

WHAT CAN I SAY?

TESTIMONIAL AND WEBSITE GUIDELINES

DO'S



GET TO KNOW THE PRODUCT LABEL:

Different countries have different regulations and may even have slightly different product formulas to comply with local laws. When talking about Synergy products, you can confidently refer to the labels specifically used in your country!

ENCOURAGE CONSUMER/HEALTHCARE PRACTITIONER DIALOGUE:

Consumers should get health advice from their doctors or other licensed healthcare professionals.

GET EDUCATED:

Read and become familiar with your country's Policies and Procedures document for your country. There you will find what is approved and what isn't to help you in your Synergy business. Take advantage of the resources and product information in our printed material and on our corporate website for your country. Statements and information have been approved by our legal department; feel free to use them.



RULE OF THUMB

Build your discussions about a product's benefits around information listed on labels, in corporate printed materials, or on the corporate website for your country.

DONT'S



MAKE HEALTH CLAIMS:

Do not make any type of medical or therapeutic claims. Do not diagnose, treat, or prescribe. Do not state or imply that the product treated and/or cured, or is intended to treat or cure, any type of ailment, disease, or sickness.

CITE THIRD-PARTY EVALUATIONS OR TESTING:

Even though certain studies have been done on key ingredients in our products—l-arginine, for example—these studies do not necessarily reflect that of our Synergy products. If a study on our products has not been provided by Synergy WorldWide, don't use it!

MAKE INCOME CLAIMS:

Specific income claims or unsubstantiated earnings claims must not be used. Don't promise others they will make "X" amount of money in "X" amount of time.



ASK YOURSELF

Does it sound too good to be true? If you think so, other people probably will too. Our products, with their quality and science, and our money-back guarantee can stand on their own.