



Tips for Sharing

Product Claims & Testimonials

The Dietary Supplement industry is highly regulated by the FDA, FTC and consumer protection agencies. What you say matters. Overall, claims for supplements, which include the Seacret Nutrition products, may not suggest that it has an effect on a specific disease, symptom of a disease or class of a disease.

For example, it is okay to say, "helps maintain proper joint function" but it's not okay to say, "helps with painful arthritis." This directive isn't a suggestion to avoid improper disease claims, it's a mandatory requirement.

If Seacret becomes aware of instances where one makes an inappropriate claim that would fit within one of the categories listed below, Seacret will take disciplinary action.

01 | Never Ever Claims

Agents may never make prevention, cure, diagnosis, or treatment of disease claims, which does include claims for obesity, pain, treatment of injuries, prevention or protection against a disease, etc. even if clinical studies suggest otherwise. Agents **CAN** talk about "supporting" and "maintaining" functions of the body; especially for those already in the normal range.

Example: "helps maintain cholesterol levels for those already in the normal range." **Please visit the Agent Back Office for approved product information and Features & Benefits for what CAN be said about each product.**

02 | Studies

Seacret works diligently to provide you with key features and benefits for our nutrition line. We review studies, clinicals and other data that would pertain to our product, its formulation and specifically, its ingredients. Consequently, it is **very important** that you not collect data on the internet and then apply that data to our products, as often it is inappropriate or makes claims for medical conditions or diseases that are unsupported for our products.

PRO TIP

Never look up a product ingredient or similar product for benefits to use for training or sales presentations. Googled information not approved by Seacret constitutes false and misleading advertising and Seacret does not condone this behavior.

03 | Testimonials

Testimonials are an important tool for advertisers because they can be very persuasive to consumers. The law says that they must also be truthful and not misleading. Some things to keep in mind:

- ▶ **Endorsements/Testimonials** may not make any claim (especially those for medical conditions) for a product that Seacret itself cannot make. If a testimonial claim is not part of the approved Product Profile or found in the back office and provided by Seacret, it is highly likely the claim may not be stated in training, marketing or in public or private groups.

- ▶ Use of **endorsements or testimonials** in advertising applies to any advertising message that consumers are likely to believe reflects the opinions, beliefs, findings, or experience of Seacret products. If there is a connection between the endorser and the marketer of a product (i.e., Seacret and Seacret Agents) that would affect how people evaluate the endorsement, it must be disclosed.

NOTE

If you have any questions, please email the Compliance team at compliance@seacretdirect.com. We are here to help. We appreciate you as valued Seacret Agents and hope you all stay safe and well!

04 | Customers Under Medical Care

Never give medical advice or opinions to a customer that may interfere with the care or treatment being given by a medical professional.

Some pre-existing health conditions don't mix well with certain supplements, and some vitamins can counteract the effects of other medications. **It is imperative that if you (or a Customer) are taking prescription medications or have a health condition for which you are being treated, that you consult with your doctor or pharmacist before taking any nutritional supplement.** The disclaimer that should always be given when promoting Seacret nutrition dietary supplements is as follows: "This product is not intended to treat, cure, prevent or mitigate any disease or symptom of a disease. If under a doctor's care, please consult your doctor before starting this or any nutritional product."