



SHARING YOUNG LIVING *the Right Way*

Most other countries, including Australia, 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.

COSMETICS VS. COMPLEMENTARY MEDICINES VS. FOOD

Young Living's products are legally classified into three categories: complementary medicines, cosmetics, and food.

Complementary Medicines

"Complementary medicines" refers to a large category of medicine products. These types of products include those that are sold or advertised for the purposes(s) of: (i) diagnosing, treating, mitigating or preventing a human disease, disorder or abnormal physical state or its symptoms; (ii) restoring or correcting organic functions in humans; or (iii) modifying organic functions in humans (e.g. to maintain or promote health). An example of a complementary medicine could be a vitamin or supplement that is taken in a capsule form.

Complementary medicines require a license in order to be sold in Australia. Any claims about the recommended use or results of taking a complementary medicine must be consistent with that product's license. You can typically find the licensed/approved claims on the product's label. It is risky to make any other claims about a complementary medicine, even if you believe the claim is true.

Cosmetics

Cosmetics are personal care products sold or advertised for the purpose(s) of cleaning, improving or altering the complexion, skin, hair or teeth. Cosmetic products can be made of any substance and be in any form, and include deodorants and perfume products.

Unlike complementary medicines, cosmetic products do not need to be licensed. Claims regarding the uses for a cosmetic product and the results it can achieve are restricted. For example, while a complementary medicine license may authorize a claim that a product "repairs damaged skin", a cosmetic product would be limited to a claim that the product "repairs dry skin" through moisturisation. This would be the case even if the cosmetic product could actually repair the skin, as a complementary medicine license would nevertheless be required in order to make such a therapeutic claim. You can typically find the permissible claims on the product's label. You can

make other claims about a cosmetic product, as long as the manufacturer has verified the claims and the claims are restricted to a “cosmetic” use or result (see below for some examples).

Food

Food products generally do not need to be licensed in Australia. However, some claims about food products are very strict. For example, claims about the amount of nutrients in a food must follow a specific format and can only be made where the food contains a minimum amount of that nutrient per serving. Some limited health and disease risk reduction claims can be made about some foods - but only those that have been specifically approved, and only where the claim is made in a certain format. You can typically find the permissible claims on the product's label. It is risky to make any other nutrient or health claims about a food product, even if you believe the claim is true.

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.

Do not make product health claims beyond those stated on the product label or in official Young Living marketing

There are restrictions on advertising the types of benefits Young Living products may provide, depending on the product classification (see above). Any claims regarding the uses or benefits of Young Living products should be limited to the wording contained on the product label or in official Young Living Australia marketing materials

Never claim or suggest that our products can cure, prevent, or diagnose a disease, unless approved in a complementary medicine license.

These types of claims are called “therapeutic claims.” Here are a few examples of conditions generally related to therapeutic claims: colds, flu, high cholesterol, allergies, tooth decay, impotence, seizures, asthma, attention deficit disorder, burns, mild abrasions, bruises, scars, and head lice. Many, many others belong on this list, but there isn't enough space for all of them! Note that it is generally prohibited to advertise any treatment or cure for a number of diseases, including cancer, diabetes, anxiety, depression, obesity and hypertension, regardless of the product classification as a cosmetic, food or complementary medicine.

Where a product is licensed as a complementary medicine, it is appropriate to make a therapeutic claim. Look to the product label for approved claims. Be careful not to overstate an approved claim. For example, a product with calcium and Vitamin D might be approved for claims that it can help reduce the risk of developing osteoporosis. This does not permit a claim that the product could actually prevent or cure osteoporosis.

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 not accurately reflect the proven benefits of the product, or be understood as a disease claim.

Even implied claims can be misleading.

Regulators look at the general impression of an advertising claim as it could be understood by consumers when deciding whether the advertisement is false or misleading. The intention of the

advertiser is not as important as how an advertisement is likely to be understood by the consumer. Even if an advertisement is literally true, it may give an impliedly false or misleading general impression. It is prudent to assume that people may take your comments literally.

Do not state or suggest 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
Herbal Viagra	Claims that product will treat erectile dysfunction
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 medicines, which are known to treat diseases.
Contains compound Y, formerly only available as a prescription drug	An ingredient that has been regulated as a medicine 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, including aromatherapy.

Do not suggest that a product is useful as a companion to medicine 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
A lot of people use this with their anticoagulant.	The reference to anticoagulant implies that the supplement is intended to assist in the treatment of cardiovascular diseases, as opposed to the licensed claim of maintaining cardiovascular health.
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. Advertising claims about cancer treatments, preventions or cures are prohibited in Canada.

THINGS YOU CAN SAY

While it isn't okay to claim that a Young Living product can cure, diagnose, or prevent a disease (unless licensed to do so), it is okay to state that Young Living products promote emotional or spiritual well-being as well as cosmetic benefits related to the appearance of skin.

Below is a list of some Young Living Australia product claims, as applicable to the relevant product:

Acceptable Claims	Product Classification/Category
Product claims appearing on the product label.	Cosmetics, complementary medicines, food
Provides a clean, comforting aroma when applied to the neck and chest.	Cosmetic
Helps create a calming and relaxing atmosphere when inhaled or diffused.	Cosmetic

Descriptions of the type of aroma, including: woody, refreshing, relaxing, calming, energizing, and uplifting.	Cosmetic
Maintains the appearance of healthy, toned skin.	Cosmetic
Moisturizes dry, chapped skin.	Cosmetic
Helps freshen the air and diffuses unwanted odours.	Cosmetic
May help smooth the appearance of fine lines for a more youthful look.	Cosmetic
Includes methyl salicylate, gamma curcumene, menthol and eugenol.	Cosmetic
Helps to temporarily relieve joint pain associated with osteoarthritis.	Complementary Medicine
Source of Omega-3 fatty acids for the maintenance of good health.	Complementary Medicine
Contains antioxidants to protect cells and tissues from the damaging effects of free radicals.	Complementary Medicine
Aids digestion and soothes gastrointestinal discomfort.	Complementary Medicine
A delicious drink.	Food
The perfect snack.	Food

Additionally, there are still a variety of uses for Young Living Essential Oils cosmetic products that can be discussed:

Acceptable Product Uses
Use for massage after physical activity.
Inhale for an invigorating and energizing scent.
Keep on hand for use at the gym to apply during workout.
Unwind by adding a few drops to a night time bath.
Ideal for a soothing experience after activity.
Add to your daily skin care regimen to promote attractiveness and improve the overall appearance of your skin.
Used in meditation for increased spirituality.
Massage into scalp for appearance of healthy-looking hair.
Diffuse indoors or outdoors to freshen and eliminate odours.
May be worn topically as a perfume or cologne to refresh and inspire.
Add to laundry for a revitalizing aroma.

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.