

Outer Nutrition Products Testimonials Guideline

The best place to learn about company-approved claims for products is the current product brochure and marketing materials. Avoid taking approved claims to the extreme, which can turn them into drug claims that are not allowed. You must phrase things properly so that they are not making drug claims for cosmetic products.

As a general rule of thumb: Claims that are allowed for cosmetic products are those about temporary, visual, textural, or surface changes of your skin. If you go beyond that and make claims about the product producing permanent changes, cure disease and alter the structure or function of the skin, you are in the drug territory. Some examples are below.

✓ EXAMPLES OF DO'S:

- “My skin looks healthy” or “My skin feels healthy.”
- “My skin feels younger” or “My skin looks younger.”
- How you use the products – what your routine is.
- Performance claims within the scope of substantiation. (For example, if a product has an approved claim for improving skin tone, you can say your skin tone improved. Same thing with moisturization claims. You can always talk about how good your skin looks and feels.)
- For wrinkles, you can only make a claim in the form approved and only for the products which are approved. (Thus, for example, for the Herbalife SKIN Line Minimizing Serum, you could say that after a week, you thought the appearance of your fine lines and wrinkles had improved.)

⊘ EXAMPLES OF DON'TS:

- “My skin is healthier” or “My skin is now healthy.”
- “Product X repaired my skin” or “Product X cured my skin.”
- “Product Y retards skin from aging” or “Product Y counteracts aging process.”
- “Product X removed wrinkles from my skin.”
- “It’s a face-lift in a jar.”
- “Just like Botox®.”
- Statements about pimples, blemishes, discoloration, uneven skin tone, acne, eczema, or other medical conditions.
- Statements about cellulite or “problem areas.”

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