

## Guidelines for talking about Amare Products

All of our products have clinically substantiated benefits and legal requirements that govern allowable claims. These regulations limit claims to those that are consistent with our substantiation AND that most consumers would experience.

Amare conducts scientific clinical research to substantiate our products. In a regulated industry it is important to only make claims that are legal and that we can prove. When talking about Amare Products, follow these guidelines:

### Be Honest

- Claims must be complete, truthful, not misleading, and consistent with Amare's brand standards

### Follow the Company Product Claims

- All claims must be consistent with the applicable Amare Product Information Page (PIP), marketing and training guidelines that govern the product
- Amare products are not an alternative or substitute for prescribed medications.
- Even some truthful claims are not compliant if they are not typical or approved by the company.
- Even if true, a personal testimonial, product experience, or claim is not allowed if it is inconsistent with the applicable Amare marketing materials
- Product testimonials, even if true, must not claim that a product will diagnose, treat, cure, or prevent any disease or health condition

## Before & After Photos

Before and after photos are powerful tools that show the positive impact amare products can have for the typical consumer. However, they are considered “product performance claims” and, therefore, need to follow these guidelines:

- Photos must be accompanied by a caption that indicates what products you used, how long you used the products, how often you used the products, your name (first name and last initial is fine), and country.
- You must disclose that you are an Amare distributor if your intention is to publicize Amare products.

## Weight Loss Photos

In photos that show weight loss product results you should be a good example of Amare's brand, image, and high standards.

- You must be dressed modestly and appropriately for the type of product you are highlighting
- Women should wear tasteful swimsuits or workout clothing
- Men should wear workout clothing or swim trunks