

Activate Your Wellness

COMPLIANCE DOS AND DON'TS

Sometimes, our bodies need a little extra support to perform at their best and achieve optimal health and well-being. Now that you have discovered the missing link to Activating your health, it's time to help others do the same! By sharing your wellness journey, you have the opportunity to inspire and empower others to prioritize their health.

To ensure your message resonates with your audience and stays compliant, we've put together a list of simple Dos and Don'ts. These guidelines provide examples of approved language to help you choose the right words and share your story in a way that aligns with regulatory standards while still highlighting the many benefits of the products.

A Few Important Reminders:

- Only share the benefits, claims, and information specific to the product as approved in your market (you can find these details on your market's official website).
- Avoid highlighting specific diseases, medical conditions, or symptoms. Doing so is non-compliant and may also cause some people to think the product isn't for them.
- Instead, describe how you feel today. This will help others connect with your experience and inspire them to feel the same amazing benefits you're experiencing from the products.

Do

Promote claims of supporting or maintaining overall health, such as:

- Addressing health challenges
- Supporting healthy aging
- Better mood
- Improving focus
- Boosting energy levels
- Promoting better sleep
- Increase health
- Better health
- Confident
- Motivated
- Happy

Support your immune system

Activation Products

Activator

Natural way of Activating your health

Supports healthy inflammatory response

Discomfort

Go to PubMed to learn about oxidative stress

Don't

Talk about diagnosing, treating, curing, or preventing diseases or medical conditions (not a complete list):

- ADHD
- Alzheimer's
- Anxiety
- Arthritis
- Cancer
- Depression
- Diabetes
- Heart disease
- High blood pressure
- Migraines
- Skin conditions

Boost your immune system or avoid cold, flu, Covid, or any kind of illness

Replacement of medications or prescriptions

Pill (or other drug-like characteristics)

Inflammation

Pain

Oxidative stress is the root cause of diseases

Note: The examples in this document are here to give you a general feel for what makes a structure/function claim compliant or not. Some of the claims shown might not be a fit for every product, so be sure to double-check the product page on your market's website to confirm what's approved before using anything.

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. These claims are approved in the US only. Please refer to each market's Dos and Don'ts for market specific claims as well as product-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.

