

Congratulations on choosing the next evolution in Activation—the MindBody GLP-1 System! As you discover the amazing benefits of these products, you'll want to share your excitement and results with the world. To help you tell your story while protecting your business, here are some helpful dos and don'ts.

Do

Talk about how the MindBody GLP-1 System naturally activates and increases GLP-1 levels.

e.g., GLP-1 production naturally slows down as we age, making it more difficult to lose or maintain a healthy weight. I love the MindBody GLP-1 System and its natural approach to increasing GLP-1 levels.

Talk about how the products in the MindBody GLP-1 System are dietary supplements, so there are no shots or prescriptions needed to purchase.

e.g., Because the products in the Mind Body GLP-1 System are dietary supplements, you can have a natural option for GLP-1 without any shots or prescriptions!

Talk about how the MindBody GLP-1 System quiets “food noise” to cut down on cravings.

e.g., Since taking the product, I have a healthy new relationship with food and don't feel like I'm being controlled by food noise or snacking.

Talk about how the MindBody GLP-1 System supports sustainable weight loss and wellness for results you can see and feel.

e.g., By increasing my GLP-1 levels, I was able to manage my cravings and appetite more effectively, which helped me shed some unwanted weight. I lost 5 pounds in just the first 3 weeks of using the MindBody GLP-1 System.

Include the “Weight Loss Disclaimer” when sharing your own personal weight loss success story. Be sure to add the disclaimer in your social media post or on any before and after pictures.

e.g., “Results may vary. Typical weight loss using this product in a 12-week weight management program is 1-2 pounds per week. This product should be used in conjunction with a healthy diet and regular exercise. Consult with a healthcare provider before starting any weight loss program.

Don't

Make claims comparing the MindBody GLP-1 System to Ozempic, Wegovy, Zepbound, semaglutides, tirzepatides, or any prescription drugs.

e.g., The MindBody GLP-1 System is a healthy alternative to semaglutides or Ozempic.

Make claims about how low levels of GLP-1 hormone can play a role in unhealthy blood sugar levels, health conditions, or diseases, and then mention that the products in the MindBody GLP-1 System can help with making GLP-1 in your body. These claims are considered implied claims and are NOT allowed.

e.g., Did you know that the lack of the GLP-1 hormone can lead to pre-diabetes and obesity. Good thing we just launched a new product that that can help your body produce GLP-1 naturally.

Make claims that the products can alleviate, reduce, or prevent diseases, health conditions, or claim that the products can regulate blood sugar levels.

e.g., I was diagnosed with prediabetes and unhealthy blood sugar levels. Since starting the products, my blood sugar levels are normal again and I am no longer prediabetic.

Make claims about extreme, rapid, quick, fast, or permanent weight loss results from taking the MindBody GLP-1 System.

e.g., The MindBody GLP-1 System will help you achieve fast and permanent weight loss results. I was able to lose 20 lbs. in 2 weeks.

Make claims about losing weight without changing diet or routine.

e.g., I was able to lose weight taking the MindBody GLP-1 System while continuing to eat whatever I want and not changing my routine.

* 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 claims from the Do list, are approved in the US only. Please refer to each market's Dos and Don'ts for market specific claims. The contents of the Dos and Don'ts are intended to convey general information only and not to provide legal advice or opinions. The contents of the Dos and Don'ts 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.

