



Conduct Success: Hot Words

For Young Living essential oils labelled for topical use (cosmetics)

Wondering which words to avoid when promoting and selling Young Living essential oils labelled as cosmetics? In order to help all Young Living Brand Partners remain compliant with EU & UK regulations, we compiled a list of hot words to avoid.

Please remove all of these words and any implications, restatements, or descriptions of them from personal and business websites used to promote and sell Young Living products. Also, remember to review any social media platforms you use, including Facebook, Twitter, Instagram, YouTube, Pinterest, blogs, or any other marketing pages you produce or control.

Topical products fall under the cosmetic products regulation category. This means that these products can be used or applied externally. Cosmetic products typically moisturise, cleanse, beautify, and maintain the appearance of healthy skin or hair, and they can also be used for perfuming purposes. It is important to note that cosmetic products cannot be advertised to affect a structure or function of the body.

This is not an all-inclusive list. If you have any questions about other words or claims, please contact the Conduct Success team at ylconducteurope@youngliving.com. For products that are not cosmetic essential oils, please refer to their label for proper usage. This educational tool is consistent with labelling requirements for Europe only.

Below is a list of hot words to avoid when promoting and selling Young Living essential oils labelled for topical use:

- Aches and Pains
- Acne
- Air-Freshening
- Air-Purifying
- Alcohol Anti-Microbial Affect
- Allergies
- Anti-Microbial
- Alzheimer's
- Anti-Bacterial
- Antibiotic
- Anti-Inflammatory
- Antiseptic
- Anxiety
- Arthritis
- Asthma
- Attention-Deficit/Hyperactivity Disorder (ADD, ADHD)
- Blisters
- Bug Spray
- Burns
- Bursitis
- Bug Bites or Insect Repelling



Cancer
Candida
Carpal Tunnel
Cellulite
Cholesterol
Chronic Fatigue
Chronic Obstructive Pulmonary Disease (COPD)
Cold or Feeling Under the Weather
Comparison or Substitute for Any Over the Counter or Prescription Drugs
Congestion
Constipation
Cough
Cysts
Depression
Detox
Diabetes
Diffuse
Digestive Discomfort
Disinfecting
Eczema
Emotional Claims
Fever
Fibromyalgia
Flu
Headache
Heartburn
High Blood Pressure
Hyperthyroid
Hypothyroid
Illness
Ingestion
Infection
Infertility
Insomnia
Irritable Bowel Syndrome (IBS)
Irritated Skin
Lyme Disease
Migraine
Nausea
Obsessive-Compulsive Disorder (OCD)
Organic
Over the Counter (OTC)
Pain
Pediatric Autoimmune
Neuropsychiatric Disorders Associated with Streptococcal Infections (PANDAS)
Non-toxic
Nourish (unless substantiated)
Plantar Fasciitis
Post-Traumatic Stress Disorder (PTSD)



Prescriptions
Progesterone
Release Stiffness
Release Tension
Respiratory Experience
Rosacea
Scars
Sciatica
Sensitive Skin
Shingles
Sickness
Sleeplessness
Soothe Skin
Soothe Tension
Sore Throat
Strep Throat
Stomachache
Stomach Discomfort
Stress Release
Sunburn
Sunscreen
Supports Breathing
Supports Immune System
Therapeutic-Grade
Toxic
Tumor
Using essential oils labelled as topical cosmetics to support a system, structure, or function of the body.
Vertigo
Virus
Vitality
Weight Loss
Wounds