



# How to Make Compliant Earnings Claims

Earnings claims are statements or representations about actual or potential sales, earnings, or income, including hypotheticals, testimonials, and depictions of certain lifestyles. Statements can be expressed or implied through pictures, videos, or descriptions of a standard of living.

## Basic Rules for Earnings Claims

EARNINGS CLAIMS MUST BE:

- ✓ Truthful    ✓ Not Misleading

Ask yourself:

1. *Is my statement truthful?* If not, don't make the statement.
2. *Would your statement mislead your audience about typical Isagenix Associate earnings?* If so, either avoid the statement or add a disclaimer to clarify.

### ! TIP

Consider not only the words but also the images and context you're using to understand the overall message of your claim and the net impression being conveyed.

#### For example

When reviewing a social media post, look at your claims, images, and language (e.g., hashtags) being used in it and your other posts to understand what a reasonable person might infer.

## What Can I Say?

Crafting a compliant earnings claim involves choosing accurate and truthful language while avoiding misleading terms and phrases.



Find more examples and guidance on our [compliance website](#).

The following is a non-exhaustive list of examples, including but not limited to:

PREFERRED LANGUAGE		LANGUAGE TO AVOID	
CONCEPTS	WORDS/PHRASES	CONCEPTS	WORDS/PHRASES
<ul style="list-style-type: none"> <li>✓ Share your Why</li> <li>✓ Talk about your love for the products and sharing with others</li> <li>✓ Discuss the work it takes to be successful</li> <li>✓ Talk about the Isagenix community</li> <li>✓ Describe the Isagenix opportunity as a modest, supplemental income</li> <li>✓ Describe realistic and achievable earnings opportunities via the Compensation Plan</li> </ul>	<ul style="list-style-type: none"> <li>✓ Legacy Club</li> <li>✓ Supplemental income</li> <li>✓ Leveraged income</li> <li>✓ Additional income</li> <li>✓ A little extra income</li> <li>✓ Financial flexibility</li> <li>✓ Time flexibility</li> <li>✓ Flexible schedule</li> <li>✓ Entrepreneurial lifestyle</li> <li>✓ Earn better</li> <li>✓ Work together</li> </ul>	<ul style="list-style-type: none"> <li>✗ Don't embellish or exaggerate</li> <li>✗ Get rich quick</li> <li>✗ Encourage retirement or quitting school to pursue Isagenix</li> <li>✗ Describe Isagenix as easy</li> <li>✗ Don't use pictures of cars, yachts, expensive homes, or lavish trips</li> <li>✗ Don't guarantee a level of income</li> <li>✗ Don't exploit hardships, like Covid-19 or job loss, to promote the Isagenix opportunity</li> </ul>	<ul style="list-style-type: none"> <li>✗ Full-time income</li> <li>✗ Six-figure income</li> <li>✗ Residual income</li> <li>✗ Passive income</li> <li>✗ Quit-your-job</li> <li>✗ Retire early</li> <li>✗ Retire your spouse</li> <li>✗ Freedom</li> <li>✗ Time freedom</li> <li>✗ Financial freedom</li> <li>✗ Unlimited income (No limit, limitless)</li> <li>✗ Give yourself a raise</li> <li>✗ Millionaire or millions</li> <li>✗ Income producing asset</li> <li>✗ Dollar amounts</li> </ul>

## Do I Need a Disclaimer?

If you make an earnings claim, you must include a disclaimer to ensure your audience has all material information to decide whether to pursue the Isagenix opportunity. A good disclaimer gives your audience all the information they need to make an informed decision.

*Isagenix does not guarantee any level of income for any Associate. The earning potential with Isagenix depends on many factors, including an individual Associate's business, social, and sales skills; hard work; availability of time and financial resources; and access to a large network of contacts, as well as market forces beyond the Associate's and/or Isagenix's control. In 2023, the average earnings of all U.S. Isagenix Associates, active and inactive, was US\$787 before expenses. For more information, visit [IsagenixEarnings.com](#).*

### ! NOTE

Some earnings claims are too extravagant to make, even with a disclaimer. These are claims that imply an Associate will get rich quick, live a lavish lifestyle, replace a full-time income, or achieve financial freedom.



[IsagenixEarnings.com](#) offers an Earnings Disclosure Statement to help you provide complete and fair information to prospective Associates.

