

THE AFFILIATES GUIDE

SWEAT
SUPPLEMENTS



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INTRODUCTION

Welcome to Sweat Supps

We made the Sweat Supplements Affiliate program for those who want to level up.

Whether you are a Certified Personal Trainer, someone with a passion for fitness, or a Content Creator with a growing community -- you don't go a day without Sweat Supps.

You help us promote our products and, in exchange, get perks and commission on what your audience purchases through your posts. We want your love for our products to be showcased in your content, so authenticity is key!



INTRODUCTION



About us

You can call us Sweat Supps.

We want to break the stigma that supplements are complicated.

We've partnered with industry experts to produce top quality products in a licensed Canadian facility. Together, we have created supplements you can trust using minimal ingredients.

We're so happy to have you here and can't wait to get to know you better.

INTRODUCTION

Why we're here

Our goal is to continue to break barriers in the supplement industry while building a community dedicated to health and fitness. We believe fitness is about mindset, self-compassion and a long-term commitment to the process, not just the performance.

We created this guide to help you understand how we can do this together.



OUR MISSION

***WE'RE ON A
MISSION TO
HELP YOU
UNLEASH YOUR
FULL
POTENTIAL.***



VISUALS

Photos

You are drawn to authenticity, like us. We want to see the real you!

Tell a story through your photos and inspire others to do the same.



VISUALS

Videos

We love videos that are fun, approachable and show the Sweat Supps lifestyle. Whether it's a fitness video, a how-to, or a rest day. We are all about balance. Use video to inspire your followers to level up!



GET STARTED

How to talk about us

Share your story.

Let's inspire others to do the same and join our community.

Need some ideas? Here are some conversation starters:

- Why you use Sweat Supps
- How our products fit into your routine
- The impact of our products on your life

We want to see how you use Sweat Supps on a daily basis.



GET STARTED

Our collection

We don't expect you to know everything about our collection. However, if you plan on featuring a specific item in your content, go to sweatsupplements.ca/collections to read up on the full product breakdown.



GET STARTED

Pro tips

When in doubt, disclosure is best. Use #ad at the start of all promotional posts that feature your Affiliate Code. Be transparent to maintain your audiences' trust.

Be authentic. Be yourself and give your honest opinions and experiences with our products. We are excited to see your content!



GET STARTED

Ad Standards

You are welcome to review the [Disclosure Guidelines](#) from [Ad Standards Canada](#). We have covered the most important for you below:

1. Disclosure should appear at the start of the caption as part of the main message. Disclosure should not be buried amongst hashtags or in the comment section. [#Ad]
 - a. Include our official disclosure before any Sweat Supplements link/discount code.
2. Our brand and your material connection should be clearly indicated. [*tag us @SweatSupps in the caption + and paid partnership if applicable*]
3. All video content should include a verbal and visual disclosure statement. [*#Ad + tag @sweatsupps + say something to the effect of: "I am so excited to be partnered with Sweat Supplements"*]

Our official disclosure statement:

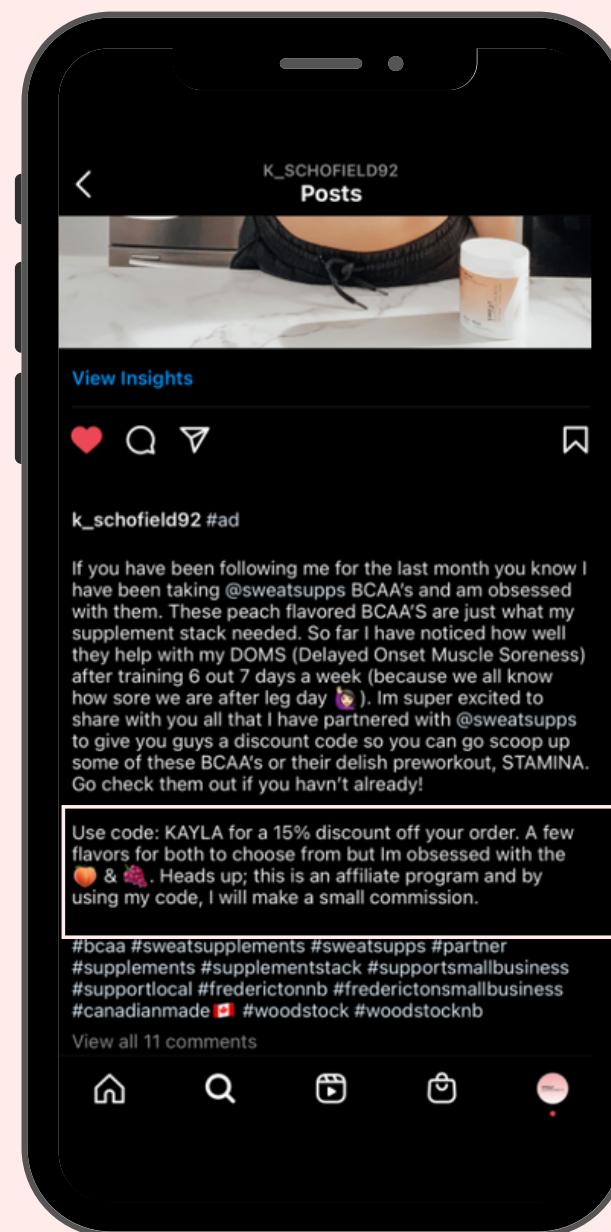
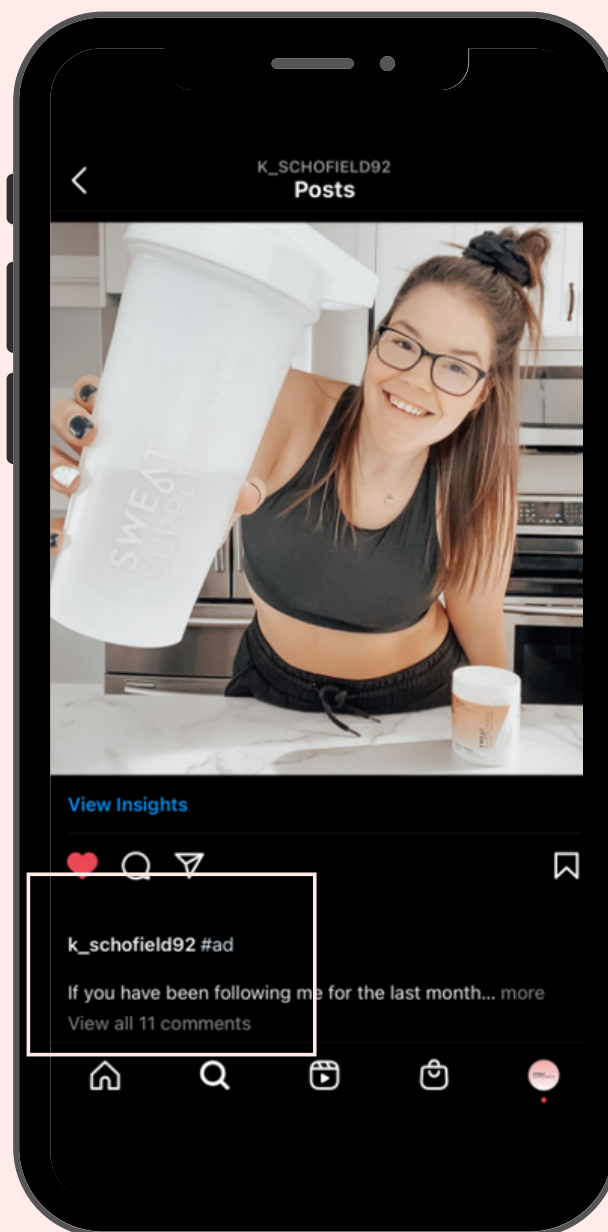
I am a Sweat Supplements affiliate and will receive a commission if you make a purchase through the links below.

INSPIRATION

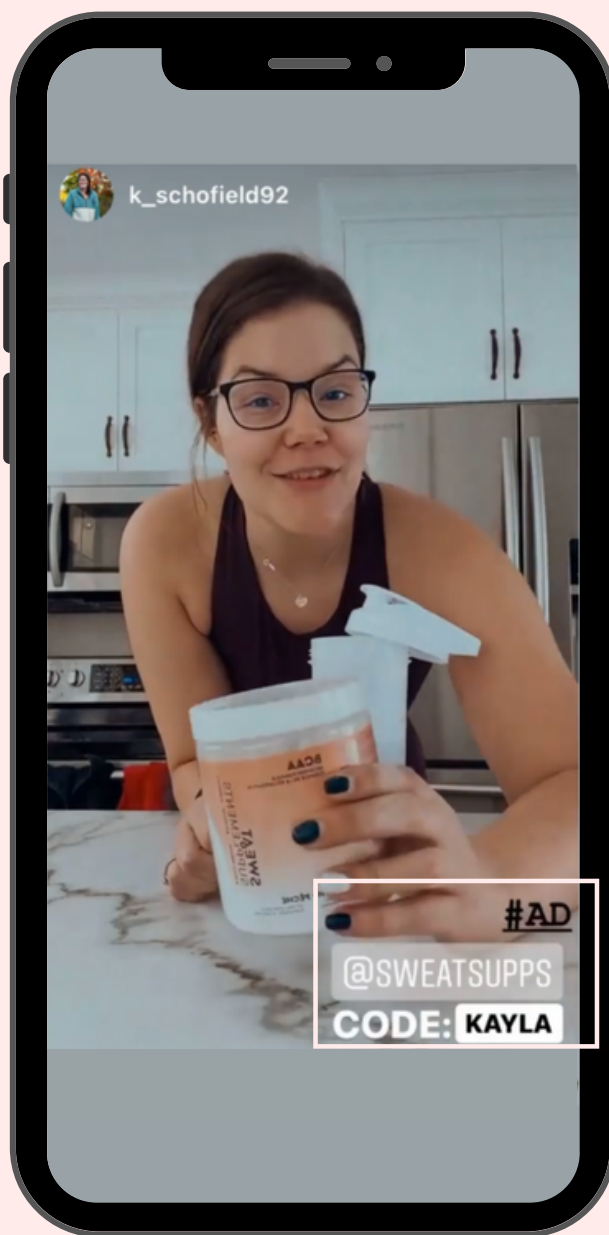
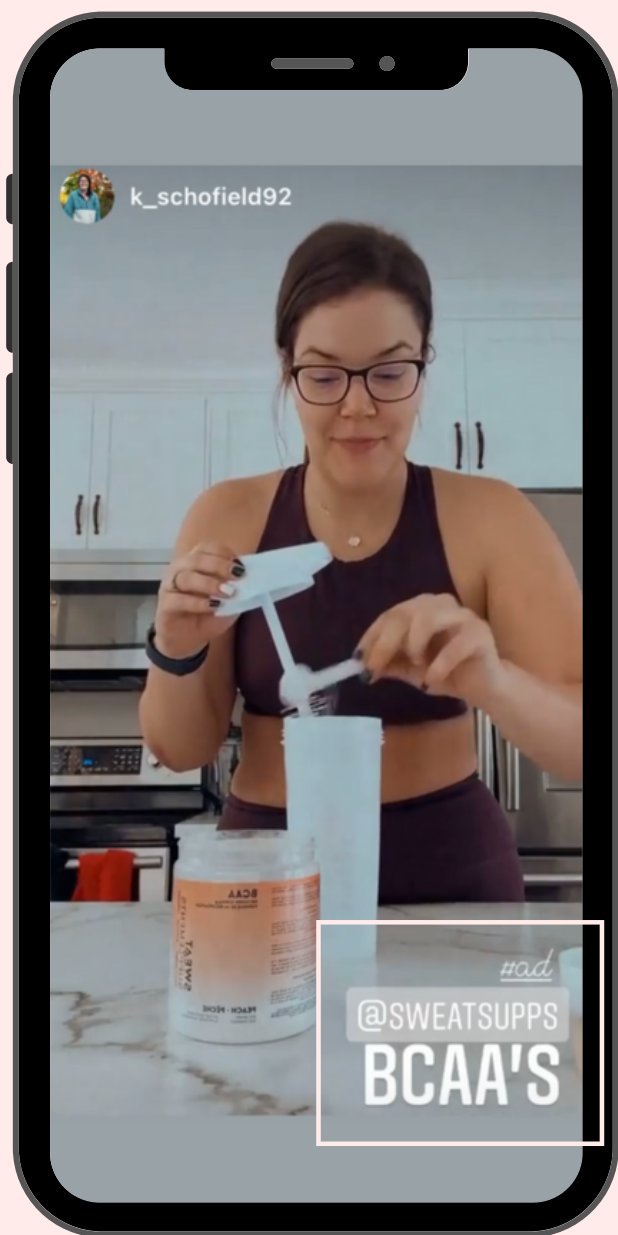
INSTAGRAM

Disclosure [#ad] appears at the start of the caption as part of the main message before users have to click "...more"

Add our official disclosure before your affiliate code



INSPIRATION



STORIES

All video content should include a verbal and visual disclosure statement

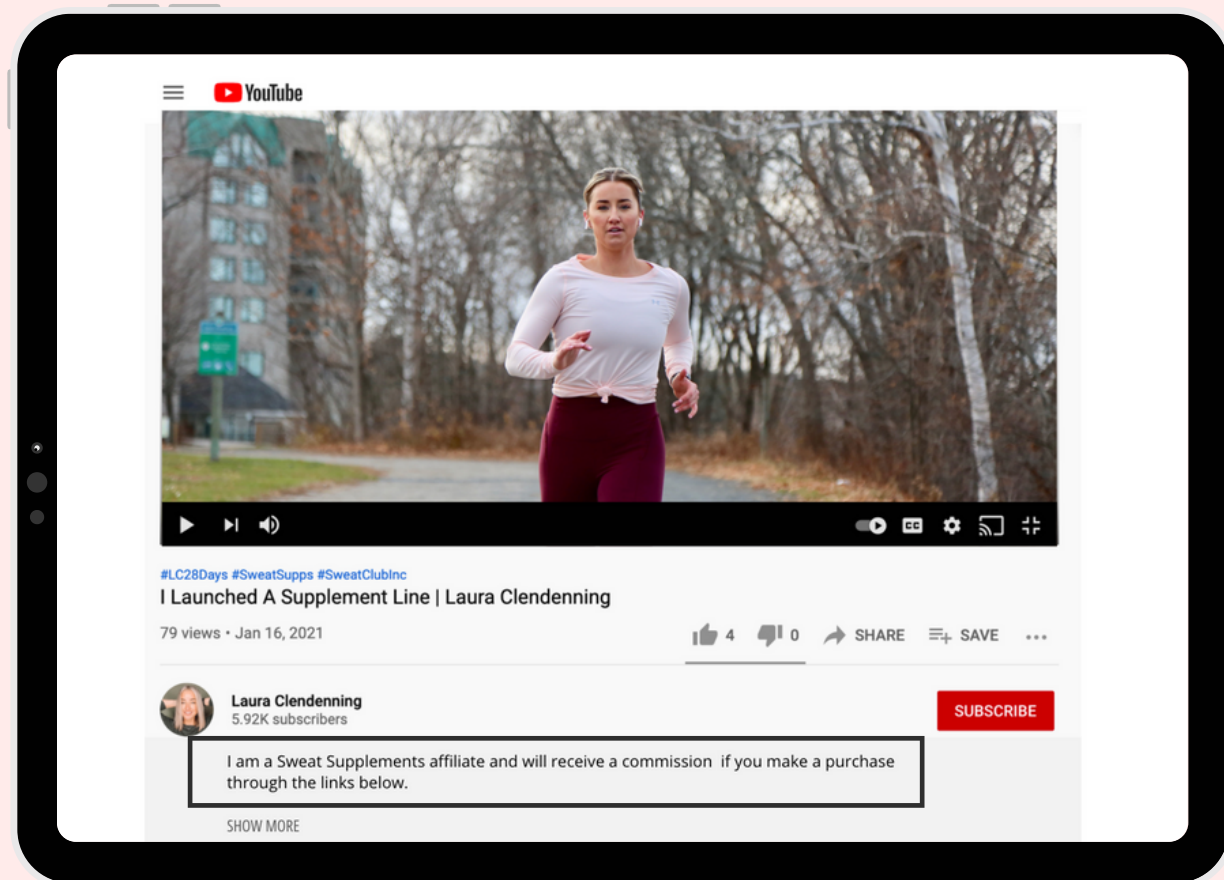
"I am so excited to be partnered with Sweat Supplements. I will make a small commission if you purchase with my discount code"

INSPIRATION

YOUTUBE

Disclosure should appear at the beginning of the video and be verbally mentioned or displayed visually in the video itself (within the first 30 seconds)

Disclosure is made in video description before any Sweat Supplements link and before “Show More”



INSPIRATION

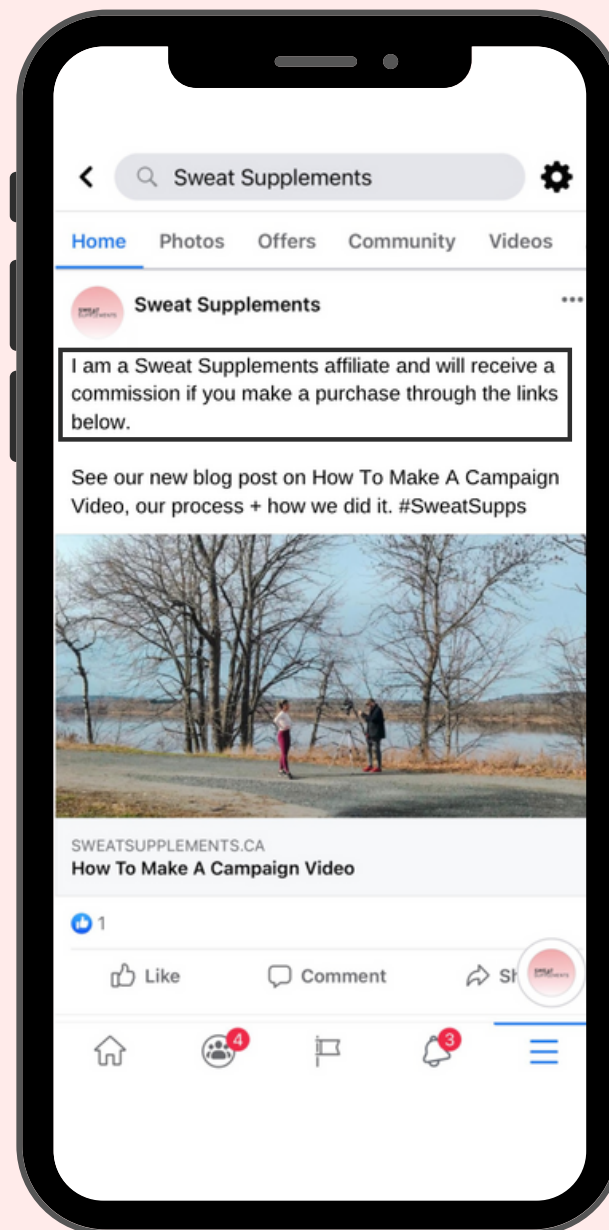
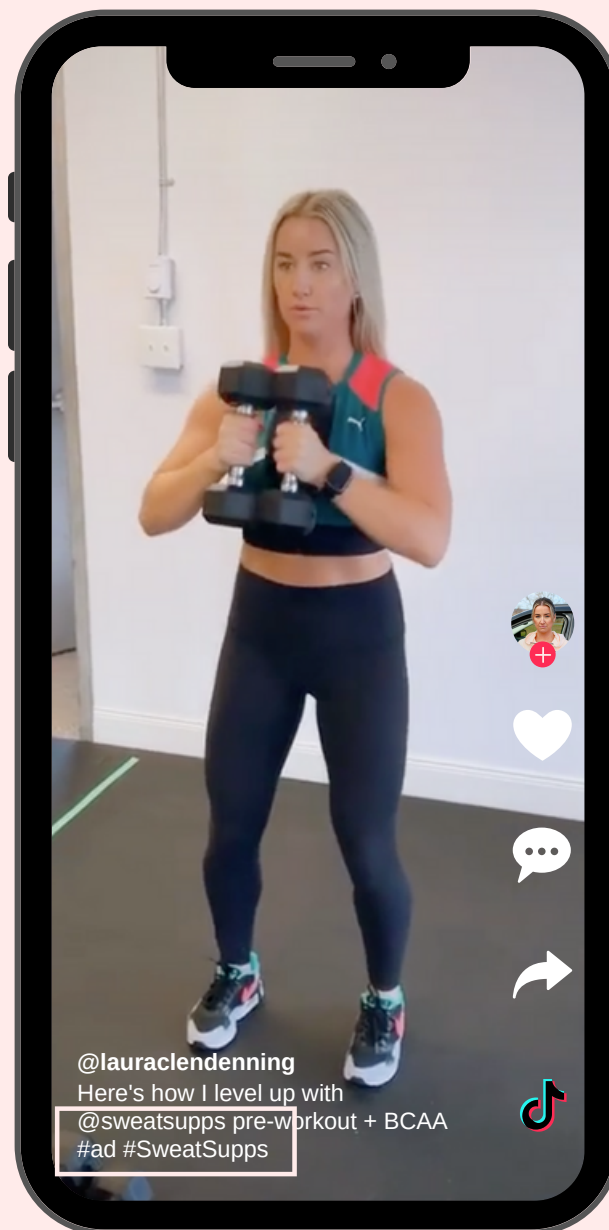
TIKTOK

Disclosure appears in the caption as part of the main message [#ad]

The brand with the material connection is clearly indicated

FACEBOOK

Add our official disclosure before any Sweat Supplements link, your referral link or affiliate code



INSPIRATION

BLOG + EMAIL

Add our official disclosure
before any Sweat
Supplements link, your referral
link or affiliate code



Contact Us

WE ARE HERE FOR YOU

If you any questions or require additional guidance, please reach out to us at [**contact@sweatsupplements.ca**](mailto:contact@sweatsupplements.ca)

