



# **ADVOCARE®**

## Advertising Guidelines

The following information is a review of the various types of advertising that can be utilized as an AdvoCare Distributor. The information below provides details of what is, and is not, allowed in each of the respective advertising channels. This is intended as a helpful guide when advertising and promoting your AdvoCare business. For more details on advertising compliance, check out the [Distributor Policies and Procedures](#), email [sales@advocare.com](mailto:sales@advocare.com) or [legal@advocare.com](mailto:legal@advocare.com).

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### GENERAL ADVERTISING RULES

- Selling or advertising on unauthorized e-commerce sites is strictly prohibited (including but not limited to eBay, Amazon, Walmart, Etsy, Sears, Poshmark, Facebook Marketplace, etc.)
- AdvoCare Distributors are prohibited from making income or lifestyle claims of any kind, which includes how much income has been, or can be, earned with AdvoCare. A “lifestyle claim” is any express or implied statement about past, current or future purchases you made with income from AdvoCare or your AdvoCare business. In other words, a lifestyle claim tells others what AdvoCare income (separate from any other source) has allowed you and your family to buy or do (e.g., purchase cars, take vacations, buy homes).
- Distributors may share and talk about the benefits of AdvoCare products using language published on [advocare.com](http://advocare.com), [connect.advocare.com](http://connect.advocare.com), by AdvoCare on its social media channels, or seen on AdvoCare product labels, and must include the disclaimer: *This statement has not been evaluated by the Food and Drug Administration (FDA). This product is not intended to treat, cure or prevent any disease.* [See the Disclaimers section below for more details.](#)
- AdvoCare Distributors may not make medical claims or statements that AdvoCare products treat, cure, or prevent a disease or any other medical condition.
- Any weight-loss or body composition claims must include:
  - o (1) additional ways results were obtained, such as a balanced diet, physical activity or other consistent lifestyle changes. Reference these consistently implemented changes in addition to the supplement taken;
  - o (2) truth and accuracy and should not be misleading;
  - o (3) a timeframe that depicts a healthy lifestyle with sustainable results over time;
  - o (4) staying within current regulations e.g., the Center for Disease Control indicates that a healthy and sustainable weight loss is 1-2 pounds per week. Following these guidelines provides proper context and shares your complete and accurate story. Anything outside of this is considered excessive;
  - o (5) the appropriate disclaimer: *Results vary with individual effort, consistency of use, body composition, eating patterns and exercise. The addition of AdvoCare products can help jumpstart and maintain long term weight loss, health and wellness.*



**Think about what you are trying to convey in your message. Here are examples of verbiage that **can** be used and what you **shouldn't** say:**

- Incorporating consistent exercise as well as healthy food choices can help you on your weight loss journey vs. you too can lose weight without diet or exercise;
- Choose a turkey slider and side salad vs. you can eat as much as you want and still lose weight;
- AdvoCare Catalyst® will help you maintain muscle tone as you work out vs. try this product to melt the fat away; it blocks the absorption of fat and you will lose weight;
- Don't think of getting healthy as a sprint. Slow and steady weight loss, along with your healthy lifestyle changes, is the best way to maintain that loss over time vs. lose 24 pounds in 24 days like I did;
- Getting in shape isn't easy; it takes desire, dedication and time vs. it's easy to get great results that others have had.

## **CROSS-PROMOTING AND CONTESTS**

- Advertising and marketing may not be combined, commingled, or cross-promoted with other competing products that are not associated with AdvoCare.
- You may conduct compliant contests or sweepstakes on social media pages created by you, but you must always follow the AdvoCare Policies and Procedures regarding Distributor-Created Contests, while also adhering to the guidelines listed below.
  - o You must indicate that it is not sponsored by AdvoCare and include full rules (e.g., who can enter (ages 18+), how to enter, the start and end date and time of the promotion period, the nature and value of the prize, number of prizes awarded, how to win, how you are choosing the winner, etc.)
  - o You must award all prizes earned or won.
  - o AdvoCare products may be used as prizes, but you must disclose the retail value. Any AdvoCare product being used must be no fewer than 30 days from the best by date.
  - o All contest information and requirements must be upfront, clear and conspicuous. They cannot be misleading or lack transparency.
  - o You may conduct one (1) AdvoCare product incentive per pay period, it can last no more than seven (7) days, and you cannot discount or make the same product free in two (2) consecutive pay periods.
    - AdvoCare Corporate may limit your incentives should they appear to be excessive.
  - o It is also strongly recommended that you familiarize yourself with state and federal laws regulating this type of advertising, illegal lotteries and alternative means of entry, as well as follow any specific social media platform rules regarding the promotion of sweepstakes and contests.

## **SOCIAL MEDIA PERSONAL POSTS AND BUSINESS PAGES**

- Always clearly identify yourself as an Independent Distributor either by your page name or including #distributor in each post.
- Share unaltered posts directly from AdvoCare's social media sites, [advocare.com](https://www.advocare.com) or [connect.advocare.com](https://connect.advocare.com). Use verbiage directly from AdvoCare to avoid making unintentional, non-compliant claims.
- The wrong hashtag could be seen as a non-compliant health claim (e.g., #coronavirus, #adhd, #add, #bloodpressure, etc).
- Your profile and cover photos cannot be the AdvoCare logo or other copyrighted images.
- You may share your personal link to your Distributor website ([my.advocare.com/id#](https://my.advocare.com/id#)) on your social media platforms. If you have personal or business social media profiles, you may also use the Shop Now feature but may only direct visitors to your Distributor website to purchase products.



## PAID ONLINE ADVERTISING

### • Search Engine Marketing

- o Distributors cannot bid on or purchase (or encourage or solicit any third party to bid on or purchase) any AdvoCare restricted trademark (see list below) or AdvoCare owned content as a meta-tag, keyword, paid search term, sponsored advertisement or sponsored link used to trigger search results (including but not limited to keywords, description or headlines). Restricted trademarks would also include any similar look sound/meaning (e.g., Advacare).
- o Your ad must identify the Distributor by including “Independent Distributor” or “Distributor” in the description or as a hashtag, and cannot be confused with a corporate ad.
- o You may make product claims that appear on [advocare.com](http://advocare.com), [connect.advocare.com](http://connect.advocare.com), or AdvoCare’s social media platforms, as AdvoCare has substantiated and approved this language.
- o You must add AdvoCare restricted trademarks to your negative keyword list in your ad campaign to prevent the search engine from using restricted trademarks in your ad.
- o You must ensure the search engine cannot change your ad on its own, therefore, you must disable dynamic changes permitted by the search engine. Ads must remain in compliance post-publication as search engine platforms often modify ads. It is your responsibility to ensure all ads are compliant at all times. If you are unsure how to accomplish this, please contact the search engine platform for guidance.

## RESTRICTED TRADEMARKS (ADVOCARE CORPORATE USE ONLY)

*This restricted list can be changed anytime at the discretion of AdvoCare.*

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24 DAY JUMP START®	MNS DELTA®
ADVOCARE 10-DAY RESET™	PROBIOTIC FASTMELT®
ADVOCARE SPARK®	SLEEPWORKS®
ADVOGREENS®	SPARK®
ADVOCARE®	SPARK ENERGY®
ADVOCARE CATALYST®	SYNBIOTIC ULTRA™
ADVOCARE GLOW®	V16®
ADVOCARE HARMONY™	ADVOCARE FOUNDATION®
ADVOCARE OASIS®	ADVOCARE GIVES BACK®
ADVOCARE REHYDRATE®	ADVOSTRONG®
ADVOCARE SLAM®	BE A CHAMPION®
ADVOCARE SLIM®	REDEFINING REHYDRATION®
BLUE ORBIT™	RETHINK WHAT YOU DRINK®
GO MES®	ADVOCARE FOUNDATION CHAMPIONS FOR CHILDREN®
INTELLIQ™	CHAMPIONS FOR CHILDREN®
MASS IMPACT®	USE IT THE PROS DO®
MNS®	WE BUILD CHAMPIONS®
MNS OMNI®	

### • Social Media Paid Advertising:

- o Your ad must be linked to your Distributor website.
- o Ad images must be unaltered images directly from the [connect.advocare.com](http://connect.advocare.com) shareables library.
- o The ad must disclose that you are an Independent Distributor. Use #distributor in the ad.
- o You can only make product claims that appear on [advocare.com](http://advocare.com), [connect.advocare.com](http://connect.advocare.com), or AdvoCare’s social media platforms, as AdvoCare has substantiated and approved this language.

## LOCAL ADS

- You can utilize local newspapers, community newsletters, local community opportunities, your local Chamber of Commerce.
- National ad campaigns on television, print or radio can only be conducted by AdvoCare. For any national media requests brought to your attention, please send an email to [advertising@advocare.com](mailto:advertising@advocare.com).



## BLOGS AND WEBSITES

- You may have a blog or website, but the primary focus cannot be about AdvoCare or a particular AdvoCare product.
- You can mention certain products you use or AdvoCare in general within the context of your blog (e.g., “Before I work out in the morning, I like to start with a Spark! It gives me the energy and focus I need to get through my morning.” - or - “I have found that AdvoCare has so many nutritional supplements that support overall wellness, weight management, energy, etc.”).
- All language describing the products or company will need to come directly from [advocare.com](https://advocare.com), [connect.advocare.com](https://connect.advocare.com), or AdvoCare’s social media platforms, as that language has been approved for use.
- You must include your name and that you are an AdvoCare Independent Distributor so customers understand that they are going to be directed to a Distributor’s website to purchase.
- Use the AdvoCare Independent Distributor Logo found on your Distributor Website > Tools > Tools and Resources.

## DISCLAIMERS

Disclaimers must be used to clarify, limit or explain a claim or material fact and should always be “clear and conspicuous” so that the consumer can easily see it, read it and understand it.

- Weight-Loss Claims: Typical loss is 1-2lbs per week. Anything outside of this shouldn’t be used as a weight-loss claim: *\*Results vary with individual effort, consistency of use, body composition, eating patterns and exercise. The addition of AdvoCare products can help jumpstart and maintain long-term weight loss, health and wellness.*
- General Product Claims: To help consumers avoid confusing supplements from drugs, supplements require the following disclaimer: *\*This statement has not been evaluated by the Food and Drug Administration (FDA). This product is not intended to treat, cure or prevent any disease.*
- Material Disclosure: You must include the connection between you and AdvoCare: #distributor

## ADDITIONAL RESOURCES

[AdvoCare Policies and Procedures](#)

[FTC’s Disclosures 101 for Social Media Influencers](#)

[FTC’s Check Gut Check: A Reference Guide for Media on Spotting False Weight Loss Claims](#)

[FTC’s Dietary Supplement Advertising Guide](#)

[Guidance on FTC .com Disclosures, How to Make Effective Disclosures in Digital Advertising](#)