

SUMMER HOT WORDS

For Young Living essential oils labeled for topical and aromatic use (cosmetics)

Wondering which words to avoid when promoting and selling Young Living essential oils labeled as cosmetics? To help all Young Living members remain compliant with federal regulations, we compiled a list of hot words to avoid. Please remove all 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 and aromatic products fall under the cosmetic products regulation category. This means that these products can be used or applied externally. Cosmetic products typically moisturize, cleanse, beautify, and maintain the appearance of healthy skin or hair, but they can also be used for aromatic 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 conduct@youngliving.com. For products that are not cosmetic essential oils, please refer to their label for proper usage. This educational tool is consistent with labeling requirements for the United States only.

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

Allergies	Eczema	Scars
Antibacterial	Germs	Scrapes*
Antihistamine	Headache	Skin Cancer
Antiseptic	Heartburn	Stings
Arthritis*	Infection	Stomachache
Asthma	Lyme Disease	Sunburn*
Blisters	Migraine	Sunscreen*
Insect Bites*	Over-the-Counter	Wounds
Bug Spray	Pain*	Using essential oils labeled as cosmetics topically or aromatically to support a system, structure, or function of the body
Burn	Plantar Fasciitis	
Cuts*	Poison Ivy	

*Young Living has products labeled as over-the-counter (OTC). These products have specific limited claims that can be used when promoting an OTC. Please check the labeling and use claims provided.