



Sharing Your Healthy Edge Story

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You already have a powerful story with Protandim Nrf2, activating your cells to create its own antioxidants and support your body age gracefully. The defense your body needs, naturally activating your cells to make antioxidants that protect them and keep them performing their best. Now introducing P84, the gut activator that regulates, repairs, and restores your gut health to bring back the balance your body craves. When paired together, you're giving yourself a way to get that edge on your day. The Healthy Edge Stack provides that defense and offense you need to take on your busy schedule so you can keep moving forward without slowing down.

As you start feeling clearer, more focused, and stronger, you'll naturally want to share the benefits of this dynamic duo with others who are ready to activate their cells and gut health and step into a refreshed version of themselves. As you introduce this Stack to family and friends, you'll be excited to share your personal story and the results you're feeling. Taking control of your own health from the inside out, and inspiring others to do the same is one of the most powerful tools 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 P84, Protandim Nrf2, or Healthy Edge Stack story.
- Focus on how you feel today since starting your activation journey, rather than any past struggles.

Experiences with the Healthy Edge Stack

We know there are so many wonderful stories that have been shared about the products in the Healthy Edge Stack. To help guide how you talk about them, we're going to take a look at some common themes that are often shared. In this section, we'll walk through the key areas we'll want to steer clear of, and some helpful alternatives you can use to share your experiences in a real, relatable, and compliant way:

Example 1: Unhealthy Gut Microbiome

- **Avoid:** *"Did you know that having an unhealthy gut microbiome increases your risk of obesity, cancer, and depression? I love that I have the Healthy Edge Stack so I can support a healthy microbiome."*
- **Compliant Alternative:** *"I've been feeling really sluggish, had no motivation, and I get overwhelmed way too easily. Since starting the Healthy Edge Stack I have steady energy and I'm more focused all day."*

Example 2: Implied Disease Claims

- **Avoid:** *"Did you know oxidative stress can lead to different diseases like cancer and Alzheimer's disease? I love that Protandim Nrf 2 helps reduce oxidative stress by 40% in just 30 days."*
- **Compliant Alternative:** *"Did you know that oxidative stress occurs as you age, I love that Protandim Nrf 2 is proven to reduce oxidative stress by 40% in just 30 days."*

Example 3: Replace Medications

- **Avoid:** *“Since starting the Healthy Edge Stack my gut health feels incredible, I’m now off 3 of my prescription medications!”*
- **Compliant Alternative:** *“Since starting the Healthy Edge Stack my gut health feels incredible. I feel like I can get more things done throughout the day and don’t feel as sluggish in the afternoon.”*

Support Tools & Resources

These are just a few examples of what people have experienced by activating their cells and gut health. 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.

- Intelligent Aging Do’s & Don’ts ([Click Here](#))
- Refer to the LifeVantage Website and use any of the approved claims that are listed for the Healthy Edge Stack:

Protandim Nrf2

- ✓ Reduces oxidative stress by 40% in just 30 days.
- ✓ Supports the body’s natural ability to repair and rejuvenate its own cells.

P84

- ✓ Supports proper digestion, nutrient absorption and immune health.
- ✓ Supports microbiome health, diversity and growth of beneficial bacteria.

We invite you to use these tools and resources as you talk about your experiences with the Healthy Edge Stack. Sharing your health journey and enthusiasm you have for the LifeVantage products is what brings our community together. Our Compliance team is here to help you share your authentic story while protecting LifeVantage and your business! If you have any questions or need a little guidance, feel free to reach out to us at compliance@lifevantage.com.