



ANIRVA

B R A N D   A M B A S S A D O R S

# OUR MISSION



To inspire you to find  
balance & live life to its  
fullest & healthiest.

Improve health & wellness  
in a sustainable way  
while giving back to the  
communities we serve.

# OUR COMMITMENT

To offer products that have  
been clinically researched  
& backed by science.  
To manufacture products  
with the highest  
quality & potency  
ingredients available.



# PRODUCTS

## OUR CORNERSTONE PRODUCTS



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, or prevent any disease.

# WHAT IS INNER RADIANCE?

INNER RADIANCE was thoughtfully formulated for women and their unique, nutritional needs necessary to maintain healthy, beautiful skin.

# WHAT IS SKINGUARD FOR MEN?

SKINGUARD FOR MEN is specifically formulated for men and their unique, nutritional needs necessary to maintain healthy skin.

# INNER RADIANCE

## OUR CORNERSTONE PRODUCTS



- Thoughtfully formulated with women's skin health in mind\*
- May promote supple, smooth skin\*
- Known to help fight signs of aging & appearance of wrinkles\*
- Thought to supports collagen protection & formation\*

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# INNER RADIANCE™



## CURCUMIN

Contains anti-inflammatory properties



## GREEN TEA EXTRACT

Known to have collagen increasing properties



## ASTAXANTHIN

Can boost skin moisture & promote smooth skin



## LUTEIN

May provide added protection from UV rays when used with a topical sunscreen



## LYCOPENE

Thought to be one of the most powerful antioxidants



## GRAPE SEED EXTRACT

Anti-inflammatory & anti-bacterial properties



## ALPHA LIPOIC ACID

Antioxidant that can encourage healthy skin



## BIOTIN

Can help guard against dry, irritated skin



Biotin

## BETA-CAROTENE

Essential carotenoids & antioxidants



## COENZYME Q10

Believed to boost collagen production



Q10

## NIACINAMIDE

Helps to maintain skin health



## VITAMIN D

Can help prevent the appearance of wrinkles



D

#ANIRVA life

# SKINGUARD FOR MEN

## OUR CORNERSTONE PRODUCTS



- Thoughtfully formulated with men's skin health in mind\*
- Known to help fight signs of aging & appearance of wrinkles\*
- Supports skin against photo-aging\*
- Promotes younger, healthier looking skin\*
- Enhances skin quality from the inside out\*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, or prevent any disease.



# SKIN GUARD FOR MEN™



## ALPHA LIPOIC ACID

Antioxidant that can encourage healthy skin



## POLYPODIUM LEUCOTOMOS

Supports skin against photo-aging



## PROMEGRANATE FRUIT

Rich in fiber, vitamins, minerals & bioactive plant compounds



## LUTEIN

May provide added protection from UV rays when used with a topical sunscreen



## LYCOPENE

Thought to be one of the most powerful antioxidants



## ASTAXANTHIN

Can boost skin moisture & promote smooth skin



## MILK THISTLE (SILYMARIN)

Supports skin against appearance of premature aging



## BETA-CAROTENE

Essential carotenoids & antioxidants



## GRAPE SEED EXTRACT

Anti-inflammatory & anti-bacterial properties



## GREEN TEA EXTRACT

Known for having collagen increasing properties



## BIOTIN

Can help guard against dry, irritated skin



## VITAMIN C-ASCORBIC ACID

Essential for the formation & protection of collagen



#ANIRVA life

# SKIN NUTRITION FOR HIM & HER



#ANIRVA *life*

# WHAT IS A BRAND AMBASSADOR?

A person who is carefully selected to consistently promote a brand's image, products or services. They represent a company in a positive light in order to increase brand awareness & increase sales.

# BE THE BRAND

As a Brand Ambassador you are an enthusiastic, outgoing individual with an active social media presence. Ideally, you are very familiar with Anirva products & passionate about personal wellness.

## BRAND AMBASSADOR RESPONSIBILITIES

- Represents Anirva positively through your personal social media postings
- Assists in content creation (writing blogs, articles, product reviews, etc.)
- Promotes the products and company via social media mentions
- Participates in event marketing (like shows, contests, or parties)
- Generates brand awareness through word-of-mouth marketing
- Provides feedback and insight on new products

# BRAND AMBASSADOR LEVELS

- ★ Silver Level
  - Has at least 3,000 friends/followers across social media accounts
- ★ Gold Level
  - Has at least 10,000 friends/followers across social media accounts
- ★ Platinum Level
  - Has at least 25,000 friends/followers across social media accounts

## ACCEPTANCE CRITERIA:

- Your Ambassador Level is determined by the cumulative number of followers you have on social media (for example followers count is based on a total of FB followers + Twitter Followers + Instagram Followers + YouTube Followers).
- To be accepted into the program you must be active weekly and have engagement on your social media posts.
- You must also receive an authenticity score of 95% or higher from Twitter Audit.

# WAYS YOU CAN EARN

## SOCIAL POSTS

Compensation will be provided for social media posts as related to Anirva, provided they meet the following guidelines:

A minimum of 6 posts, per month, across all social media accounts

- Posts should include a quality image as well as a thoughtfully written post. (Content & resources will be available from Anirva in an effort to make this an easy process.)
  - Post must receive engagement to be eligible
- Video's must contain information that is consistent with Anirva website

## VIDEO POSTS

Compensation provided for any videos posted to social media accounts, as related to Anirva, provided they meet the following guidelines:

- Video must be at least 30 seconds long
- May be a person speaking, whiteboard animation or video/images with voiceover
- Video must contain information that is consistent with the Anirva website content and terms

# WAYS YOU CAN EARN..cont'd

## BLOG / REVIEW ARTICLES

Compensation will be provided for any original articles written by a Brand Ambassador provided they follow the following guidelines:

- Blog article must be a minimum of 300 words
- Blog article must properly cite credible references if any facts are stated (e.g. Pubmed.gov)
- Any edits requested by Anirva must be made in order to receive compensation for article
- You can submit blog articles to be published on the Anirva website
- You may publish the article on your own blog & share on social media
- Blog article must contain information that is consistent with the Anirva website

## TOPIC EXAMPLES

- How Anirva gives back - Anirva's label transparency - Your personal experience with the products - A product review - Information about Anirva's "Story" - The Anirva difference - Informational post about the ingredients used in Anirva products

# WAYS YOU CAN EARN..cont'd

## RESEARCH ARTICLES\*

Compensation will be provided for any original research articles written based on ingredients contained in Anirva products provided they comply with the following guidelines:

- Article must be a minimum of 600 words
- Article must use & cite credible references (Pubmed.gov is an example)
- Any edits requested by Anirva must be made in order to receive compensation for article
- You can submit blog articles to be published on the Anirva website
- You may publish the article on your own blog & share on social media
- Article must contain information that is consistent with the Anirva website

*\*The Anirva Brand Ambassador team can provide you with topics to write about upon request*



# WAYS YOU CAN EARN..cont'd

## 30-DAY VIDEO DIARY

Compensation will be provided for completing & submitting a 30-Day video diary of the use of Anirva products provided they comply with the following guidelines:

- Once you sign up for the video diary program you will receive a 30-day supply of the product of your choice
- You will be required to do an introductory video that includes a product “unboxing” (Anirva can provide talking points to assist you)
- You should post, at least, 1 time per week, about your “journey” while taking Anirva products (Anirva can provide content suggestions for your weekly posts if needed)
- You should post, at least, 3 videos during the 30-day period. This is in addition to your weekly posts. This will enable you to share any results you are noticing, the ingredients in the product or how Anirva compares to other supplements you might have taken in the past

# WHY CHOOSE US?

- Financial compensation for posts, videos & articles
- Brand Ambassadors will receive 10% of all sales that are generated using their coupon codes
- Eligible to participate in periodic sales promotions & compete for fantastic prizes
- Be the first to learn about new products
- Eligible for exclusive, “invite only” opportunities
- Eligible for free & discounted products

# LET'S GET SOCIAL!



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[INFO@ANIRVA.COM](mailto:INFO@ANIRVA.COM)

# JOIN US TODAY!



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