

think goodness.™

INCOME CLAIMS GUIDE

As a Think Goodness Brand Partner or Affiliate, you must always follow the best practices guidelines set forth below regarding income claims and ensure that you are making truthful, accurate income representations. In addition, you must also follow all guidelines set forth in the Company's Policies & Procedures document which details income claims which are prohibited.

The FTC considers an income claim deceptive when information that would affect a reasonable consumer's judgment is misrepresented or omitted. In addition, (1) there is a presumption that all information regarding earning potentials affect a consumer's judgment, *even when you do not guarantee that they will make any money*; (2) it is presumed to be reasonable for consumers to rely on statements you expressly make; and (3) *all* income claims require a disclosure.

- **During an audio presentation** – please provide the following statement:
 - "The average distributor earns \$___ per month. Please see the Company's Income Disclosure Statement for more information and disclosures regarding the income ranges discussed in the audio presentation *<direct customers to Company's Income Disclosure Statement located on Company's website here: <https://thinkgoodness.com/pages/earnings-disclosure-statement>>*."
- **With the caption of a photograph** – please provide the following statement:
 - "Results not typical. The average distributor earns \$___ per <week, month, year>. Click the link for a full disclosure *<include a link to the Company's Income Disclosure Statement found on the Company's website: <https://thinkgoodness.com/pages/earnings-disclosure-statement>>*."