

SHARING YOUNG LIVING THE RIGHT WAY

Member states of the European Union 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 Food supplements VS Food

Young Living's products are legally classified into four categories: Food supplements, cosmetics, foods and general consumer products.

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.

Claims regarding the uses for a cosmetic product and the results it can achieve are restricted. For example, a claim that a product "repairs damaged skin" is a therapeutic claim, a cosmetic product would be limited to a claim that the product "repairs dry skin" through moisturisation. You can typically find the permissible claims on the product's label or enclosed brochure. 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 and Food Supplements

Nutritional 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 examples of nutrition claims are:

"source of calcium", "low fat", "high fibre" and "reduced salt".

Nutritional claims specified in the European regulation can be made and only if the product meets the specific conditions of use for that claim.

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. Health claims that are contained within the European list of authorised health claims can be used in relation to foodstuffs. Some examples of health claims are:

"EPA and DHA contribute to the normal function of the heart"

"Calcium is needed for the maintenance of normal bones"

"Zinc contributes to the protection of cells from oxidative stress"



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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 Europe product claims as applicable to the relevant product:

<i>Acceptable Claims</i>	<i>Product Classification/Category</i>
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, energising, 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 and wrinkles for a more youthful appearance.	Cosmetic
A delicious drink.	Food
The perfect snack.	Food
Product is a source of...	Food supplement

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 energising 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 revitalising aroma.

SHARING YOUNG LIVING THE RIGHT WAY

Things to Avoid

Avoid making health-related claims about Young Living products that are not listed on a product label. 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” and are considered medicinal 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 or medicinal 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. 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:

<i>Unacceptable Disease Claim</i>	<i>Implied Disease</i>	<i>Acceptable statement</i>
Relieves crushing chest pain	Angina or heart attack	Helps to maintain normal circulatory wellness
Relief of bronchospasm	Asthma	Diffuse to create a fresh and calming atmosphere
Helps alleviate the blues associated with emotion of despair	Depression	Biotin contributes to normal psychological function
Prevents wasting in persons with weakened immune systems	AIDS	Zinc contributes to the normal function of the immune system
Improves joint mobility and reduces joint inflammation and pain	Rheumatoid arthritis	Supports normal mobility when combined with massage
Antibiotic	Infections	Zinc contributes to the normal function of the 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:

<i>Unacceptable Implied Disease Claims</i>	<i>Why It Is an Unacceptable Claim</i>	<i>Acceptable statement</i>
Helps lower cholesterol OR Promotes cholesterol clearance	The lowering of cholesterol and cholesterol clearance are implied disease claims linked to treating elevated cholesterol.	Folic acid contributes to normal blood formation
For joint pain	Joint pain is widely recognised as being a characteristic of arthritis.	Supports mobility and post exercise recovery when combined with a massage.
Prevents bone fragility in post-menopausal women	Implies prevention of osteoporosis	Calcium is needed for the maintenance of normal bones
Prevents memory loss	Refers to preventing Alzheimer’s disease	Calcium contributes to normal neurotransmission

SHARING YOUNG LIVING THE RIGHT WAY

Some medicine 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 medicine does. Here are some examples:

<i>Unacceptable Product Classes</i>	<i>Why It Is Unacceptable</i>	<i>Acceptable statement</i>
Antibiotics	Antibiotics are a commonly recognised class of prescription drugs.	Zinc contributes to the normal function of the immune system
Antiobesity products	Obesity is considered a disease.	Supports healthy weight management regimes and diet programmes
Anti-inflammatory	Inflammation claims are closely associated with serious gastrointestinal diseases and other disorders.	May support the body's natural response to inflammation
General disease-prevention claims	Statements that a product prevents the onset of disease are a prevention claim and are impermissible.	Use approved European health claims instead.

However, here are some examples of acceptable product classes:

<i>Acceptable Product Classes</i>	<i>Why It Is Acceptable</i>
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.
Food Supplements	Specified Health and Nutrition claims. General health related well-being claims when accompanied by a specific health claim.

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:

<i>Unacceptable Drug Replacement Claims</i>	<i>Why It is Unacceptable</i>
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

SHARING YOUNG LIVING THE RIGHT WAY

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.

<i>Unacceptable Drug Therapy Claims</i>	<i>Why It Is Unacceptable</i>
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

Claims which suggest that health could be affected by not consuming the food; this type of claim is called a structure function claim and cannot be used when talking about any of Young Living Europe current product offering. The following table gives examples of unacceptable structure function claims:

Claims which make reference to rate or amount of weight loss.

Claims do not state, suggest or imply that a balanced and varied diet cannot provide appropriate quantities of nutrients in general.

Claims which make reference to recommendations of individual doctors or health professionals.

References to changes in bodily functions that could give rise to or exploit fear in the audience.

Claims of a nutrition or health benefit that gives rise to doubt the safety or nutritional adequacy of another product.

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.