



Sharing Your Collagen Story

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We're sure you're already aware, the powerhouse TrueScience Liquid Collagen is a highly effective product that works in 3 important ways: It activates collagen production, replenishes collagen you may have lost, and it helps maintain the collagen you already have. Not only are you seeing these benefits in your skin, but you may also be seeing and feeling them in your hair, nails, muscles, and joints too! Naturally, as you notice these improvements in your skin and joints, you'll want to share your story and the outstanding benefits of this product!

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 TrueScience Liquid Collagen story.
- Focus on how you feel today since starting your activation journey, rather than any past struggles.

Experiences with TrueScience Liquid Collagen

We know that there are so many outstanding stories that so many have experienced. Let's explore some common themes that are often mentioned when promoting TrueScience Liquid Collagen. 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: Pain/Inflammation

- **Avoid:** *"I've had chronic pain for years which made it really frustrating and was controlling my life. Since activating my collagen, my pain has completely disappeared, and I feel better than ever!"*
- **Compliant Alternative:** *"Since activating my collagen, I've noticed that my body feels better than it has in many years!"*

Example 2: Arthritis

- **Avoid:** *"Since being diagnosed with arthritis my joints were constantly inflamed which made it hard to be active throughout the day. Since finding Liquid Collagen, my joints feel better than ever and I'm able to get on my knees to play with my grandkids!"*
- **Compliant Alternative:** *"For years I've struggled with sitting on the sidelines as my grandkids played. Since finding Liquid Collagen, my joints feel better than ever and I'm able to get on my knees to play with them again!"*

Example 3: Healing Wounds/Scars

- **Avoid:** *“A few months ago I ended up having surgery, because take our Liquid Collagen my scars and wounds have healed faster than I could’ve imagined!”*
- **Compliant Alternative:** *“Since taking Liquid Collagen, I can tell a huge difference in my skin! It’s reduced the appearance of my fine lines and wrinkles along with improving my skin’s moisture!”*

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 TrueScience Liquid Collagen products:
 - ✓ Prevents collagen breakdown and improve skin elasticity.
 - ✓ Promotes a youthful appearance.
 - ✓ Supports healthy hair and nails.

We encourage you to take advantage of these tools and resources as you share your experiences with the TrueScience Liquid Collagen. 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.