



# PRODUCT CLAIMS AND DISCLOSURE GUIDANCE FOR ISAGENIX BRAND PARTNERS<sup>1</sup>

Thank you for your enthusiasm for Isagenix products and your desire to share them with others!

We are providing this guidance to help you present a clear and compliant message. Please carefully review this information and make sure you understand it.

It is most important to remember that anything you say about Isagenix products must be truthful, not misleading, and supported by adequate evidence.

## WHAT TYPES OF CLAIMS CAN I MAKE?

We recommend you use claims found in Isagenix marketing materials, including the readily available social content library that has been specially prepared for social media use. You may also refer to the Isagenix website, catalogs, and product labels for content.

## MAY I CREATE MY OWN CONTENT?

Yes. You may create your own content, particularly to incorporate your style and personal branding. Make sure to keep this content consistent with approved claims found in Isagenix marketing materials.

## WHAT TYPES OF CLAIMS SHOULD I AVOID?

Please don't:

- make any false, misleading, or deceptive representations
- state or imply that products treat, cure or prevent any disease (or that a product helped your own or another person's ailment)
- suggest that any person stop following their doctor's advice or stop taking prescribed medications
- exaggerate or set unreasonable expectations
- recommend Isagenix products for children under 12, pregnant women, or persons suffering from any disease or illness.
- guarantee results (you may reference Isagenix's satisfaction guarantee)

## MAY I PROVIDE MY PERSONAL TESTIMONIAL/ENDORSEMENT OF A PRODUCT?

Yes, but only if you have used the product and your statement is true and consistent with Isagenix marketing materials.

*Example: "I love Isagenix's Celletoi skincare line! My skin looks and feels amazing!  
Click the link to get yours! As an Isagenix Brand Partner, I earn from qualifying purchases."*

## WHAT IF I HAVEN'T USED A PRODUCT?

If you have not used a product, you still may advertise it and cite qualities of the product, but you may not say or imply that you have used the product.

*Example: "Isagenix has a luxury skincare line called Celletoi! It reduces the appearance of fine lines and wrinkles and I can't wait to try it! Let's do it together. I get commissions for purchases made through links in this post."*

*Example: "Isagenix launched Recharge NAD, a new supplement that supports healthy aging. I can't wait to get started with it! Join me! Isagenix Brand Partner."*

## DO I NEED TO PROVIDE ADDITIONAL INFORMATION WHEN TALKING ABOUT WEIGHT LOSS?

Yes. When making weight loss claims, you will need to provide typical results; and remember to keep the claim reasonable.

- The typical weight loss a person can expect when following the Isagenix system is 2 pounds per week. This should be disclosed. *Example: "I needed to lose 15 pounds for my friend's wedding. Thanks, Isagenix, for the help! Typical loss: 2lbs/week. #Ad."*

## DO I NEED TO DISCLOSE MY CONNECTION WITH ISAGENIX WHEN POSTING?

Yes. When promoting Isagenix products, your message must make it clear that you have a connection with Isagenix.

*Examples:<sup>2</sup>*

- “As an Isagenix Brand Partner, I earn from qualifying purchases”
- “I get commissions for purchases made through links in this post”
- “Isagenix Brand Partner”
- “Advertisement” or “Ad”

Don't use vague or confusing terms like “sp,” “spon,” or “collab,” or stand-alone terms like “thanks” or “ambassador,” and avoid other abbreviations and shorthand when possible.

Each country will have its own requirements for disclosures and you will need to comply with the laws of the country where you are promoting products.

## HOW/WHERE SHOULD THE RELATIONSHIP DISCLOSURE APPEAR?

- Make sure people will see and understand the disclosure and that they have enough time to notice and read it. Place it so it's hard to miss.
- The disclosure should be placed with the message itself. (Make sure the disclosures travel with the endorsement. For example, make sure the disclosure will appear with a TikTok video if it is posted to other platforms.)
- If your endorsement is in a picture on a platform like Snapchat or Instagram Stories, superimpose the disclosure over the picture.
- If making an endorsement in a video, the disclosure should be in the video and not just in the description uploaded with the video. Viewers are more likely to notice disclosures made in both audio and video.
- Don't mix your disclosure into a group of hashtags or links.
- Consumers should be able to notice the disclosure easily and not have to hunt for it.

## MAY I COMPARE ISAGENIX PRODUCTS TO COMPETITORS?

Unless found in official Isagenix marketing materials, you should avoid competitor comparisons. Focus on the positive benefits of Isagenix products rather than comparing competitors or their products. And please do not malign or denigrate other products.

## ARE THERE OTHER ACTIVITIES I SHOULD AVOID?

You are not to engage in or promote any prohibited activity, which means any activity that involves, facilitates, advocates or promotes any of the following:

- a. discrimination on the basis of race, ethnicity, gender, religion, sexual orientation, age, national origin or disability;
- b. libelous, defamatory, obscene, pornographic, sexually explicit or abusive activities;
- c. gambling or illegal substances;
- d. sedition or illegal activities;
- e. false or misleading advertising; or
- f. a conflict or violation of any law, rule, regulation or any intellectual property or other rights of any person, party or entity.

You may not post any content that is prohibited by Isagenix or infringes on any person's Intellectual Property Rights.

Please refer to the *Acceptable Use Policy*, found at the end of the Brand Partner Agreement Terms and Conditions, for additional information.

## CAN ISAGENIX REQUIRE ME TO REMOVE A POST?

Yes. If Isagenix finds a post or content that is inconsistent with these guidelines or that violates the terms and conditions of the Brand Partner Agreement, Isagenix may require you to remove the post and offending content.

## ADDITIONAL INFORMATION AND RESOURCES

Online promotional and disclosure rules for markets outside the U.S. Please follow when promoting to these markets, regardless of where you are located:

### UNITED STATES/PUERTO RICO

Refer to: FTC Guides Concerning Use Of Endorsements And Testimonials In Advertising available at:

<https://www.ecfr.gov/current/title-16/chapter-I/subchapter-B/part-255>. Also, refer to: <https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers> and <https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>.

NOTE: If you are a medical care provider or expert, please review Section § 255.3 (Expert endorsements) of the *FTC Guides Concerning Use of Endorsements and Testimonials in Advertising* for specific rules and information.

### CANADA

Refer to: Ad Standards Canada's Canadian Code of Advertising Standards, available at:

<https://adstandards.ca/code/the-code-online/>.

### EUROPE

Refer to: Influencers: obligations and responsibilities in Europe, available at:

<https://www.europe-consommateurs.eu/en/shopping-internet/influencers.html>.

### UNITED KINGDOM

Refer to: The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing, available at:

<https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>.

### AUSTRALIA/NEW ZEALAND

Some unique rules apply to Australia. Please take special notice of these:

- a. Do not make any statement or claim that products are (i) therapeutic goods or have a therapeutic use; (ii) treat, cure or prevent any disease, ailment, defect or injury; (iii) influence, inhibit or modify a physiological process in persons; or (iv) can be used in or in connection with testing the susceptibility of persons to a disease or ailment.
- b. Do not provide any personal testimonial in respect of any Isagenix product which has been entered in the Australian Register of Therapeutic Goods ("ARTG"). If a testimonial is provided by an immediate family member, the testimonial must disclose that they are your immediate family member.
- c. Do not endorse any Isagenix product which has been entered on the ARTG if you:
  - are a current or former health professional, health practitioner or medical researcher; or
  - represent yourself as being qualified or trained to diagnose, treat or prevent disease, ailment, defects or injuries.
- d. Comply with:
  - Australia: the Australian Consumer Law, advertising requirements under the Therapeutic Goods Act 1989, the Therapeutic Goods Advertising Code 2021, Australian Association of National Advertisers (AANA) Code of Ethics, the Australian Influencer Marketing Council Code of Practice, and the Fair Trading Act 1987 (NSW); and
  - New Zealand: the Fair Trading Act 1986 and the Advertising Standards Authority Codes of Conduct.
- e. Australia References: <https://www.aimco.org.au/best-practice>
- f. New Zealand References: <https://www.asa.co.nz/codes/codes/advertising-standards-code/> and <http://www.asa.co.nz/wp-content/uploads/2020/08/Influencer-AdHelp-Information-September-2020.pdf>

These rules are not comprehensive or all inclusive. Please refer to and comply with applicable laws of the country where you live and where you are promoting products.

## COMMUNITY STANDARDS FROM SOCIAL NETWORKS

Facebook: <https://www.facebook.com/communitystandards>

Instagram: <https://help.instagram.com/477434105621119>

Pinterest: <https://policy.pinterest.com/en/community-guidelines>

Twitter: <https://help.twitter.com/en/rules-and-policies>

YouTube: <https://www.youtube.com/yt/about/policies/#community-guidelines>

LinkedIn: <https://www.linkedin.com/legal/user-agreement>

## SOME BEST PRACTICES FOR SOCIAL MEDIA BUSINESS ACCOUNTS

- **Be sincere:** Foster meaningful and genuine interactions.
- **Think twice before posting:** Privacy does not exist in the world of social media. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it to a member of the media, think twice about posting.
- **Add value:** People produce a lot of spam. Make your post valuable by providing helpful and thought-provoking content. Engage with your followers and cite from others content that helps build on the conversation.
- **Be honest:** honesty is the best policy when it comes to social media. Always be honest about your successes and create a trusting relationship with your audience.
- **Be respectful:** Once you post something, you are inviting a discussion. This can encourage both positive and negative comments. Use tact in your responses, carefully considering how they will reflect on you and your business.
- **Avoid politically charged posts:** These can be lightning rods for others and possibly alienate potential customers.
- **Copyright and fair use:** When posting, be mindful of copyright, trademarks, rights of publicity, and other third-party rights. Share only photos and videos that you've taken or have the right to share.
- **Don't impersonate:** don't create accounts that impersonate or misrepresent an affiliation with any person or organization.
- **Use valuable links:** Don't link to websites that are unsafe, deceptive, untrustworthy, unoriginal, or that facilitate or encourage spam. Websites should have original content that adds unique value for other users.
- **Stay relevant:** Make sure you're posting relevant content to social media accounts. Keep the content of your posts high-quality and avoid spammy behavior.

<sup>1</sup> This guidance is not all inclusive and not intended as legal advice. Brand Partners are ultimately responsible for statements they make concerning Isagenix and its products and for compliance with applicable laws.

<sup>2</sup> These examples are generally appropriate for US. Other countries' requirements may vary. Please see Additional Information and Resources located at the end of this guidance.