



TOTAL LIFE CHANGES®

Presents

# U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

# Promoting Responsibly on Social Media



# Who Enforces the Guidelines?

Life Changer

TLC Compliance Dept.

Federal Trade Commission (FTC)



# Who Enforces the Guidelines?



**LIFE  
CHANGER  
(YOU)**

# Who Enforces the Guidelines?

**TLC  
COMPLIANCE  
DEPARTMENT**

# Who Enforces the Guidelines?

**FEDERAL  
TRADE  
COMMISSION  
(FTC)**

# Forget about Karen. Worry about TinA.

- TinA is TruthinAdvertising.org
- TinA scours the internet, including social media platforms, for violations
- TinA reports findings to the FTC



# Promoting Responsibly on Social Media

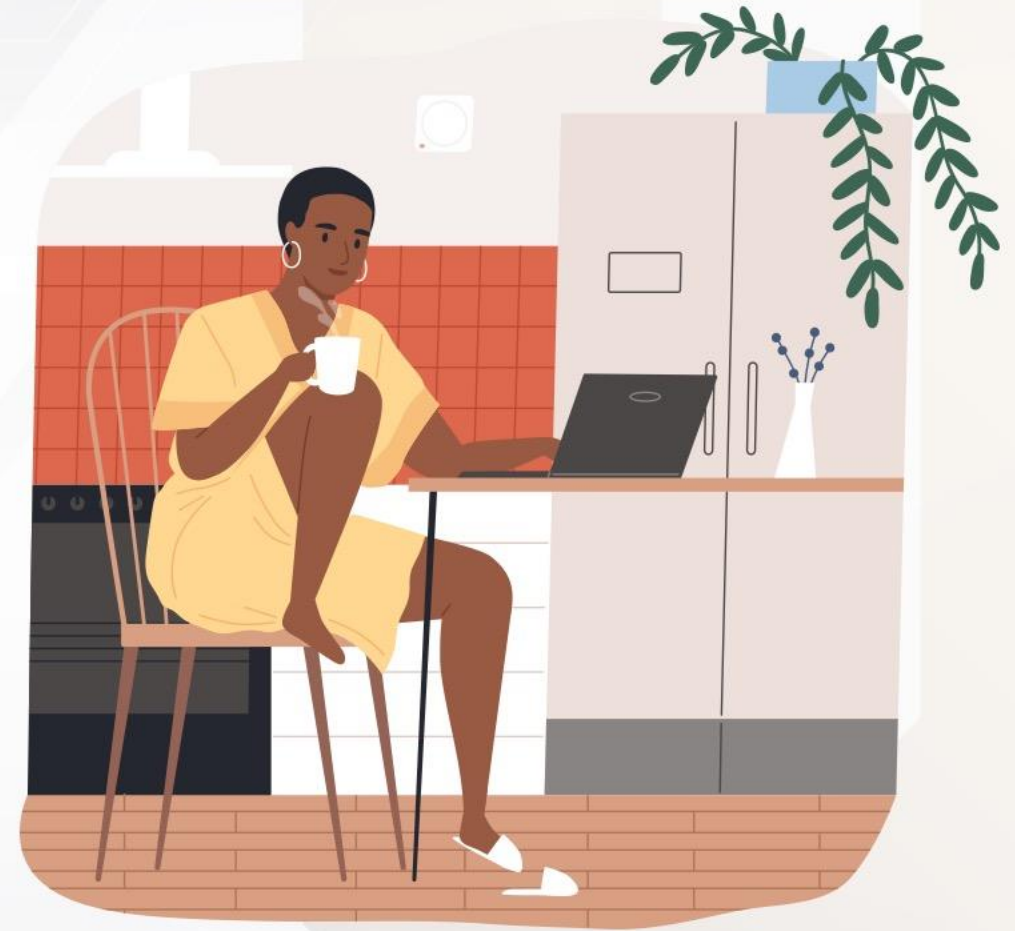
- **Product Claims**
- **Weight Loss Claims**
- **Income/Lifestyle Claims**





# 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.**



# What You Can Say About the Products

**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.**



# Net Impressions

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.

## Use Disclaimers in Your Posts

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.***

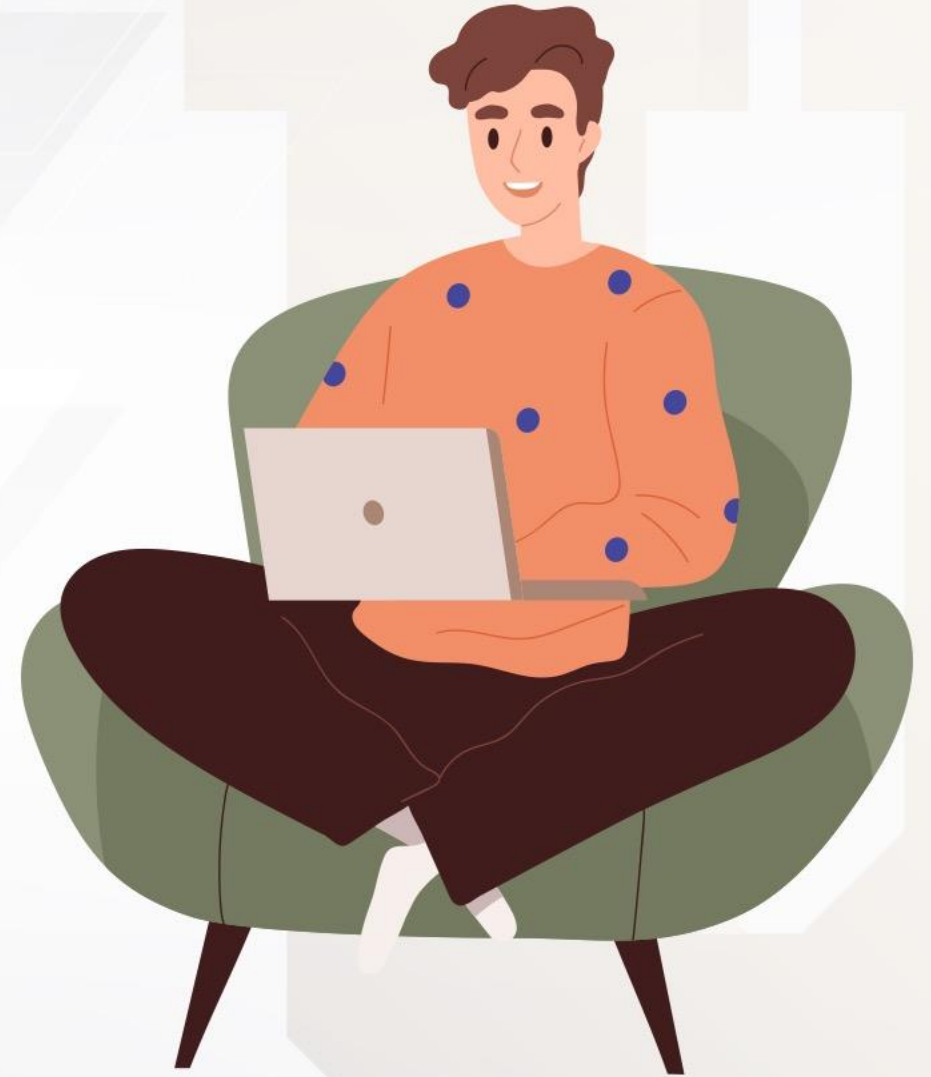


# Net Impressions

**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.***



# What You Can't Say About the Products

## ***You can't say:***

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.

## ***You can't:***

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.



# What You Can't Say About the Products

## ***You can't:***

**Make any claims that suggest that taking TLC products will boost immunity to COVID or any other illness.**

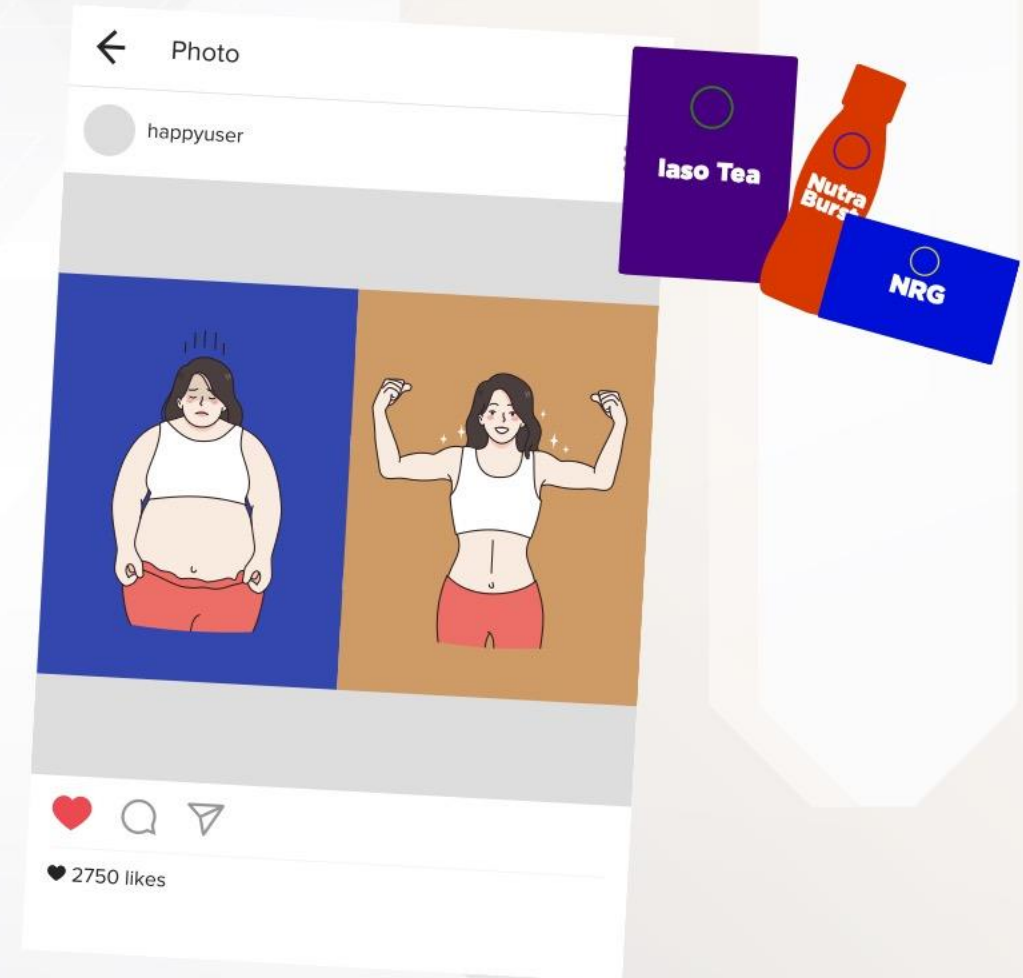
## ***Example:***

**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!**



# 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.



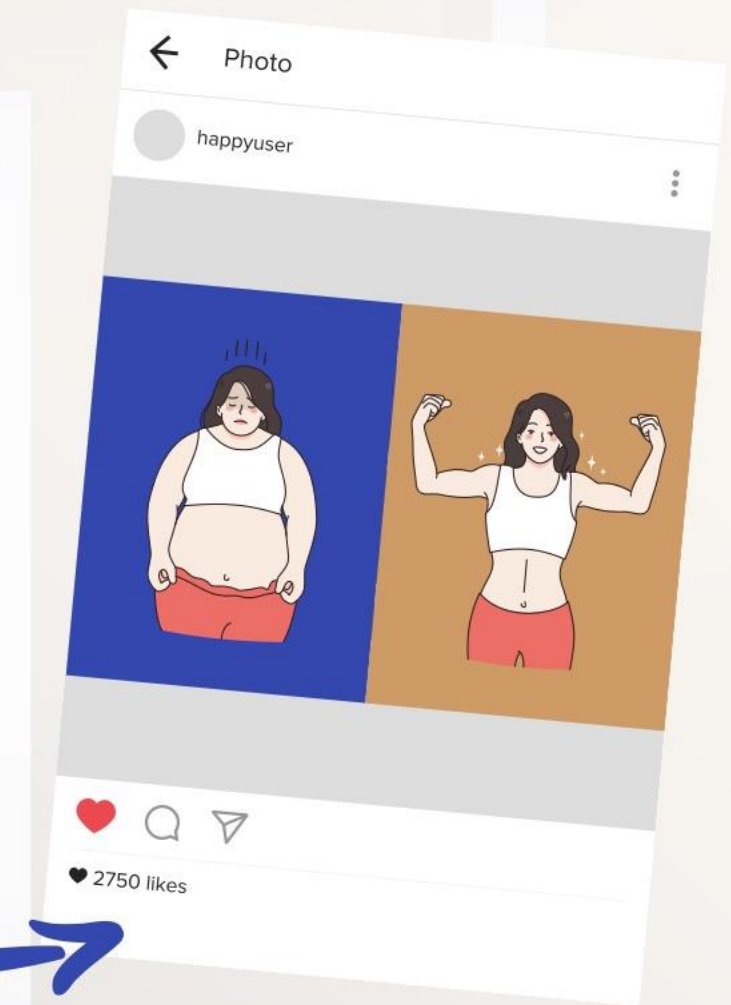
# What You Can Say About Weight-loss

**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 for one product.**

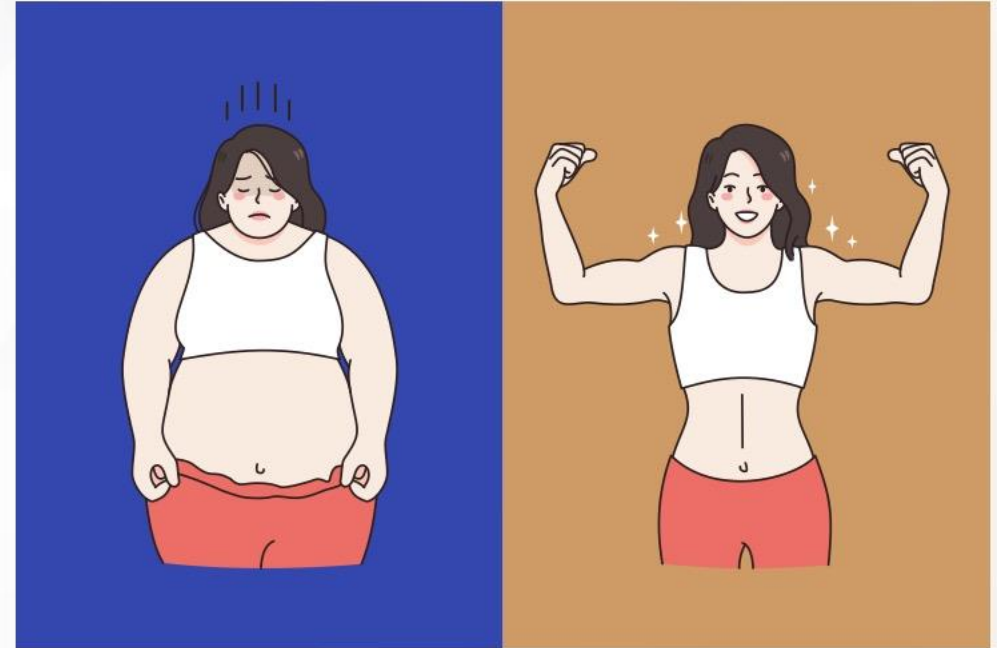
**Include information about eating a healthy diet, limiting calories, and increasing physical activity when making any weight loss claims.**





# What You Can Say About Weight-loss

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.

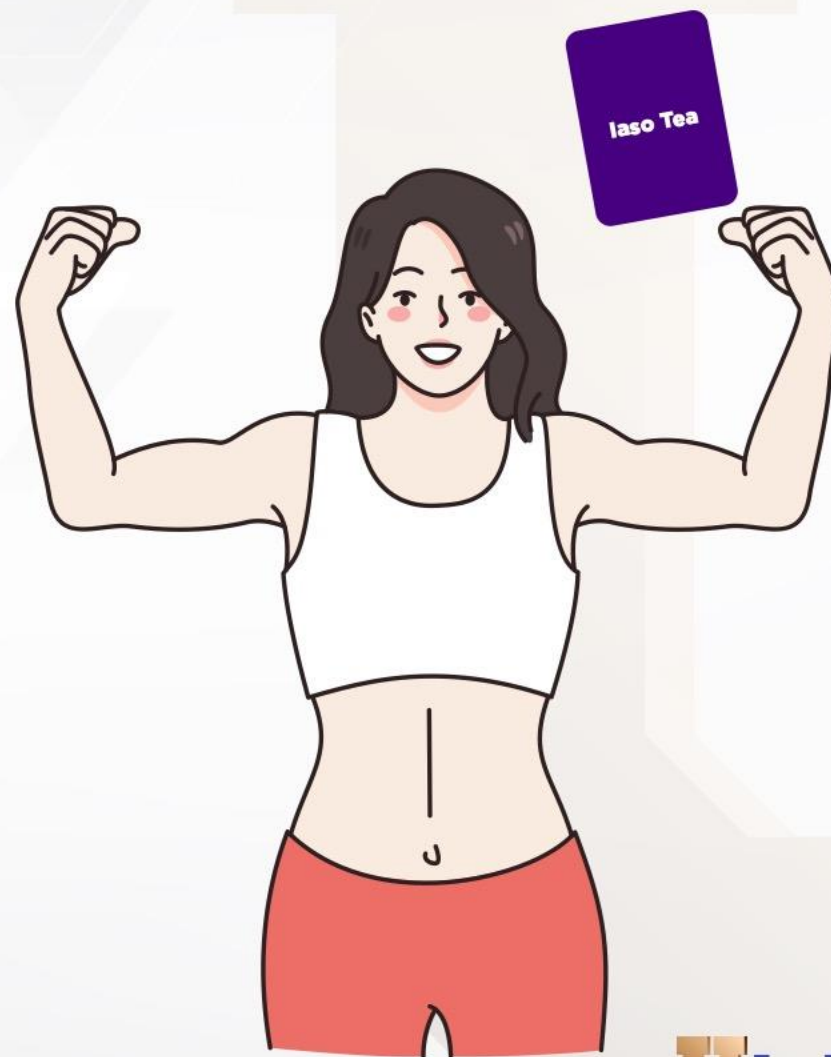


# Make Claims that are True and Not Misleading!

## **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 5 pounds!**

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



# What You Can't Say About Weight Loss

## ***You can't:***

Say you were able to lose more than 15 pounds by just using any product. It must be combined with diet and exercise.

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.

## ***You can't:***

Use transformation photos from the internet that have no relation to TLC or you.

You can't make weight loss claims about more than one product at the same time.

Example: I can't believe how easy it was! I lost 30 pounds in two weeks just by drinking Iaso Tea and using NRG! Message me for more info!

# What is an Income/Lifestyle Claim?

**An income claim is one that suggests or states that you or your friends have made 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 several factors, it's important to be clear about what people can expect to make when they become Life Changers.**



# What You Can Say About Income or Lifestyle

**Describe the capacity to earn part-time, extra or supplemental 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**



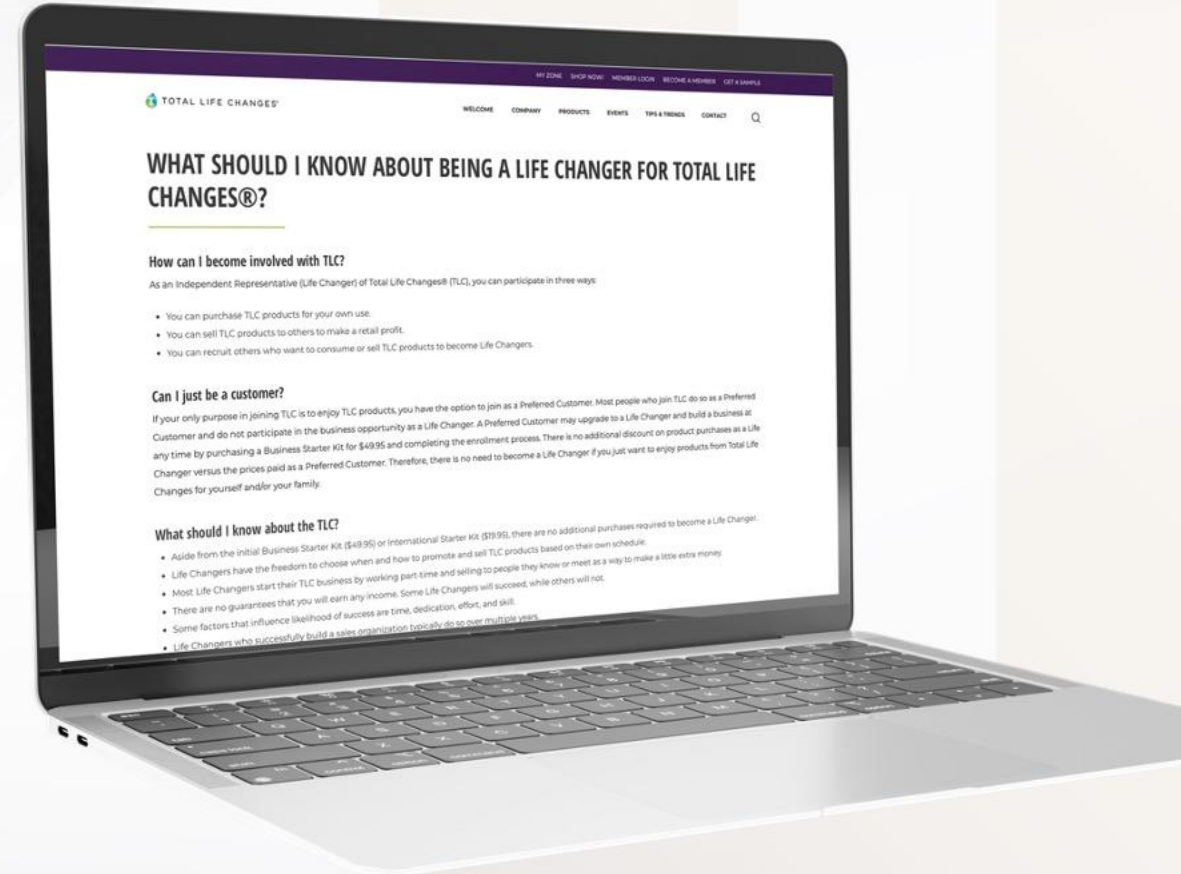
# Earnings Claim Disclosure

## Statement of Annual Gross Compensation

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.***

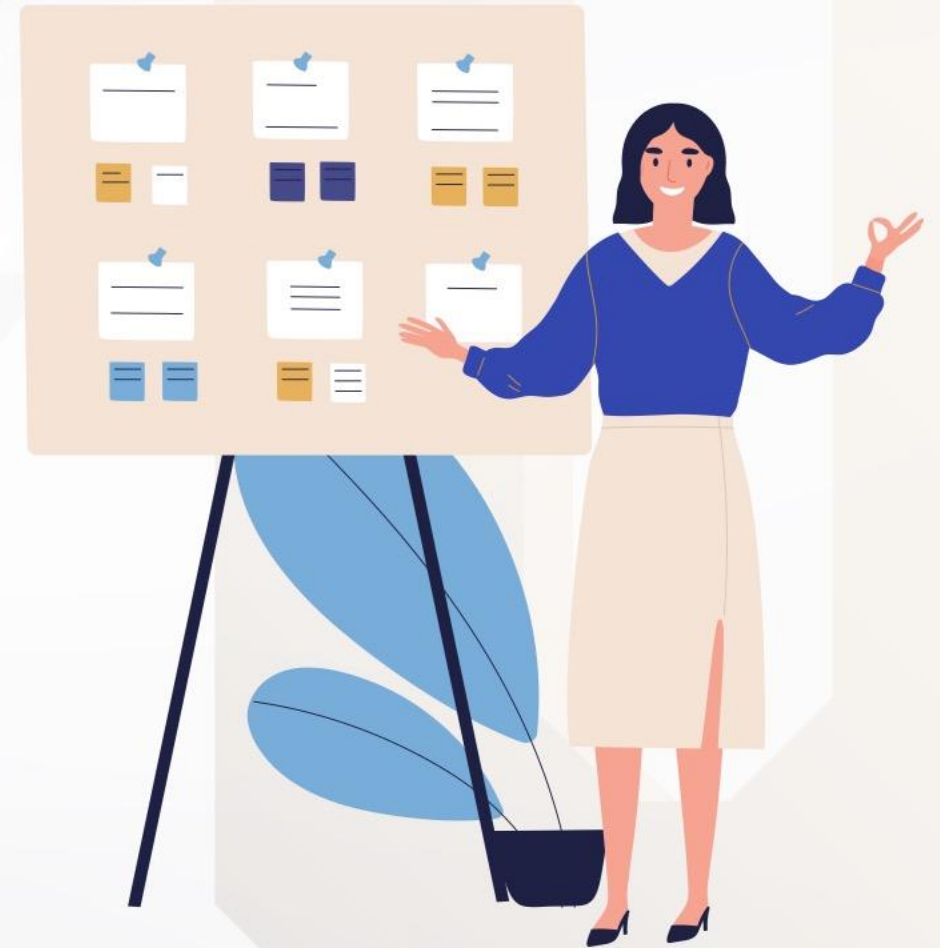
Be truthful and honest about your earnings.



# Net Impressions

**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.**



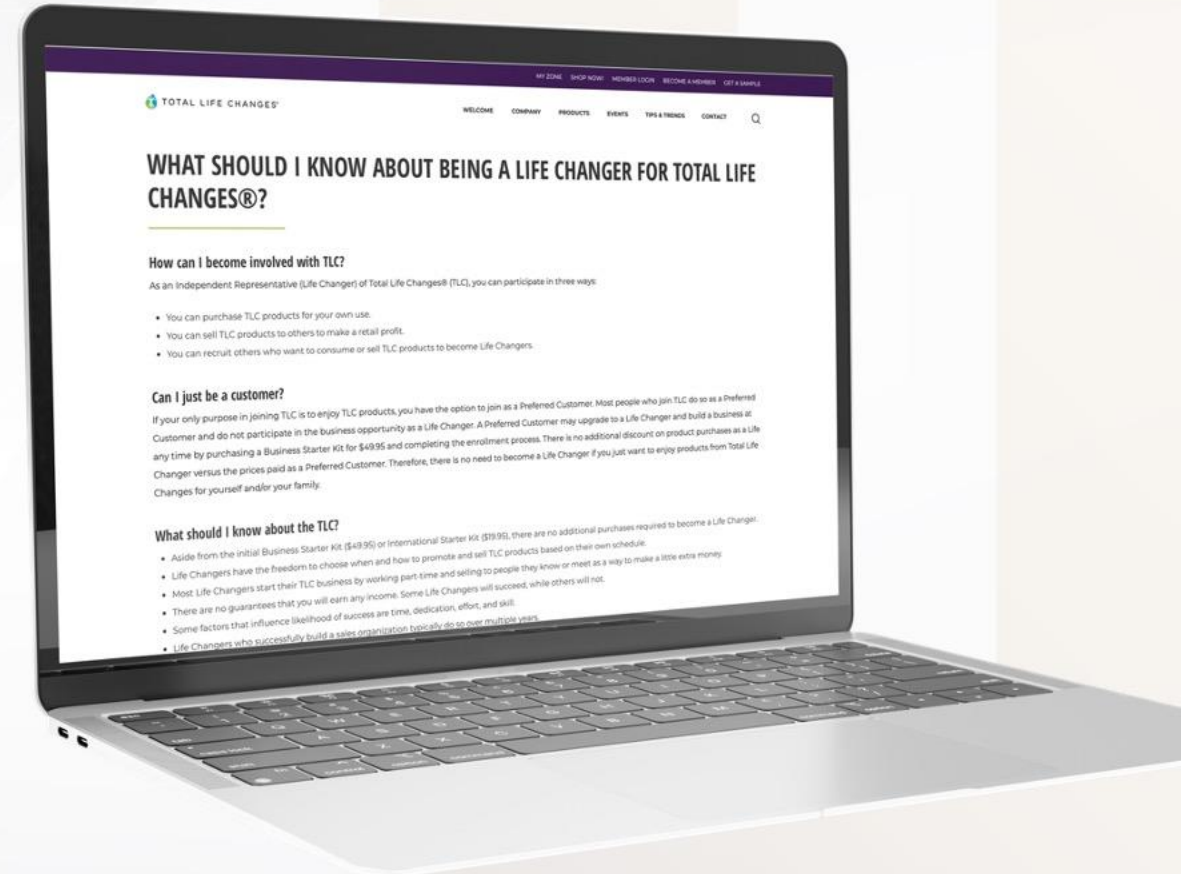
# Net Impressions

## Statement of Annual Gross Compensation

### **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.





# What You Can't Say About Income or Lifestyle

## ***You can't:***

**Make claims about living a lavish lifestyle. This includes pictures of mansions, exotic vacations, private jets, luxury 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, “full-time 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.**



# Non-compliant Income/Lifestyle

**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



# Information and Guidance Filters from the Top Down

Don't assume that if you found it online, it has been approved.



**LIFE  
CHANGER  
(YOU)**

# Resources

- Policies and Procedures
- LC Advertising Policy
  - Disclaimers
- Compliance Email

[tlccompliance@totallifechanges.com](mailto:tlccompliance@totallifechanges.com)

