

Compliance Guidelines

Protect Yourself and the Company

The FTC and FDA require that all product claims be truthful, not misleading, and supported by evidence. This means you must use compliant language when talking about our products.

The Golden Rule

When discussing products, talk about how they support the normal structure or function of the body — never claim they treat, cure, or prevent diseases.

DOs (Safe Language)

Use words like: supports, helps maintain, promotes, contributes to, helps with, assists in.

Focus on general wellness: energy, vitality, healthy skin, brain function, heart health, immune support, joint comfort, cellular health.

Say:

- “This product helps support healthy immune function.”
- “It promotes overall wellness and vitality.”
- “Studies suggest that ingredients like [X] may support brain and heart health.”

Share your personal experience carefully: focus on how you felt (“I feel more energetic”), not on medical outcomes (“It lowered my blood pressure”).

Always include the disclaimer: “These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.”

DON'Ts (Risky Language)

Don't use words like: cures, prevents, treats, heals, eliminates, reverses.

Don't claim effects on diseases or conditions: diabetes, cancer, heart disease, Alzheimer's, arthritis, etc.

Don't say or imply medical outcomes: “This product got rid of my migraines” or “It healed my eczema.”

Don't exaggerate: avoid “proven,” “guaranteed,” “miracle,” or “100% effective.”

Quick Test Before You Share

- Am I talking about wellness support or am I implying disease treatment?
- Could a customer reasonably think I'm promising a medical cure?
- Did I include the FDA disclaimer?
- If in doubt → leave it out.