

Do's & Don'ts

DON'T SAY VS. OK TO SAY

WORDS & PHRASES TO REFRAIN FROM USING

SOMETHING TO USE INSTEAD

HELPS WITH DEPRESSION



Helps promote relaxation

HELPS WITH ANXIETY



Supports the body's response to stress
Support for restlessness and/or nervousness

HELPS WITH BLOOD PRESSURE



May promote healthy blood pressure levels

HEALS STOMACH/PREVENTS CONSTIPATION



Promotes healthy digestive function

STRENGTHENS IMMUNE SYSTEM



Supports healthy immune function

CONTROLS BLOOD SUGAR/INSULIN



Supports healthy blood sugar/insulin response

TREATS/PREVENTS INFLAMMATION



Supports the body's inflammatory response

REDUCES OR IMPROVES JOINT MOBILITY



May reduce muscle aches following exercise

TREATS OR RELIEVES ASTHMA



Promotes healthy respiratory function

TREATS MEMORY LOSS



Promotes healthy cognitive function

YOU'RE GUARANTEED TO LOSE WEIGHT



Supports your weight loss efforts

TREATS INSOMNIA



Support for a healthy night's sleep
Helps to reduce tiredness/fatigue

LOOK 10 YEARS YOUNGER IN 30 DAYS



Promotes a youthful appearance

Do's & Don'ts

DON'T SAY VS. OK TO SAY

What You Can't Say:

Disease Treatment Claims: You cannot claim that a dietary supplement can diagnose, treat, cure, or prevent a specific disease. Such claims are considered drug claims and require approval from the FDA.

False or Misleading Claims: It's prohibited to make false or misleading claims about the efficacy or safety of a dietary supplement.

Some examples of "Don'ts"

*Cures cancer

*I was able to take myself off my blood pressure medication

*I am cured

*This product is a miracle

*I have lost 100 pounds and did not change a thing in my life (you have to disclose that you used Beneve's product(s) in conjunction with a healthy diet and/or exercise program)

*This product cured my diabetes and I no longer have to take medication

Testimonials

When sharing your testimonial, here are some key points to keep in mind. Some of you have asked, "If my testimonial is truthful, why can I not share all the details and experiences?" We also need to be sure that we add the disclaimer: Results may Vary. It is critical that we understand that each person's experience may be slightly or drastically different. We also do not want any consumer making critical medical or lifestyle decisions based on your testimonial alone.

When using testimonials for dietary supplements, it's essential to ensure compliance with regulatory guidelines to maintain transparency and accuracy in advertising. Here are some guidelines to consider:

1. Truthfulness and Substantiation:

- Testimonials must be truthful and based on actual experiences of customers.

Claims made in testimonials should be substantiated by reliable evidence or data.

2. Non-Misleading:

- Testimonials should not be misleading or imply outcomes that are not typical or achievable for the average person.
- Avoid using testimonials that exaggerate the benefits of the product beyond what scientific evidence supports.

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3. Balance of Positive and Negative:

If presenting testimonials, ensure a balanced representation of both positive and negative experiences, if applicable.

4. Disclosure of Material Connections:

You want to be sure that you do not represent that you are a company representative or employee of Beneve. Your experience must be independent and it must be clearly stated that it is your own personal experiences.

5. Avoiding Health Claims:

Testimonials should not make claims about diagnosing, treating, curing, or preventing any disease or medical condition.

Ensure that testimonials focus on general experiences with the product rather than specific health outcomes.

6. Clear Identification:

Clearly identify testimonials as such, distinguishing them from other forms of advertising or product claims.

Avoid presenting testimonials in a way that could be confused with expert endorsements or medical advice.

7. Regulatory Compliance:

Ensure that testimonials comply with relevant regulatory requirements, such as those set forth by the Food and Drug Administration (FDA) in the United States or similar regulatory bodies in other jurisdictions.

8. Privacy Protection:

Beneve will obtain consent from influencers before using their testimonials (testimonial release form), and respect their privacy rights by avoiding the use of identifying information without permission.

By adhering to these guidelines, you can effectively incorporate testimonials into your marketing efforts for the dietary supplement you wish to promote, while maintaining compliance with regulatory standards and promoting consumer trust.

Some of you have recently focused your social media posts on Cortisol. To help clarify and avoid confusion, here is an example to offer some insight on claims and what is acceptable within our industry with reference to Cortisol:

When discussing a dietary supplement and its potential effects on cortisol levels, it's important to adhere to regulatory guidelines and avoid making specific claims that suggest the supplement can "fix" or directly manipulate cortisol levels. Here's how you can frame it

Do's & Don'ts

DON'T SAY

Directly Fixing Cortisol Levels: Avoid claiming that the supplement can directly "fix" or manipulate cortisol levels, as this implies a specific medical effect that may not be supported by regulatory standards.

Disease Treatment Claims: Refrain from suggesting that the supplement can diagnose, treat, cure, or prevent any disease, including conditions related to cortisol imbalance.

Exaggerated Claims: Steer clear of exaggerated or unsubstantiated claims about the supplement's efficacy in managing stress or cortisol levels .

By framing your messaging around supporting stress management and promoting overall well-being rather than making specific claims about cortisol levels, you can maintain compliance with regulatory guidelines while still effectively communicating the potential benefits of your dietary supplement.

OK TO SAY

General Support: "Our dietary supplement(product) is formulated with ingredients known to support overall stress management and promote a balanced stress response."

Stress Management: "Research suggests that certain nutrients in our supplement may help support healthy stress levels and promote relaxation."

Support for Adrenal Health: "Our supplement includes ingredients that may support adrenal health, which is closely linked to the body's stress response system."

Promoting Balance: "By providing essential nutrients, our supplement aims to promote balance within the body's natural stress response mechanisms."

Influencer Testimonials: "Many of our influencers have reported feeling more balanced and better able to cope with daily stressors after incorporating our supplement into their wellness routines." You could frame this as many of my "customers" when you are posting about your own personal business and opportunity.