

# SHARING YOUNG LIVING *the Right Way*

The U.S. and most other countries have regulations in place designed to protect consumers. Many of these specifically regulate how natural wellness companies like Young Living market themselves. These regulations help make sure that companies are making true, safe claims about their products.

To help protect you and us, here are some quick tips for getting the word out about Young Living products without putting yourself or Young Living at legal risk.

## THINGS TO AVOID

*Avoid making health-related claims about Young Living products that are misleading, not true, or can't be backed up by scientific studies.*

All product claims should be truthful, not misleading, and should be backed by scientific evidence.

*Never claim or suggest that our products can cure, alleviate, treat, prevent, or diagnose a disease, symptom, or injury.*

These types of claims are called "disease claims." Here are a few examples of conditions generally considered to be diseases: colds, flu, cancer, diabetes, arthritis, osteoporosis, heart attacks, HIV, high blood pressure, high cholesterol, allergies, tooth decay, impotence, seizures, asthma, attention deficit disorder, ulcers, burns, mild abrasions, bruises, scars, head lice, obesity, anxiety, and depression. Many, many others belong on this list, but there isn't enough space for all of them!

*No matter how much success you feel you've had with a Young Living product in helping your family fight disease, avoid claiming as much when you are sharing our products.*

Personal experiences do not replace scientific studies; and when you share your personal experiences in a business-building setting, no matter how remarkable, they may count as a disease claim.

*Avoid stating that our products can treat a disease, even if you don't actually name the disease. There are a lot of ways to imply that Young Living products can treat, cure, or prevent diseases. Each violates U.S. regulations.*

Regulators look at the objective intent of advertising statements when deciding whether a disease claim is implied. Below are a few impermissible implied disease claims, the disease implied by these claims, and related claims that you can make.

| Unacceptable Disease Claim                                      | Implied Disease        | Acceptable Claims                               |
|---|------------------------|---|
| Relieves crushing chest pain                                    | Angina or heart attack | Helps relax muscles                             |
| Heals stomach or duodenal lesions and bleeding                  | Ulcers                 | Helps with upset/sour stomach                   |
| Anticonvulsant  | Epilepsy               | Provides support for the nervous system         |
| Relief of bronchospasm  | Asthma                 | Supports healthy lung function                  |
| Helps alleviate the blues associated with emotion of despair    | Depression             | Helps alleviate occasional nervous irritability |
| Controls blood sugar in person with insufficient insulin        | Diabetes               | Maintains normal blood sugar levels             |
| Prevents wasting in persons with weakened immune systems        | AIDS                   | Supports the immune system                      |
| Improves joint mobility and reduces joint inflammation and pain | Rheumatoid arthritis   | Supports healthy joint and cartilage function   |
| Antibiotic  | Infections             | Aids a healthy immune system                    |

*Avoid claiming that Young Living products treat a symptom of a disease or a class of disease, even when talking in everyday terms (instead of technical terms).*

Here are a few examples:

| Unacceptable Implied Disease Claims                       | Why It Is an Unacceptable Claim   | Acceptable Claims  |
|---|---|--|
| Helps lower cholesterol OR Promotes cholesterol clearance | The lowering of cholesterol and cholesterol clearance are implied disease claims linked to treating elevated cholesterol.                         | Helps maintain cholesterol levels already in the normal range  |
| For joint pain  | Joint pain is widely recognized as being a characteristic of arthritis.   | Helps support cartilage and joint function OR Helps alleviate minor aches and pains associated with daily life |
| Maintains healthy lungs in smokers                        | Smokers are an at-risk population for lung cancer; therefore, the claim implies lung cancer prevention.   | Maintains healthy lung function OR Supports the lungs and sinuses  |
| Prevents bone fragility in post-menopausal women          | Implies prevention of osteoporosis  | Helps support healthy bone structure   |
| Prevents memory loss                                      | Refers to preventing Alzheimer's disease  | Reduces absentmindedness   |
| Aids in balancing blood sugar                             | Imbalanced blood sugar levels are widely known to be associated with diabetes. In this case, "balancing" would be understood to mean "improving." | Helps maintain blood sugar levels already in the normal range  |

*Some drug classes are so strongly associated with disease treatment or prevention that a statement that a product belongs to that class implies that the product will treat or prevent the same diseases that the class of drug does.*

Here are some examples:

| Unacceptable Product Classes      | Why It Is Unacceptable   |
|-----------------------------------|--|
| Antibiotics                       | Antibiotics are a commonly recognized class of prescription drugs.                                     |
| Analgesics                        | Analgesics are a commonly recognized class of over-the-counter drugs.                                  |
| Antiobesity products              | Obesity is considered a disease.   |
| Anti-inflammatory                 | Inflammation claims are closely associated with serious gastrointestinal diseases and other disorders. |
| General disease-prevention claims | Statements that a product prevents the onset of disease is a prevention claim and is impermissible.    |
| Antimicrobial                     | Antimicrobial and antiseptic refer to infectious disease-preventing products.                          |

However, here are some examples of acceptable product classes:

| Acceptable Product Classes | Why It Is Acceptable   |
|----------------------------|--|
| Laxatives                  | Laxative claims are appropriate if the claims are qualified to make it clear the product is intended only for occasional irregularity, not for chronic constipation. |
| Appetite Suppressants      | Appropriate for products intended for ordinary weight loss, not for the treatment of obesity, which is considered a disease.   |
| Tonics                     | Tonics are anything that refreshes the body and/or mind, not specifically treating or preventing any condition.  |
| Antispasmodics             | An antispasmodic is not closely associated with treatment or prevention of gastrointestinal disease.   |

*Avoid stating or suggesting that a product can replace prescriptions or over-the-counter drugs or that the product is a class of drug.*

Here are some examples:

| Unacceptable Drug Replacement Claims  | Why It is Unacceptable  | Acceptable claim  |
|---|---|---|
| Natural Prozac  | Claims that a supplement is a replacement for a drug that treats depression   | Helps promote emotional well-being<br>OR Helps alleviate the occasional blue feeling everyone experiences from time to time |
| Herbal Viagra   | Claims that product will treat erectile dysfunction   | Supports male sexual performance OR Promotes sexual vigor and performance   |
| Replace your prescription medications with Product X OR Medicine cabinet makeover-type claims | These claims suggest that these products can replace over-the-counter or prescription drugs, which are known to treat diseases. | Product X supports wellness, and may have many health benefits.   |
| Contains compound Y, formerly only available as a prescription drug                           | An ingredient that has been regulated as a drug and is well known to consumers for its use in preventing or treating a disease  |   |

*Avoid stating that our products can support or supplement a therapy or treatment.*

Do not suggest that a product is useful as a companion to regular drug therapy or that it prevents or treats adverse events associated with a disease if the adverse events are also disease conditions. Here are some examples.

| Unacceptable Drug Therapy Claims  | Why It Is Unacceptable   | Acceptable Claims  |
|---|--|--|
| Use as a part of your diet when taking insulin to help maintain healthy blood sugar levels. | The reference to insulin implies that the supplement is intended to assist in the treatment of diabetes.   | Can be used as a part of your healthy diet to help maintain a healthy blood sugar level. |
| Helps stimulate the immune system when undergoing chemotherapy.                             | The reference to chemotherapy suggests that this product is intended to assist in the treatment of cancer.   | Helps alleviate nausea   |
| Helps persons on antibiotics maintain healthy intestinal flora.                             | This is an implied infection disease claim. Some antibiotics put the patient at risk of developing overgrowth pathogenic organisms in the gut because antibiotics can suppress normal intestinal flora that can prevent infection. | Helps maintain healthy intestinal flora  |

*You may have noticed a disclaimer in some of our labels and materials. Don't confuse this disclaimer for a trump card. Even if you communicate this statement to others, unsubstantiated claims about our products are still not legal.*

**\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

This language is used to indicate that a structure-function claim is made in product advertising. It does not provide legal protection when making disease claims. Look for more information about structure-function claims in the next section.

## THINGS YOU CAN SAY

*While it isn't okay to claim that a Young Living product can cure, treat, diagnose, or prevent a disease without the proper scientific studies, it is okay to state that our dietary supplements can play a role in supporting, affecting, and maintaining overall wellness and specific body structures and functions.*

This type of claim is called a structure-function claim and can be used when talking about Young Living's dietary supplements. Not sure what counts as a dietary supplement? They will always have the word "supplement" printed right on the front of the label.

This table gives examples of unacceptable disease claims and alternative structure-function claims. These alternatives are safe to use, as long as they are used in a manner that is truthful, not misleading, and substantiated. Remember that the Acceptable Claims listed in the prior sections are generally structure-function claims.

| Unacceptable Claim                                 | Acceptable Structure-Function Claim   |
|--|---|
| Prevents the common cold                           | Supports the immune system  |
| Product X may reduce the risk of disease           | Product X may supply a variety of health benefits                               |
| Prevents common health issues                      | Protects the body and contributes to better health                              |
| Eliminates liver spots                             | Slows signs of aging on the skin, such as liver spots                           |
| Prevents irregular heartbeats                      | Supports heart muscle function  |
| Dissolves gallstones                               | Supports digestive function, especially of the gallbladder OR Digestive aid     |
| Prevents seizures                                  | May be used to suppress occasional muscle spasms                                |
| Cures kidney infection                             | Supports kidney health and function   |
| Maintains healthy blood pressure/cholesterol level | Sustains blood pressure/cholesterol level that is already within healthy ranges |
| Regulates blood sugar levels                       | Maintains already-normal blood sugar levels                                     |
| Nasal decongestant                                 | Encourages proper nasal function  |
| Alleviates nervous tension headaches               | Provides nervous system support during times of stress                          |
| Treats insomnia                                    | Promotes restful sleep  |
| Sleep aid  | Used for occasional sleeplessness   |

*Many of our products offer nutrition that is generally recognized to support certain systems in the body. Feel free to reference these nutrients' common-knowledge support benefits.*

For example, you can mention vitamin C's role in supporting healthy immunity or protein's role in supporting healthy muscle tissue.

*Age-related conditions, natural body functions, and occasional emotional states are not diseases, so go ahead and share how Young Living's supplements can help with those conditions.*

This chart shows conditions, body functions, and emotional states that are okay to discuss, along with related diseases that shouldn't be.

| Age-related conditions, natural body functions, occasional emotional states | Diseases   |
|---|--|
| Mild mood changes, cramps, and edema associated with the menstrual cycle    | Severe depression associated with the menstrual cycle                        |
| Hot flashes   | Irregular hormone levels   |
| Non-cystic acne   | Cystic acne  |
| Hair loss associated with aging   | Hair loss related to anemia  |
| Wrinkles associated with aging  | Progeria symptoms causing prematurely wrinkled skin                          |
| Other signs of aging on the skin (liver spots and spider veins)             | Artherosclerotic diseases of coronary, cerebral, or peripheral blood vessels |

|   |  |
|---|--|
| Mild memory problems associated with aging  | Alzheimer's disease and other senile dementias |
| Anti-flatulence claims:<br>Alleviates symptoms referred to as gas<br>Alleviates bloating<br>Alleviates pressure<br>Alleviates fullness<br>Alleviates stuffed feeling<br>Occasional gas  | Irritable bowel syndrome                       |
| Stress and nervousness claims:<br>Occasional stress<br>Occasional and minor anxiety<br>Occasional nervous tension<br>For nervousness due to common, everyday overwork and fatigue<br>Promotes a relaxed feeling<br>Calming and relaxing<br>Gently soothe away tension<br>Calmative<br>Resolving that irritability that ruins your day<br>Helps you work relaxed | Severe anxiety                                 |
| Occasional constipation   | Chronic constipation                           |
| Relief of occasional heartburn  | Stomach ulcers                                 |
| The blues   | Depression                                     |
| For the prevention and treatment of nausea and vomiting or dizziness associated with motion   | Flu  |
| Helps with muscle pain after exercise OR Minor pain relief claims such as for muscle pain following exercise  | Alleviates pain                                |

*If you have the science to back up an acceptable claim, go ahead and use it! But keep in mind that the studies you refer to must not reference Young Living or its products. Paraphrasing, interpreting, or selectively citing the study isn't okay either, so be sure to quote the study's entire abstract, provide a complete copy or a link, and always be honest about the study's findings.*

**Disclaimer:** This material is for education only and should be viewed as a guideline. The examples provided in this document do not represent a complete or exhaustive list of all acceptable and unacceptable claims. This document does not constitute legal advice from Young Living. You should consult with your own legal counsel when determining how to apply the information presented in this document.