



**COMPLIANT**

# *Income & Lifestyle Claims*

**When promoting the Amare Business Opportunity, it's critical that all Brand Partners follow the guidelines outlined in this document to protect yourself and Amare Global.**

It is misleading for a direct selling company and/or its salesforce members to make any earnings claims unless the company or salesforce members:

- have a reasonable basis for its claim at the time the claim is made
- have documentation that substantiates the claim at the time the claim is made.

**When making income claims when posting or speaking about your Amare business, you must include the income disclosure statement in your post and provide a link to the complete summary (provided below).**

## **Income Disclosure Statement**

*Generating meaningful compensation as a Brand Partner requires considerable time, effort, and commitment. This is not a get rich quick program, there are no guarantees of financial success and results will vary widely among participants.*

*A complete summary of earning at each level in the Sales Performance Plan can be found at: (insert link)*



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# Income & Lifestyle Claims

**Even when including the income disclosure statement, the following terms, and terms with similar meaning, may not be used in relation to the income opportunity:**

- passive income
- residual income
- replacement income
- financial freedom
- time freedom
- recurring income
- unlimited income potential
- part-time or full-time income
- guaranteed income
- quit your job
- set for life
- make more money than you ever imagined



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# Income & Lifestyle Claims

## What should I say when talking or posting about the Amare Business Opportunity, Lifestyle, or Compensation Plan?

### Do:

- Include your name and disclose you are an Independent Brand Partner with Amare Global
- Include the Income Disclosure Statement in connection with meeting presentations, social media posts, written materials, and any other place where earnings are discussed or presented
- Explain that compensation earned does not represent profit. Brand Partners may incur expenses in the promotion of their business
- Provide the company's most current Income Disclosure Statement found in your back office
- Comply with all the requirements in the Policy Manual
- Be on point and concise
- Emphasize the importance of developing customers and selling products to create a healthy business.





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# Income & Lifestyle Claims

## What should I not say when talking or posting about the Amare Business Opportunity, Lifestyle or Compensation Plan?

### Don't:

- Make untrue or misleading statements
- Make any claims regarding the amount of time required to reach specific ranks or compensation levels
- Provide actual or facsimile checks, including screenshots of earnings or statements
- Make representations or claims regarding total sales revenue and/or gross sales for you or those in your upline or downline
- Offer or imply any guarantee of success or income, including guarantees related to following a system
- Use images of yachts, private planes or jets, high-end luxury cars, homes, or similar items to make or imply claims
- Make claims or imply that the opportunity can help pay for things like groceries, children's activities, medical expenses, car and house payments, or childcare
- Make representations or claims regarding total sales revenue and/or gross sales for you or those in your upline or downline
- Reshare, retweet, or "like " posts inconsistent with these guidelines
- Encourage others to quit jobs or school, take out loans, or incur debt