

# SHARING YOUNG LIVING *the Right Way*

The U.S. and most other countries have regulations in place designed to protect consumers. Many of these specifically regulate how natural wellness companies like Young Living market themselves. These regulations help make sure that companies are making true, safe claims about their products.

To help protect you and us, here are some quick tips for getting the word out about Young Living products without putting yourself or Young Living at legal risk.

## THINGS TO AVOID

*Avoid making health-related claims about Young Living products that are misleading, not true, or can't be backed up by scientific studies.*

All product claims should be truthful, not misleading, and should be backed by scientific evidence.

*Never claim or suggest that our products can cure, alleviate, treat, prevent, or diagnose a disease, symptom, or injury.*

These types of claims are called "disease claims." Here are a few examples of conditions generally considered to be diseases: colds, flu, cancer, diabetes, arthritis, osteoporosis, heart attacks, HIV, high blood pressure, high cholesterol, allergies, tooth decay, impotence, seizures, asthma, attention deficit disorder, ulcers, burns, mild abrasions, bruises, scars, head lice, obesity, anxiety, and depression. Many, many others belong on this list, but there isn't enough space for all of them!

*No matter how much success you feel you've had with a Young Living product in helping your family fight disease, avoid claiming as much when you are sharing our products.*

Personal experiences do not replace scientific studies; and when you share your personal experiences in a business-building setting, no matter how remarkable, they may count as a disease claim.

*Avoid stating that our products can treat a disease, even if you don't actually name the disease. There are a lot of ways to imply that Young Living products can treat, cure, or prevent diseases. Each violates U.S. regulations.*

Regulators look at the objective intent of advertising statements when deciding whether a disease claim is implied. Below are a few impermissible implied disease claims, the disease implied by these claims, and related claims that you can make.

Unacceptable Disease Claim	Implied Disease	Acceptable Claims
Relieves crushing chest pain	Angina or heart attack	Helps relax muscles
Heals stomach or duodenal lesions and bleeding	Ulcers	Helps with upset/sour stomach
Anticonvulsant	Epilepsy	Provides support for the nervous system
Relief of bronchospasm	Asthma	Supports healthy lung function
Helps alleviate the blues associated with emotion of despair	Depression	Helps alleviate occasional nervous irritability
Controls blood sugar in person with insufficient insulin	Diabetes	Maintains normal blood sugar levels
Prevents wasting in persons with weakened immune systems	AIDS	Supports the immune system
Improves joint mobility and reduces joint inflammation and pain	Rheumatoid arthritis	Supports healthy joint and cartilage function
Antibiotic	Infections	Aids a healthy immune system

Personal testimonials about Young Living's products must comply with the same laws that regulate claims that govern what Young Living can include on its product advertisements and product packaging. Specifically, personal testimonials (1) must be supported by competent and reliable science, and (2) must not state that Young Living's products are intended to diagnose, cure, mitigate, treat, or prevent diseases.

*Avoid claiming that Young Living products treat a symptom of a disease or a class of disease, even when talking in everyday terms (instead of technical terms).*

Here are a few examples:

Unacceptable Implied Disease Claims	Why It Is an Unacceptable Claim	Acceptable Claims
Helps lower cholesterol OR Promotes cholesterol clearance	The lowering of cholesterol and cholesterol clearance are implied disease claims linked to treating elevated cholesterol.	Helps maintain cholesterol levels already in the normal range
For joint pain	Joint pain is widely recognized as being a characteristic of arthritis.	Helps support cartilage and joint function OR Helps alleviate minor aches and pains associated with daily life
Maintains healthy lungs in smokers	Smokers are an at-risk population for lung cancer; therefore, the claim implies lung cancer prevention.	Maintains healthy lung function OR Supports the lungs and sinuses
Prevents bone fragility in post-menopausal women	Implies prevention of osteoporosis	Helps support healthy bone structure
Prevents memory loss	Refers to preventing Alzheimer's disease	Reduces absentmindedness
Aids in balancing blood sugar	Imbalanced blood sugar levels are widely known to be associated with diabetes. In this case, "balancing" would be understood to mean "improving."	Helps maintain blood sugar levels already in the normal range

*Some drug classes are so strongly associated with disease treatment or prevention that a statement that a product belongs to that class implies that the product will treat or prevent the same diseases that the class of drug does.*

Here are some examples:

Unacceptable Product Classes	Why It Is Unacceptable
Antibiotics	Antibiotics are a commonly recognized class of prescription drugs.
Analgesics	Analgesics are a commonly recognized class of over-the-counter drugs.
Antiobesity products	Obesity is considered a disease.
Anti-inflammatory	Inflammation claims are closely associated with serious gastrointestinal diseases and other disorders.
General disease-prevention claims	Statements that a product prevents the onset of disease is a prevention claim and is impermissible.
Antimicrobial	Antimicrobial and antiseptic refer to infectious disease-preventing products.

However, here are some examples of acceptable product classes:

Acceptable Product Classes	Why It Is Acceptable
Laxatives	Laxative claims are appropriate if the claims are qualified to make it clear the product is intended only for occasional irregularity, not for chronic constipation.
Appetite Suppressants	Appropriate for products intended for ordinary weight loss, not for the treatment of obesity, which is considered a disease.
Tonics	Tonics are anything that refreshes the body and/or mind, not specifically treating or preventing any condition.
Antispasmodics	An antispasmodic is not closely associated with treatment or prevention of gastrointestinal disease.

*Avoid stating or suggesting that a product can replace prescriptions or over-the-counter drugs or that the product is a class of drug.*

Here are some examples:

Unacceptable Drug Replacement Claims	Why It is Unacceptable	Acceptable claim
Natural Prozac	Claims that a supplement is a replacement for a drug that treats depression	Helps promote emotional well-being OR Helps alleviate the occasional blue feeling everyone experiences from time to time
Herbal Viagra	Claims that product will treat erectile dysfunction	Supports male sexual performance OR Promotes sexual vigor and performance
Replace your prescription medications with Product X OR Medicine cabinet makeover-type claims	These claims suggest that these products can replace over-the-counter or prescription drugs, which are known to treat diseases.	Product X supports wellness, and may have many health benefits.
Contains compound Y, formerly only available as a prescription drug	An ingredient that has been regulated as a drug and is well known to consumers for its use in preventing or treating a disease	

*Avoid stating that our products can support or supplement a therapy or treatment.*

Do not suggest that a product is useful as a companion to regular drug therapy or that it prevents or treats adverse events associated with a disease if the adverse events are also disease conditions. Here are some examples.

Unacceptable Drug Therapy Claims	Why It Is Unacceptable	Acceptable Claims
Use as a part of your diet when taking insulin to help maintain healthy blood sugar levels.	The reference to insulin implies that the supplement is intended to assist in the treatment of diabetes.	Can be used as a part of your healthy diet to help maintain a healthy blood sugar level.
Helps stimulate the immune system when undergoing chemotherapy.	The reference to chemotherapy suggests that this product is intended to assist in the treatment of cancer.	Helps alleviate nausea
Helps persons on antibiotics maintain healthy intestinal flora.	This is an implied infection disease claim. Some antibiotics put the patient at risk of developing overgrowth pathogenic organisms in the gut because antibiotics can suppress normal intestinal flora that can prevent infection.	Helps maintain healthy intestinal flora

*You may have noticed a disclaimer in some of our labels and materials. Don't confuse this disclaimer for a trump card. Even if you communicate this statement to others, unsubstantiated claims about our products are still not legal.*

**\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

This language is used to indicate that a structure-function claim is made in product advertising. It does not provide legal protection when making disease claims. Look for more information about structure-function claims in the next section.

## THINGS YOU CAN SAY

*While it isn't okay to claim that a Young Living product can cure, treat, diagnose, or prevent a disease without the proper scientific studies, it is okay to state that our dietary supplements can play a role in supporting, affecting, and maintaining overall wellness and specific body structures and functions.*

This type of claim is called a structure-function claim and can be used when talking about Young Living's dietary supplements. Not sure what counts as a dietary supplement? They will always have the word "supplement" printed right on the front of the label.

This table gives examples of unacceptable disease claims and alternative structure-function claims. These alternatives are safe to use, as long as they are used in a manner that is truthful, not misleading, and substantiated. Remember that the Acceptable Claims listed in the prior sections are generally structure-function claims.

Unacceptable Claim	Acceptable Structure-Function Claim
Prevents the common cold	Supports the immune system
Product X may reduce the risk of disease	Product X may supply a variety of health benefits
Prevents common health issues	Protects the body and contributes to better health
Eliminates liver spots	Slows signs of aging on the skin, such as liver spots
Prevents irregular heartbeats	Supports heart muscle function
Dissolves gallstones	Supports digestive function, especially of the gallbladder OR Digestive aid
Prevents seizures	May be used to suppress occasional muscle spasms
Cures kidney infection	Supports kidney health and function
Maintains healthy blood pressure/cholesterol level	Sustains blood pressure/cholesterol level that is already within healthy ranges
Regulates blood sugar levels	Maintains already-normal blood sugar levels
Nasal decongestant	Encourages proper nasal function
Alleviates nervous tension headaches	Provides nervous system support during times of stress
Treats insomnia	Promotes restful sleep
Sleep aid	Used for occasional sleeplessness

*Many of our products offer nutrition that is generally recognized to support certain systems in the body. Feel free to reference these nutrients' common-knowledge support benefits.*

For example, you can mention vitamin C's role in supporting healthy immunity or protein's role in supporting healthy muscle tissue.

*Age-related conditions, natural body functions, and occasional emotional states are not diseases, so go ahead and share how Young Living's supplements can help with those conditions.*

This chart shows conditions, body functions, and emotional states that are okay to discuss, along with related diseases that shouldn't be.

Age-related conditions, natural body functions, occasional emotional states	Diseases
Mild mood changes, cramps, and edema associated with the menstrual cycle	Severe depression associated with the menstrual cycle
Hot flashes	Irregular hormone levels
Non-cystic acne	Cystic acne
Hair loss associated with aging	Hair loss related to anemia
Wrinkles associated with aging	Progeria symptoms causing prematurely wrinkled skin
Other signs of aging on the skin (liver spots and spider veins)	Artherosclerotic diseases of coronary, cerebral, or peripheral blood vessels

Mild memory problems associated with aging	Alzheimer's disease and other senile dementias
Anti-flatulence claims: Alleviates symptoms referred to as gas Alleviates bloating Alleviates pressure Alleviates fullness Alleviates stuffed feeling Occasional gas	Irritable bowel syndrome
Stress and nervousness claims: Occasional stress Occasional and minor anxiety Occasional nervous tension For nervousness due to common, everyday overwork and fatigue Promotes a relaxed feeling Calming and relaxing Gently soothe away tension Calmative Resolving that irritability that ruins your day Helps you work relaxed	Severe anxiety
Occasional constipation	Chronic constipation
Relief of occasional heartburn	Stomach ulcers
The blues	Depression
For the prevention and treatment of nausea and vomiting or dizziness associated with motion	Flu
Helps with muscle pain after exercise OR Minor pain relief claims such as for muscle pain following exercise	Alleviates pain

*If you have the science to back up an acceptable claim, go ahead and use it! But keep in mind that the studies you refer to must not reference Young Living or its products. Paraphrasing, interpreting, or selectively citing the study isn't okay either, so be sure to quote the study's entire abstract, provide a complete copy or a link, and always be honest about the study's findings.*

**Disclaimer:** This material is for education only and should be viewed as a guideline. The examples provided in this document do not represent a complete or exhaustive list of all acceptable and unacceptable claims. This document does not constitute legal advice from Young Living. You should consult with your own legal counsel when determining how to apply the information presented in this document.