

Fast Five Compliance Guide

Maximize your impact with our Fast Five Compliance Guide! This essential tool elevates your credibility and ensures ethical and responsible product promotion and opportunity sharing. It is the perfect partner for genuine customer connections and ensuring compliant business growth. It is your daily navigator through the dos and don'ts, building trust in every interaction. Keep it close, stay confident, and communicate with clarity and compliance.

PRODUCT TALK: WHAT'S PERMITTED, WHAT'S NOT

Do

Share how our products make you feel and support your overall health, well-being, and health journey. Talk about the benefits of the product as a whole. Stick to approved claims found on the website for your market/country.

Don't

Make claims suggesting LifeVantage products helps, prevents, treats, cures, heals in any way with a medical condition and/or disease (e.g. Cancer, ADHD, Alzheimer, Psoriasis, Pain, etc.) These are drug claims. Remember, linking an ingredient's benefits to a disease and then connecting it to a product is seen as making a drug claim.

MARKET-SPECIFIC MAGIC: APPROVED CLAIMS

Do

Go to the website and use the claims that have been approved by LifeVantage, tailored to YOUR specific markets and regulatory environments. Any benefit listed is a claim approved for that specific market.

Don't

Borrow or use claims from other markets/countries, even if your upline did. You can only use claims approved for the products sold in your specific market.

SCIENCE-BACKED: HOW TO USE THIRD PARTY STUDIES

Do

Tell your customers to visit PubMed, or non-branded 3rd party science site (not affiliated with LifeVantage). Instruct them to read or research Nrf2 and/or oxidated stress.

Don't

Instruct them to enter the word "Protandim" on PubMed and/or non-branded 3rd party science sites, or use any specific disease, and/or medical condition. Remember, we cannot make, quote, or link LifeVantage and/or our products with medical conditions and/or drug claims.

AUTHENTIC TRANSFORMATIONS: BEFORE AND AFTER PICS

Do

Take and share your before and after pictures. Remember to date each photo, use similar lighting, background, angles, clothes, poses, and no filters, and, last but not least, use a disclaimer "Individual results may vary".

Don't

Share before and after photos that are for products or formulas that are from outside of your specific market. Remember photos that have skin conditions, medical and/or disease implications are not allowed.

PRACTICAL INCOME SHARING: INCOME OPPORTUNITY AND DISCLAIMER

Do

Share the opportunity to earn additional/extra income through the selling of LifeVantage products to customers. Keep it real, without overpromising. To set realistic expectations be sure to include the income disclaimer, "*The average annual earnings of a LifeVantage Consultant for 2022 is \$885*", in plain sight. Refer to the compliance disclaimer guide for additional disclaimers.

Don't

Mislead or over promise. We cannot state, or infer, that the income generated is equal to, or more than, a replacement of full-time income. Think EXTRA INCOME

Let the Fast Five Compliance Guide be your go-to resource to communicate compliantly with confidence. For more tips and educational tools reach out to Compliance and Education at compliance@lifestage.com. We are here to help you RISE and would love to hear from you!

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease. The contents of the Fast Five Compliance Guide are intended to convey general information only and not to provide legal advice or opinions. The contents of the Fast Five Compliance Guide are not a complete list, nor do they contain all non-compliant terms. An attorney should be contacted for advice on specific legal and advertising issues.

