

## Personal Testimonials

### Do's and Don'ts

We all love to share our experiences with friends and family. When you find a product that really does what it claims, the first thing you want to do is tell everyone.

You are a walking advertisement! You may not have considered this before, but your personal testimonial is considered an advertisement. That means it must comply with the FDA requirements for nutrition supplement claims. It also means you cannot say that the product, or an ingredient in the product, prevented, treated, cured or mitigated a disease (medical condition) — whether clearly expressed or simply implied.

So be careful with how you talk about the benefits you experienced from the products.

#### What can you say?

Talk about the product's nutrient contents, overall health, a sense of wellbeing, or how a supplement has helped the normal functioning of your body. See the Body Wise catalog and Web site for examples.

For instance, you can say: "Beta-C contains 2,000 mg of vitamin C and other antioxidants to help support the immune system." You cannot say: "I take Beta-C and I never get sick." See other examples below.

#### What You Can Say    What You Cannot Say

"Since taking Right Choice A.M. and P.M., I feel energized, refreshed and ready to take on the day when I wake up in the morning."

"AG-Immune supports my immune system so I can keep going strong through the cold winter months."

"The glucosamine and chondroitin in Joint Complete have really helped support my joints. Now I can keep up with my grandchildren!"

"Workout Formula gives me the sustained energy that I need for my workouts."

"With Super Cell, I feel ten years younger."

"Since taking this supplement, my cholesterol is down \_\_ points."

"I no longer have to take my [blood pressure] [cholesterol] [allergy] [pain relief] medications."

"My arthritis has completely disappeared."

"You cured my diabetes."

"I took this supplement and now I don't need surgery."

"I suffered from [medical condition] for years. My doctor was amazed because after I began taking this supplement I no longer have any symptoms of [medical condition]."