



Sharing Your Smart Energy Story

Sharing Your Smart Energy Story

We all wish for a bit more energy to tackle our busy schedules, but who has the luxury of taking a nap in the middle of the day? Whether you're working, running errands, or taking care of children, the demands of daily life are endless. AXIO provides an excellent solution for sustained energy without the stress of jitters or an afternoon crash. Experiencing the remarkable benefits of AXIO, you likely feel more focused, with an improved mood and consistent energy throughout the day. Naturally, as you notice these positive changes and newfound vitality, you'll want to share the good news with everyone you know!

As you share your story, we want to remind you of a few key points to ensure you're not only expressing your excitement but also sharing it in a compliant way.

Reminders:

- Avoid mentioning specific diseases, medical conditions, or symptoms of a condition when sharing your AXIO story.
- Focus on how you feel today since starting your activation journey, rather than any past struggles.

Experiences with AXIO

We know that there are so many incredible stories that so many have experienced. Let's explore some common themes that are often mentioned when promoting AXIO. In this section, we'll highlight the key areas people typically talk about, along with the points we need to avoid. Additionally, we'll offer alternative ways to share your genuine and authentic story, all while staying compliant with our guidelines as a dietary supplement:

Example 1: ADHD

- **Avoid:** *"I've had ADHD for years which made it really challenging to stay focused and get through all of my tasks. After taking AXIO I immediately have an easier time staying focused and don't feel so scatter brained."*
- **Compliant Alternative:** *"Since incorporating AXIO into my routine, I've noticed that I have more energy and it's easier to stay concentrated and staying on task throughout the day."*

Example 2: Anxiety/Depression

- **Avoid:** *"I suffered from severe anxiety and depression; I had no motivation and never wanted to leave my house. Since finding AXIO, my depression is completely gone and I'm starting to feel much happier!"*
- **Compliant Alternative:** *"The other day my husband mentioned how much happier I've been over the past few weeks. Since taking AXIO I'm able to respond to everyday stress a lot easier and I'm in a much better mood".*

Example 3: Safe for Children Use

- **Avoid:** *"My 9 year old son loves to drink AXIO, right before a soccer game he'll have some to get added energy to gear up for his game."*

- **Compliance Note:** *The products are not recommended for children or individuals under the age of 18 years of age. Please avoid promoting AXIO to be safe or approved for children to use.*

Support Tools & Resources

These are just a few examples of the incredible experiences people have shared as they've begun their activation journey. We know that many of you have amazing stories to tell and are eager to share them with the world! With that in mind, here are some additional tools to keep in your back pocket as you build your business and share your story.

- How to Tell Your Product Story Compliance Document ([Click Here](#))
- Refer to the LifeVantage Website and use any of the approved claims that are listed for the AXIO products:
 - ✓ Improves mental endurance & mental acuity, concentration, & memory retention.
 - ✓ Increases physical & mental energy while improving positive mood.
 - ✓ Reduces mental fatigue & brain fog.

We encourage you to take advantage of these tools and resources as you share your experiences with our Smart Energy product line. Sharing your health transformation and journey is what unites our LifeVantage community together. Our Compliance team is here to support you in sharing your authentic story while safeguarding LifeVantage and your business! If you have any questions or need guidance, feel free to reach out to us at compliance@lifevantage.com.