

# TLC LC Advertising Policy

As Life Changers, we know you want to share how incredible Total Life Changes products are – we want you to too! But we also want to make sure that what you say about the benefits of TLC products and the earning opportunity as a Life Changer is compliant with all rules and regulations. Making false or misleading claims is against the law, so we've put together a guide to help you know what you can and can't say about our products and to ensure you are not overpromising on the income opportunity provided.

These policies are vital to ensuring that both Life Changers and TLC comply with all legal requirements. Therefore, if you do not comply with this Advertising Policy, we will have to take corrective action, including, but not limited to, the following:

- A formal warning letter and/or probation;
- Suspension of your LC account and/or commissions;
- Termination of your LC Agreement; and/or
- Possible legal action.

Please pay close attention to this Advertising Policy, and if you have any questions, please reach out to the TLC Compliance Department at [tlccompliance@totallifechanges.com](mailto:tlccompliance@totallifechanges.com).

## Product Claims

**What is a Product Claim?** A product claim is one that suggests that a product offers a certain benefit. Product claims require evidence that proves that the product does what the claim says it does. These claims can be risky, so we've put together the following do's and don'ts to help you understand what kinds of claims you can make.

Do:

- Only make the claims TLC has approved for a particular product. Just because a product had a result for you, doesn't mean that others will have the same result. So, while it may be tempting to be more creative with product claims, it is important that you stick to the guidance to make sure you are making truthful and non-misleading claims.
- Consider the net impression or takeaway message of the claim. Think about the whole context of the claim, including words, hashtags, and pictures. If a reasonable consumer would take away a misleading message (for example, that a product can treat a disease or other health condition), then you **must change the claim**.
- Include the following disclaimer whenever you make a claim about any of TLC's supplement products, on any platform, in a place that people can easily see and understand it:

*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. Always consult your healthcare professional before consuming any dietary supplement.*

**Do Example:** I've been drinking Iaso Tea for the past 2 weeks and I feel like a whole new me! This cleanse was just what I needed! *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. Always consult your healthcare professional before consuming any dietary supplement.*

**Do NOT:**

- Make claims that suggest or state that a product may diagnose, treat, cure, or prevent a disease. These are drug claims. Because TLC products are not drugs, these types of claims are prohibited, and TLC and you can get in a lot of trouble if you make them.
- Make claims based on your own personal experience that TLC has not approved. It's extremely important that you only make TLC-approved claims about products, ***even if you've experienced other benefits.***
- Make any claims that suggest that taking TLC products will boost immunity to COVID or any other illness.

**Do NOT do example:** In the midst of this pandemic, you want to make sure you're doing everything you can to stay healthy and avoid COVID. I've been taking one NutraBurst shot a day to boost my immunity, and I feel healthier than ever!

## Weight Loss Claims

**What is a weight loss claim?** A weight loss claim is one where you say or suggest that you or someone you know has lost weight using one (or more) TLC products. Weight loss claims can be risky, so here are some do's and don'ts for making weight loss claims about TLC products.

**Do:**

- Include the TLC weight loss disclosure in every weight loss post on any platform, somewhere that people can easily see and read it:

*When used in combination with a low calorie, balanced diet, and regular physical activity, this product may aid in healthy weight management.*

- Limit weight loss claims to no more than 2.5 lbs./week or 15 lbs. total.
- Include information about eating a healthy diet, limiting calories, and increasing physical activity when making any weight loss claims.
- Make sure you only use before and after pictures that feature the person: (1) wearing the same (or similar) clothes in all pictures; (2) striking the same pose; and (3) in the same angle and lighting.
- Make claims that are true and not misleading!

**Do Example:** After 2 weeks of drinking Iaso Tea, eating more fruits and veggies, lowering my caloric intake, and starting to go on regular runs, I lost 6 pounds! *When used in combination with low calorie, balanced diet, and regular physical activity, this product may aid in healthy weight management.*

**Do NOT:**

- Say you were able to lose more than 15 pounds using any product.
- Make claims that you were able to lose weight without changing your diet or physical activity, or that it was “easy” to lose weight.
- Use pictures that make it look like you’ve lost more weight than you have.
- Use transformation photos from the internet that have no relation to TLC or you.
- Make weight loss claims about more than one product at the same time.

**Do NOT do example:** I can’t believe how easy it was! I lost 30 pounds in two weeks just by drinking Iaso Tea and using NRG drops! Message me for more info!

## Earnings Claims

**What is an Earnings Claim?** An earnings claim is one that suggests or states that you or your friends have or can make money as a Life Changer. A lifestyle claim is a type of earnings claim that suggests that you have attained or others can attain a certain lifestyle as a Life Changer. Because the amount of income Life Changers can make depends on a number of factors, it’s important to be clear about what people can expect to make when they become Life Changers. To help with that, here are some do’s and don’ts for making earnings and lifestyle claims.

### Do:

- Describe the capacity to earn part-time or extra income as a Life Changer, rather than full-time income.
- Talk about the benefits of earning supplemental income on a flexible schedule without suggesting that the business opportunity can replace current full-time employment
- Include our general earnings claim disclosure when making an earnings or lifestyle claim on every platform, where consumers can easily read and see it:

*Earnings depicted are atypical and unique to each individual. Earning requires time and hard work and is not guaranteed. For more information about typical earnings, see our earnings disclosure statement [here](#).*

- If you’re a top earner making an earnings claim, include our top earners disclosure when you make an earnings claim on every platform, where consumers can easily read and see it:

*Earnings depicted are atypical and represent the top 1% of TLC earnings. Earnings are unique to each individual, require time and hard work, and are not guaranteed. For more information about typical earnings, see our earnings disclosure statement [here](#).*

- Be truthful and honest about your earnings.
- Consider the net impression or takeaway message of the claim. Think about the whole context of the claim, including words, hashtags, and pictures. If a reasonable consumer would take away a misleading message (for example, that becoming a Life Changer is an alternative to full-time employment), then revise the claim.

- Consult the Direct Selling Self-Regulatory Council’s Guidance on Earnings Claims.

*Earnings depicted are atypical and unique to each individual. Earning requires time and hard work and is not guaranteed. For more information about typical earnings, see our earnings disclosure statement [here](#).*

**Do Example:** In just six months as a Life Changer, I’ve been able to make an extra \$500! This has been super helpful to give me extra spending money and I’ve been able to do it all on a flexible schedule. *Earnings depicted are atypical and unique to each individual. Earning requires time and hard work and is not guaranteed. For more information about typical earnings, see our earnings disclosure statement [here](#).*

**Do NOT:**

- Make claims about living a lavish lifestyle. This includes pictures of mansions, private jets, expensive cars, or other expensive objects that suggest that TLC has helped you make a significant amount of money.
- Post photos of cash or screenshots from your TLC iOffice portal showing your commissions.
- Suggest that Life Changers can make full-time income. This includes using phrases such as, “fulltime income,” “financial freedom,” “replacement income,” “quit your job,” “set for life,” or “millionaire.”
- Suggest that making additional income as a Life Changer is “easy” or doesn’t require time or effort.

**Do NOT do example:** Wow! I can’t believe how easy it was for me to make \$10,000 on my journey as a Life Changer in just one month! If you want to know how you can be set for life, contact me today!  
#fulltimeincome #financialfreedom

## Disclosing Your Connection to TLC

As a Life Changer, you get a commission when you sell TLC products. To ensure that your followers understand your relationship with TLC, you must include a disclosure that identifies your status as a Life Changer whenever you post about a TLC product. This is called a “material connection disclosure.” Material connection disclosures must clearly identify your relationship with the company, rather than just identifying the company. Merely tagging the company in a post is not sufficient as a material connection disclosure.

If your connection to the company is obvious, for example, you have a TLC-specific social-media account that discusses your association with the company and you only post about your role as a Life Changer, then you do not need to include material connection disclosures in your posts.

If, however, your connection to the company is not obvious, for example, you use your personal account to post TLC content every once in a while, then you need to disclose your material connection with the company.

The following provides examples of appropriate and inappropriate material connection disclosures:

- Examples of **appropriate** material connection disclosures: “#ad” or “#TLCLifeChanger”
- Examples of **inappropriate** material connection disclosures: “#Partner” or “#TLC.”

Material connection disclosures should be placed in a clear and conspicuous location in social media posts, such as at the beginning of the post, or directly on an image. If posting videos about TLC products, the material connection should be included in the video description and at the beginning of the video, or multiple times throughout the video if the video is longer than one minute.

**LEGEND:**

**GREEN TEXT:** examples of claims, statements, disclosures that are appropriate and are OK to use

**RED TEXT:** examples of claims, statements, disclosures that are NOT appropriate and should not be used