



RELIV COMPLIANCE

Have questions about these do's and don'ts or other compliance questions?
Please email us at compliance@relivinc.com.

AVOID THESE TERMS:	INSTEAD SAY:
Alzheimer's Disease	Ability to focus or concentrate, improved memory
Arthritis or Arthritic joints or pain	Improved joints/joint support/ease of motion/lifestyle has improved, achy joints, discomfort in joints.
Asthma	Can breathe better or can breathe with ease
Eliminates Allergies	Relief of symptoms (watery eyes, sneezing, etc.) hay fever, inhibits histamine. Do say for seasonal upper respiratory challenges, promotes upper respiratory health, attacks have improved or sailed through allergy season.
Anxiety	I am calmer, more relaxed or I don't stress over the small things.
Acid Reflux	Heartburn, indigestion
Autism, ADD/ADHD	Improved ability to focus or concentrate, experiencing less anger fits, improved/lessened mood swings.
Cancer	Focus on how the Reliv products helped make the recovery process better and supported your overall health during treatment such as during treatment, the Reliv products gave me energy.
Lowers or manages cholesterol	Supports/maintains/promotes healthy/normal cholesterol levels
Do not say diabetes or use terms such as regulates, controls or stabilizes blood sugar.	Healthy blood sugar support, promotes/supports healthy and normal blood sugar, balances blood glucose.
Colds and flu: Don't say cures the common cold, fights influenza and viruses or relieves colds and flu.	Supports the immune system or supports immune function, helps the immune system's natural defenses.
Depression/suicidal	The Reliv products helped you feel better, you have a better outlook on life, improved your mood, the black cloud has lifted, you were blessed to find Reliv.
Macular degeneration, cataracts, glaucoma, vision loss even if in a statistical, true statement or it becomes an implied disease claim about the product; reduces risk of any of the previously mentioned conditions; improves eyesight.	Promotes/supports/maintains normal vision, vision health and/or function, good for retinal function.

AVOID THESE TERMS:	INSTEAD SAY:
Eczema/Psoriasis or specific skin conditions — Do not say relieves, clears, treats, etc.	Your skin's appearance has improved, your skin is glowing, keeps skin healthy, soothes irritated skin.
Fibromyalgia or any autoimmune disease	You have better health, you are feeling better, you feel like you have more hours in the day, no naps needed, better quality of life.
IBS/Crohn's Disease	You have improved digestion or stomach/digestive issues have improved.
Do not say reduces or prevents inflammation	Do say balances/promotes/supports a healthy inflammation response, helps with inflammation due to exercise or overexertion.
Insomnia	You are getting better sleep, restful night of sleep, able to sleep through the night and feel rested.
Migraines	Headaches have improved or lessened in frequency.
Neuropathy	You have improved circulation, better lifestyle, able to jog again, no longer need special socks.
Pain (this is a drug claim)/Pain relief	Pain due to exercise or overexertion or discomfort
Presenting the Reliv products as solutions to health conditions	Talk about improvements in your overall general wellness
Natural or organic	Reliv has products for everyone whether you are gluten free, dairy free, Kosher, Halal, Vegan or Vegetarian.
Making a long list of conditions you had, suffered with chronic conditions (avoid use of the word chronic)	Instead talk about having more energy, getting better sleep, moving more, feeling younger and rejuvenated.
Stating health conditions are gone or you no longer have a health condition	Talk about how they have improved, lessened, frequency decreased
Stating that medical advice was ignored or stating the medications were reduced or eliminated	If you have a medical condition or are taking a prescription medication, you should always consult your physician before use of any dietary supplement.
Lose weight	It should be conveyed that results may vary, these are not typical results and/or that a program that includes our product should be used with a balanced diet and exercise. This is not a magic pill for weight loss.
Prevent, Cure, Treat	Note that adding the FDA Disclaimer (*These statements have not been evaluated by the Food and Drug Administration. Reliv products are not intended to diagnose, treat, cure or prevent any disease.) is not a free pass to make claims.