



## Introduction to Sharing Your Product Story

### Introduction to Sharing Your Product Story

Your LifeVantage journey begins with the products, how they fit into your daily routine and how you feel after making them part of your wellness lifestyle. As you activate your cells, you may notice yourself feeling healthier, stronger, and more in control of your overall well-being. When you start sharing your personal product experience, it's natural that others will become curious.

As you introduce LifeVantage activators to new people or share your personal journey, it's important to follow the guidelines set by organizations like the FDA and FTC. Doing so helps protect both LifeVantage and your business.

Let's take a closer look at the must-know guidelines for sharing LifeVantage products the right way:

### **Diseases Claims**

Many of our products are classified as dietary supplements, which means there are a few important things to keep in mind when sharing their many amazing benefits. When promoting LifeVantage products, avoid making claims that suggest they help prevent, treat, cure, or heal any medical condition, disease, or symptoms. Statements like these are considered drug claims and aren't allowed to be used when promoting the products. These guidelines are in place to protect consumers from being misled by unsafe or unproven claims.

### **Share How You Feel Now**

When sharing your experience, focus on how you feel today. How has your daily routine, personal experiences, feelings, and overall sense of wellbeing improved? The FDA allows stories that describe general wellness, lifestyle support, and how a product fits into everyday life. Examples of this could look like increased energy, focus, better mood, confidence, motivation, and so much more!

### **Sharing Studies**

One of the things that makes LifeVantage products so powerful is the scientific research and studies behind them. These resources are great educational tools to use, it's important to be mindful of how they're shared. Research related to the product cannot be used to link, quote, or imply the LifeVantage products address medical conditions or make drug claims.

### **Market Specific Claims**

Each country registers and classifies products differently based on local market requirements. It's important to follow your country's specific laws and guidelines when promoting LifeVantage products. Be sure to visit the LifeVantage website and use only the claims that have been approved for your specific market.

We know many people experience incredible health transformations, and keeping track of all the guidelines can feel overwhelming at times. You're not alone in this, the Compliance team is here to support you every step of the way. Helping you share your story in a way that's authentic to your experience while also keeping you, your business, and LifeVantage compliant and safe. Please refer to the [Training Hub](#) under the Compliance section for more product specific tools and resources.

If you ever have questions or need guidance, please reach out to the Compliance team at [compliance@lifevantage.com](mailto:compliance@lifevantage.com).