

amply

Created by nature. Crafted by herbalists.

Hi influencers,

We are thrilled to have you represent Amply by utilizing your talents and skills in social media marketing. We greatly value you as part of our own team and value any input you may have. In order to comply with government guidelines, we have put together this document outlining some requirements we have pertaining to our product messaging. We thank you in advanced for reading through this document and following the outlined requirements. Please feel free to reach out to any questions pertaining to the material.





background

The FDA (Food and Drug Administration) and FTC (Federal Trade Commission) regulate what is permissible to say about a supplement product and the ingredients contained.

I'm sure you have seen the following statement before:

"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."

A claim can not suggest that the product has an effect on a specific disease or anything outside a normal healthy state.

It is important we stay clear of any medical language that could be considered a claim.

- We CAN'T offer medical advice or supplement regimen advice but can always recommend they speak with their health care professional or nutritionist.
- You CAN share personal stories on when and how you like to take the product.
- You CAN share details of why you like the product and mention ingredients
- Please stay away from mentioning any disease, illness, or anything that could potentially be a medically diagnosed condition in your posts. i.e. "Apple Cider Vinegar is great at treating my acne."
- Any product questions can be sent to amplycares@amplyblends.com

Words to avoid

WORDS TO AVOID	REPLACEMENT
DOSAGE	SERVING
SYMPTOMS	EFFECTS
CURE	MAY HELP, MAY IMPROVE
PREVENT	MAY HELP, MAY IMPROVE
HEAL	MAY HELP, MAY IMPROVE



Examples of what you CAN NOT say:

- Reduces inflammation
- Reduces pain
- Lowers cholesterol levels
- Lowers blood sugar levels
- Helps alleviate depression
- Herbal antidepressant
- Natural antiviral
- Natural antibiotic

Examples of what you CAN say:

- Helps with the occasional winter blues
- Helps maintain joint health
- Helps maintain a healthy heart
- Helps maintain healthy cholesterol levels
- Helps maintain healthy blood sugar levels
- Helps reduce day to day stress and tension
- Helps maintain proper immune function



Examples by category

Pain Management

CAN: “Quell the Swell or Brake the Ache is the post workout relief you need”.

CAN'T: “After taking Quell the Swell by pain disappears”.

Sleep

CAN “Need some help relaxing after a long day, try Snooze Cruise.”

CAN'T: “This product has helped me with my insomnia, I’ve been off my Ambien prescription ever since.”

Focus/Energy

CAN: “I was having a hard time balancing my work from home load, until I tried Focus First.”

CAN'T: ” Focus First helped my ADD.”

Immunity

CAN: “Elderberry is one of my favorite ingredients to help strengthen my immune system.”

CAN'T: “Elderberry helps me fight the cold or flu.”

While a lot of companies don't always follow the rules to avoid making claims. We need to stay in the safe lane when it comes to talking about Amply's products. We still want to make the most out of highlighting our products and their amazing effects, we just have to be a little creative when doing so to avoid any potential violations.

We appreciate all your support and willingness to work within these perimeters. We hope you have success in your journey and are here to support you all the way. Please do not hesitate to reach out to us if you have any questions!

**Thank you,
From the Amply Team!**