in and of themselves sufficient criteria for listing as an author. In general, being listed as an author requires fulfilling the following requirements:

1. Participation in the conception and drafting of the work leading to the article in question. 2. Participation in drafting the text and in any revisions. 3. Having approved the final version to be published.

The Journal waives any liability due to possible conflicts derived from the authorship of the works published in the Journal.

**Informed Consent**. The authors must mention, in the methods section, that the procedures and controls used on patients were carried out after obtaining an informed consent form.

**Copyright Transfer**. The manuscript or the cover letter shall include a Rights Identification and Transfer Sheet (provided by the journal) signed by all authors.

#### Additional Information

The Journal confirms receipt or announces on its website (*when appropriate*) all formalities carried out to keep the authors abreast of the status of their manuscript.

The judgments and opinions expressed in the articles and notices published in the *Journal* are those of the authors and not necessarily of the Editorial Board.

Both the Editorial Board and the publishing company waive all liability for the material published. Neither the Editorial Board nor the publishing company guarantee or support any product advertised in the Journal, nor do they guarantee the claims made by the manufacturer of said product or service.