



SHARING YOUNG LIVING *the Right Way*

Canada, 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.

COSMETICS VS. NATURAL HEALTH PRODUCTS VS. FOOD

Companies like Young Living offer products that are generally classified into three categories: natural health product, cosmetics, and food.

Natural Health Products – Young Living Canada does not currently offer any natural health products

“Natural health products” refers to a large category of drug-like 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 natural health product could be a vitamin or supplement that is taken in a capsule form.

Natural health products require a license in order to be sold in Canada. Any claims about the recommended use or results of taking a natural health product 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 natural health product, even if the claim is true.

Cosmetics – Essential Oils & Personal Care products

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 natural health products, 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 natural health product 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 moisturization. This would be the case even if the cosmetic product could actually repair the skin, as a natural health product 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 they are true and are restricted to a “cosmetic” use or result (see below for some examples).

Food – NingXia Red, Slique Bars, & Thieves Breathmints

Food products do not need to be licensed in Canada. 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 the claim is true.

Young Living Canada's current product offering includes only essential oils registered as cosmetics, personal care products, and a limited number of food products (NingXia Red, Slique Bars, & Thieves Mints). All of the products currently registered in Canada are cosmetics or foods and therefore the following claims should not be made:

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.

In reference to essential oils and foods, 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 Canada cosmetic and food 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 and the disease implied by these claims:

Unacceptable Disease Claim	Implied Disease
Relieves crushing chest pain	Angina or heart attack
Heals stomach or duodenal lesions and bleeding	Ulcers
Anticonvulsant	Epilepsy
Relief of bronchospasm	Asthma
Helps alleviate the blues associated with emotion of despair	Depression
Controls blood sugar in person with insufficient insulin	Diabetes
Prevents wasting in persons with weakened immune systems	AIDS
Improves joint mobility and reduces joint inflammation and pain	Rheumatoid arthritis
Antibiotic	Infections

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
Helps lower cholesterol OR Promotes cholesterol clearance	The lowering of cholesterol and cholesterol clearance are implied disease claims linked to treating elevated cholesterol.
For joint pain	Joint pain is widely recognized as being a characteristic of arthritis.
Maintains healthy lungs in smokers	Smokers are an at-risk population for lung cancer; therefore, the claim implies lung cancer prevention.
Prevents bone fragility in post-menopausal women	Implies prevention of osteoporosis
Prevents memory loss	Refers to preventing Alzheimer's disease
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."

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
Cosmetics	Appropriate if the claims refer to topical uses of products as cosmetics only. Cosmetic claims are appropriate for product uses related to the appearance of skin.
Aromatics	Refers to the usage of products as air fresheners or purifiers. Aromatic claims are appropriate when made in reference to inhaling scents directly or through diffusers.

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
Natural Prozac	Claims that a supplement is a replacement for a drug that treats depression
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 drugs, which are known to treat diseases.
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, including aromatherapy.

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
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.
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 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.

ADDITIONAL CLAIMS TO AVOID

It is important to understand the differences in regulations between the U.S. and other international markets. Young Living Canada members should never state that our products 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 cannot be used when talking about any of Young Living Canada's current product offering. The following table gives examples of unacceptable structure function claims:

Unacceptable Structure Function Claims
Supports the immune system
Product X may supply a variety of health benefits
Protects the body and contributes to better health
Slows signs of aging on the skin, such as liver spots
Supports heart muscle function
Supports digestive function, especially of the gallbladder OR Digestive aid
May be used to suppress occasional muscle spasms
Supports kidney health and function
Sustains blood pressure/cholesterol level that is already within healthy ranges
Maintains already normal blood sugar levels
Encourages proper nasal function
Provides nervous system support during times of stress
Promotes restful sleep
Used for occasional sleeplessness

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 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 acceptable Young Living Canada product claims as applicable to the relevant product:

Acceptable Claims	Product Classification/Category
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
Includes naturally occurring constituents....such as methyl salicylate, gamma-curcumene, menthol, and eugenol.	Cosmetic
Maintains the appearance of healthy, toned skin.	Cosmetic
May improve the appearance of 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
A delicious drink.	Food
The perfect snack.	Food

Additionally, there are still a variety of uses for Young Living 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 nighttime 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.