

Promoting your business the Reliv® way!

As with any business, the operation of your Reliv distributorship is subject to state and federal rules and regulations. Whether you are a new Distributor just starting out or a seasoned veteran, it is important that you be aware of and comply with these laws. Reliv takes compliance seriously and maintains a dedicated group of professionals tasked with helping you operate your business the Reliv way. Reliv has also established the [Reliv Professional Code of Ethics](#) outlined in our Policies and Procedures which Independent Reliv Distributors are obligated to follow and is a member of the Direct Selling Association which has established the [DSA Code of Ethics](#) to be followed by its members.

Below are some common questions you may have about promoting Reliv products and the Reliv income opportunity. You will notice a common thread in the answers. Reliv has invested considerable time and effort in preparing our sales aids, product brochures, compensation plan training aids, videos and other materials to assure their compliance with federal and local laws. If you limit claims about our great products and the Reliv income opportunity to those contained in these materials, you will be well on your way to compliance. If you have any questions about what is compliant, please contact compliance@relivinc.com.

Product Claims

The US Food and Drug Administration regulates the manufacture, labeling and marketing of our nutritional products. The Federal Trade Commission also regulates the manner in which a dietary supplement is advertised. You will note the following FDA required disclaimer is contained on each of our nutritional products: **This product is not intended to diagnose, treat, cure or prevent any disease.** However, the use of that disclaimer does not allow us to make disease or medical claims.

What can I say about our great line of nutritional products?

Our goal at Reliv is to understand the benefits and science behind our products and help you deliver that message. You are encouraged to share the videos from the Reliv website (reliv.com) or Reliv App, which explain each of our products and their health benefits. Additionally, we have product brochures, training cards and more available by logging in to reliv.com. Statements of overall improvements in general health, energy, and well-being are of course permitted and resonate with the widest audience of prospects:

- The Core Nutrition products provide optimal and superior daily nutrition while our Targeted Solutions products are designed to meet individual health and fitness needs.
- Focus on describing improvements in general health and well-being, having more energy, focus on feeling more accomplished, how your sleep has improved or how you feel your immune system is stronger.
- Highlight positive experiences like running a 5k or starting an exercise regimen.
- Use words such as enhance, promote, support, help and maintain to describe your health benefits.
- Also recommend that the consumer consult with their physician regarding use of any dietary supplement, including Reliv, and before they make any change to their diet particularly if they are under current medical treatment or any prescription medication.

What am I prohibited from saying about our products?

Reliv and you, as an Independent Reliv Distributor, are prohibited from making prescriptive or diagnostic claims about Reliv products such as:

- Indicating a Reliv product will treat, prevent, cure, or alleviate any disease, medical condition or symptom (i.e. cancer, migraines, allergies, fibromyalgia, insomnia, etc.).
- Stating or implying a Reliv product will allow for the avoidance, reduction or termination of a prescription drug or treatment (i.e. drug, inhaler, insulin, surgery).
- Making any guarantees or assurances as to the results a client will have from a Reliv product.

If I, or my family, have obtained great results from the Reliv products can I share those results?

Yes and no. If those results are in line with the general well-being statements described above they are fine, but if they relate to how the products treated, cured or alleviated a disease or medical condition, eliminated, or lessened the need for a drug or treatment they are prohibited if shared with the motivation to promote the sale of product through your business. Use of a health disclaimer is always encouraged to communicate results are unique to each individual.

Can I use articles or studies showing how certain products or ingredients affect health in promoting my RELIV business?

Third-party articles are subject to the same rules described above applicable to other statements made in connection with promoting your Reliv business. Our advice is to limit your use of promotional materials to those generated or authorized by Reliv. If you have any questions on whether use of a particular article or study is permissible, please contact compliance@relivinc.com.

Do these rules apply only to printed materials I use in my Reliv business?

No, these rules apply to all statements made in connection with your Reliv business whether they are made in a one-on-one conversation, on the phone, email, text, in printed materials, on Facebook or other social media, or in any other form. Note that in general, Distributor-created advertising is discouraged as we highly recommend using materials from the Reliv website and Reliv app. All Distributor-created material needs to be approved by Reliv Compliance prior to use. Please submit all inquiries to compliance@relivinc.com.

Business, Income claims

The Federal Trade Commission rules prohibit claims about a business opportunity including income claims if they are false, misleading or unsubstantiated. We believe the Reliv income opportunity is unparalleled in the industry and there is no need to exaggerate the earnings potential. Distributors join Reliv for many reasons - to receive a discount on our products, to earn supplemental income or to pursue the income opportunity. As with product claims, a Distributor's best course is to limit statements about our income opportunity to those contained in Reliv materials or otherwise approved by Reliv. Reliv has prepared the [Reliv Income Disclosure Statement](#) to provide information on the earning experience of Reliv Distributors.

What should I say about the Reliv income opportunity?

You should use the brochures and videos supplied by Reliv to fully explain the Reliv compensation plan to any prospect or customer interested in the income opportunity. If you are a newer Distributor, don't hesitate to ask for your sponsor's help in explaining the plan.

- Focus on your positive experiences, your success in sharing the products and the opportunity.
- Describe the flexibility of the plan and the different reasons customers become Reliv Distributors. Describe how Reliv and the supplemental income you earned has affected your life - being careful not to exaggerate the potential earnings.
- Describe how the business has added to your self-assurance and fulfillment.

If I have been successful with Reliv can I relate my own experiences, income?

Sharing your personal story is an important part of being a Reliv Distributor, and with a few simple guidelines, you can ensure your story is compliant. While common sense would dictate that telling your own true story would be permissible and encouraged, the FTC has made clear that if your own experience is not typical, at a minimum you would be required to also make clear what a typical distributor would experience (by providing a copy of the Reliv Income Disclosure Statement). So as a successful Reliv Distributor, you want to start by sharing how you got started in the business, and where your business is today... not just your best month or best year. For example, you should talk about the action items you took in the first couple of months as a new Distributor. Talk about how you reached out to new people, and how you grew your business over time into a larger network of customers, preferred customers and distributors through consistent, daily activities.

What should I avoid saying and what should I say instead?

The FTC has taken a very broad view of the type of direct or implied claims they deem to be misleading and therefore should you have any concerns, please contact compliance@relivinc.com before using such statement. In general, avoid the following:

- Statements as to any specific amounts or ranges of income a Distributor can earn. Instead, you might say "Distributors who treat their business like a business and work hard have the potential to earn and also grow their Reliv income through consistent efforts."
- Statements that Distributors can become wealthy, retire early, become millionaires, or earn thousands of dollars per month. Instead, you might use phrases such as "Earn supplemental income for retirement, the chance to earn all-inclusive trips to incredible destinations and monthly bonus opportunities on top of a generous compensation plan."
- Images of expensive homes, cars or big checks and bonuses that imply that same message. Instead, show images of your lifestyle such as having fun with family and friends, having home shake parties, working out, making healthy recipes, etc.)
- Terms such as quit your job, fire your boss, build it once and it will pay you for a lifetime, retire in five years, walk-away income, and become a stay-at-home parent. Instead, you might use phrases such as earn a supplemental income that allows you to work where and when you want, work part-time or full-time, enjoy more flexibility and family time as you earn an incremental income, grow personally and learn new skills, low start-up costs unlike expensive franchises that cost thousands, earn retail and wholesale profit and feel good about making the world healthier and happier with delicious health shakes.

- Using hypothetical earnings examples (i.e. building a five-level check using top volumes from distributors at each level that are not representative of what a typical Reliv Distributor experiences). Hypotheticals are fine to illustrate the mechanics of the compensation plan, but not to illustrate power of multiplication or atypical results. Instead, you might say phrases such as earn an incremental income for signing up new customers, preferred customers and distributors – this is known as being a healthy Master Affiliate and it's Reliv's core position.

Do these income rules apply only to printed materials I use in my Reliv business?

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