

CLEANING with CONFIDENCE

Sweep Your Young Living Resources Into Compliance

It's time to clean up the old and make room for the new! We're asking all members to clean up any product claims that do not comply with federal regulatory authorities' guidelines. These claims can hide anywhere, from printed shareable materials to old and unused social media pages and websites. To help you find outdated claims and clean them up, we've provided you with a helpful checklist.

Review each item below and check your online presence and your printed materials to make sure that your claims are compliant. Keep in mind that this is not an all-inclusive list. For more information, please contact the Conduct Success team at conduct@youngliving.com.

Protect your Young Living business and eliminate confusion with squeaky-clean marketing materials. Get scrubbing!

ENSURE THAT YOUR SHAREABLE MATERIALS DON'T CONTAIN THE FOLLOWING

Drug Claim:

Any statement that asserts that a product diagnoses or claims to treat, cure, or prevent a disease is considered a drug claim. In the United States, only registered drugs can be promoted to diagnose, treat, cure, or prevent a disease or condition in a human or animal. You must avoid making direct or implied claims that present Young Living products as a treatment or cure for a specific disease. This includes DIY remedies and claims that declare using essential oils can aid against the symptoms of different diseases. When sharing claims about over-the-counter (OTC) products, please only make claims that are listed on the label.

claim, include the following FDA disclaimer: *This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Third-Party Literature:

You are free to use compliant third-party reference materials to promote Young Living and its products. The reference materials must not contain inappropriate product claims, including claims that Young Living products can be used to diagnose, treat, cure, or prevent medical conditions. This also includes articles that discuss non-compliant usage of essential oils.

Implied Disease Claim:

Implied disease claims may refer to symptoms of a disease or imply the use of a product in the treatment of a disease. Example: "I apply Lavender, Lemon, and Peppermint to my chest when I get the seasonal sniffles." This claim implies that you are using Young Living products to treat allergies and is not compliant with FDA regulations.

Mislabeled Usage:

When sharing Young Living products, it's important to discuss their use according to their labels and designations. Topical and aromatic products fall under the category of cosmetic products. This means that individuals can apply these products topically or use them externally. It is important to note that cosmetic products cannot be advertised to affect a structure or function of the body. Dietary supplements are specifically designed for ingestion and are intended to support the normal, healthy function of internal body systems. Because dietary supplements are taken internally, individuals can make certain approved structure-function claims about the effect of these products on the body. See the Young Living Suggested Product Claims document for specific structure-function claims for each product labeled as a dietary supplement.

Structure-Function Claim:

Structure-function claims discuss a product's intended effect on a specific structure or function of the body. Only products intended for internal use, such as our Vitality™ line and our supplements, can qualify for a substantiated claim. Example: "Peppermint Vitality supports the gastrointestinal system." This is a structure-function claim, since it states that Peppermint Vitality can support a function of the body. When making a structure-function

Comparisons:

Young Living cosmetic and dietary supplement products are not regulated as drugs, which means you are not permitted to make any comparisons or substitutions for any OTC or prescription drugs. You should also refrain from making comparisons to other name brand products, as it could be detrimental or disparaging to their brand.

Testimonials

When sharing a testimonial about Young Living products, do not claim that Young Living products can be used to diagnose, treat, cure, or prevent a disease or any other ailment of the body.

Income Claims

Do not share representations of the Young Living Compensation Plan that could lead prospective members to believe they can succeed as Young Living members with-

out committing time and effort. Improper representations include but are not limited to:

- Disclosing the amount of your commission check to promote Young Living business opportunities; this includes posting or sharing a photo of your commission check
- Statements such as the following:
 - "Anyone can succeed with little or no effort."
 - "Failure to succeed is just a lack of effort."
 - "Just get in and your downline will build through spillover."
 - "Just join and I will build your downline for you."
 - "The company/system does all the work for you."
 - "You don't have to sell anything."
 - "All you have to do is buy your products every month."
- Statements using the phrase "financial freedom"

If a member of the Conduct Success team identifies trends other than the ones listed here, make sure to remove those as well; this is not an all-inclusive list.

START SWEEPING

*Review these online platforms—
even if you haven't used them in a long time*

- Personal Facebook page
- Business Facebook page
- Personal website
- Business website
- Instagram
- Pinterest
- Twitter
- LinkedIn
- YouTube
- Google+
- Snapchat
- Vimeo
- WordPress
- Tumblr
- Periscope
- Flickr
- Myspace
- Blogger
- Photobucket

MAKE THEM SQUEAKY CLEAN

Thoroughly review each of these items

All social media

- Profile picture
- Cover photo
- Profile information (name, username, website, bio, about me, etc.)
- Page descriptions, categories, subcategories
- Hashtags
- Comments or replies made by you
- Comments or replies made by others
- Photos
- Direct messages
- Videos

Albums

- Captions on photos and videos
- Shared content, even if you did not create the content

Facebook

- Notes
- Pages, posts, comments, etc., that you have "liked"
- Any activity in private Facebook groups

Twitter

- Tweets
- "Liked" tweets
- Retweets

Pinterest

- Pins
- Repins
- Names of boards
- Secret boards (Note that secret boards aren't necessarily private)
- Pins on group boards
- "Liked" pins
- Pin descriptions
- Pins you send to others