



# How to Make Compliant Product Claims

You love our products and want to tell the world about them. That's great! We're here to help, but there are some important things you need to know first.

Isagenix manufactures food products and supplements. Under law, it's prohibited to claim these products can be used to treat, diagnose, or cure any disease or illness, even if it's true for you.

## Basic Product Claim Requirements

- ✓ Any statement you make about Isagenix products must be truthful and not misleading.
- ✓ You must have adequate “substantiation” or proof to support your claim.
- ✓ You cannot make any claim related to treating, diagnosing, or curing a disease or illness.
- ✓ You must include a disclaimer verbatim for supplement products.

## Breaking it Down

<b>YOUR CLAIM IS TRUTHFUL IF:</b>	<ul style="list-style-type: none"> <li>✓ You or someone you know has experienced the result you are claiming others can achieve.</li> <li>✓ The Isagenix product website makes the claim.</li> </ul>	<p><b>! PRO TIP:</b> Don't embellish your experience or modify a review from another person. We stand by our truthful results, and you can too!</p>
<b>YOUR CLAIM HAS SUBSTANTIATION IF:</b>	<ul style="list-style-type: none"> <li>✓ The claim you are making is proven in Isagenix's research studies or in general scientific research.</li> </ul>	<p><b>! PRO TIP:</b> Stick to the language Isagenix uses on its website and product labels. We've already done the work to make sure our claims are supported by our science team.</p>
<b>YOUR CLAIM IS COMPLIANT IF:</b>	<ul style="list-style-type: none"> <li>✓ It doesn't mention a disease or illness, like diabetes, heart disease, or the common cold.</li> <li>✓ It doesn't mention specific disease symptoms, such as insulin dependence, which can be treated as an implied disease claim.</li> </ul>	<p><b>! PRO TIP:</b> You should only make claims about how products support the normal and healthy function of a person's body and avoid any language that implies a disease or illness.</p>
<b>YOUR CLAIM NEEDS A DISCLAIMER IF:</b>	<ul style="list-style-type: none"> <li>✓ It describes how a product supports the healthy structure or function of the body.</li> </ul>	<p><b>! PRO TIP:</b> Include a disclaimer anytime you make a claim about a product.</p> <p><i>The products discussed are not intended to diagnose, treat, cure, or prevent any disease.</i></p>



There are numerous product research studies available at [IsagenixHealth.net](https://www.isagenixhealth.net).

## Compliant and Non-compliant Product Claim Examples

PRODUCT	COMPLIANT	NON-COMPLIANT
IsaLean® Shakes	<ul style="list-style-type: none"> <li>✓ Tastes great, with 24 grams of high-quality protein</li> <li>✓ Helps build lean muscle and supports metabolism</li> </ul>	<ul style="list-style-type: none"> <li>✗ Replace all your meals with our protein shake for guaranteed health and vitality!</li> <li>✗ Drink our protein shake and lose 10 pounds in a week!</li> </ul>
Collagen Elixir™	<ul style="list-style-type: none"> <li>✓ Helps reduce the appearance of fine lines and wrinkles<sup>†</sup></li> <li>✓ Improved the elasticity of my skin<sup>†</sup></li> <li>✓ I look more youthful<sup>†</sup></li> </ul>	<ul style="list-style-type: none"> <li>✗ All my wrinkles disappeared within one week!</li> <li>✗ Take our collagen and say goodbye to joint pain forever!</li> <li>✗ After taking collagen, my eczema is cured!</li> </ul>
SuperMix™	<ul style="list-style-type: none"> <li>✓ Packed with moringa to support healthy body function.</li> <li>✓ Daily dose of moringa; just add water and enjoy.</li> <li>✓ Supports wellbeing with moringa's essential nutrients.</li> </ul>	<ul style="list-style-type: none"> <li>✗ This is a miracle drink that heals all ailments.</li> <li>✗ It's cured my diabetes</li> <li>✗ Drinking SuperMix daily makes me completely immune to illnesses</li> </ul>

