



Sharing Your Daily Wellness Story

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It's no secret that a healthy immune system plays a vital role in keeping you feeling your best. We all want to stay strong and ready to take on each day without missing a beat. Giving your immune health some proactive support can help you feel balanced and maintain your daily wellbeing. Daily Wellness is the simple and convenient answer to get all of those vital immune supporting vitamins and nutrients all year long. On the days where you know you'll be traveling, under everyday stress, or working extra hard/ long hours you know you have the right tool to support your immune health.

As you share the amazing benefits of this product with others who want to stay proactive about supporting their immune health, you'll be excited to spread the word! As you introduce this product to friends and family, you'll be excited to spread the word. Taking care of your own wellbeing — and inspiring others to do the same, is one of the most rewarding ways to grow your business.

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

Experiences with Daily Wellness

We know countless amazing experiences have been shared with the LifeVantage products including Daily Wellness. We want to explore some common themes that are often mentioned when promoting Daily Wellness. In this section, we'll highlight the key areas people typically talk about, along with the points we need to avoid. Plus, 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: Cold, Flu, COVID, etc.

- **Avoid:** *"I used to get sick all the time, but since I started taking Daily Wellness, I feel amazing and haven't missed a single day! If you want to breeze through cold & flu season, you've got to check this out!"*
- **Compliant Alternative:** *"Since incorporating Daily Wellness into my routine, I've noticed that I don't feel as run down as I used to, and I can get more done day to day."*

Example 2: Allergies

- **Avoid:** *"I've always suffered with terrible seasonal allergies and avoided spending time outside. Now since taking Daily Wellness, I can finally enjoy the outdoors without*

sneezing all day!”

- **Compliant Alternative:** *“I love that I’ve found a product that I know I can trust giving me the support for my respiratory & sinus health.”*

Example 3: Implied Disease Claims

- **Avoid:** *“Before taking Daily Wellness my immune system was weak and I was always getting sick. I love that I can take this product, and I know I’m getting the daily immune support I need.”*
- **Compliant Alternative:** *“I love that Daily Wellness is a simple way that I can proactively support my everyday health!”*

Support Tools & Resources

These are just a few examples of the experiences people have shared as they’ve begun their activation journey. We know that many of you have incredible stories to share and can’t wait to get them out there! To help, here are some additional tools to keep in handy as you build your business and share your story.

- How to Tell Your Product Story Compliance Document ([Click Here](#))
- Activate Wellness Do’s & Don’ts list ([Click Here](#))
- Refer to the LifeVantage Website and use any of the approved claims that are listed for Daily Wellness:
 - ✓ Supports all 3 systems of the immune system: Barrier, innate, adaptive.
 - ✓ Assists your body’s response to everyday stresses.
 - ✓ Supports everyday health & wellbeing.

We encourage you to take advantage of these tools and resources as you share your experiences with our immune support products including Daily Wellness. Sharing your everyday health & well-being tools is what unites our LifeVantage community together. Our Compliance team is here to support you in sharing your genuine 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.