



# WELLNESS DISCLAIMER GUIDE

This guide is designed to help you understand what disclaimers are, why they matter, and how to use them in your marketing, conversations, and promotions.

Whether you're sharing your own story, celebrating a teammate, or highlighting a product benefit, it's important to communicate with honesty and transparency. This is not only required by law, but it's also how we build trust with our community.

# WHAT IS A DISCLAIMER?

**Disclaimer:** a statement that clarifies what someone can typically expect when they see a claim about income, product benefits, or recognition.

It helps avoid giving the wrong impression about what is likely to happen. Disclaimers support accurate, responsible sharing by placing results in the proper context. Disclaimers do not fix a noncompliant post or claim.



# WHY DISCLAIMERS MATTER

**Disclaimers ensure your communication is truthful and not misleading.**

The FTC (Federal Trade Commission) requires that any income or product claim must reflect what is generally expected and typical. This means that if you share a story or success that is not typical, you must explain that it's not what most people can expect. This is called an 'atypical result.'



# WHAT DOES “ATYPICAL” MEAN?

An “atypical” result refers to an outcome that is uncommon or not representative of what the majority of people experience.

For instance, if most MAKE Wellness Affiliates earn little or no income, but you highlight someone earning thousands per month, that’s considered atypical. Sharing success stories is allowed—but it must be done responsibly. Always include a clear disclaimer to ensure it’s understood that these kinds of results are not typical and cannot be guaranteed for everyone.



# HOW TO USE DISCLAIMERS EFFECTIVELY

## 1. Clear and Conspicuous:

Use plain, easy-to-read language.

## 2. Prominent:

Use plain, easy-to-read language.

## 3. Close in Proximity to the Claim:

Place it near the content it supports—especially in videos, posts, or stories.

## 4. Consistent:

Use MAKE's approved language exactly as provided.



# **APPROVED DISCLAIMERS AND WHY THIS MATTERS**

# INCOME DISCLOSURE

Use this when you talk about income, earnings, or business potential.

**Why This Matters:** Income can vary greatly. Most people who start a business do not make a significant income. Some may earn nothing. Others may do very well, but this depends on many factors. Always present income as something that takes time and effort, not as a guarantee.

APPROVED DISCLAIMER:



Earnings as a MAKE Wellness Affiliate come from product sales to end consumers. Success varies highly from person to person, is not guaranteed, and depends on individual effort, time, and market conditions. Most Affiliates earn modest, or no income and examples shared are not typical. Company revenue does not equal income

# RECOGNITION DISCLOSURE

Use this when you highlight ranks, achievements, awards, or trips.

**Why This Matters:** Recognition is exciting, but it's important to be honest that these achievements come from consistent work and not everyone reaches these levels. Be proud but also be clear.

APPROVED DISCLAIMER:



Recognized Affiliates have met specific performance criteria in the MAKE Wellness Compensation Plan. Achievements such as earned trips, awards, bonuses, and ranks require effort and compliance with company policy. Results are not typical; past performance doesn't guarantee future success, and good standing is required at the time awarded.

# MAKE MEMORIES INCENTIVE DISCLOSURE

Use this when promoting or referring to the MAKE Memories incentive trip.

**Why This Matters:** Incentive trips are exciting and aspirational. But it's important to set realistic expectations. These trips require consistent effort and are earned by a small percentage of high performers. Use this disclaimer when showcasing or mentioning these trips.

APPROVED DISCLAIMER:



Earning a MAKE Memories incentive trip is based on meeting predetermined product sales and customer acquisition qualification criteria, including sales performance. These trips are difficult to achieve, not typical, and represent a small percentage of Affiliates. Results vary by effort, time, and market conditions. Good standing is required at the time awarded.

# MAKE MOMENTS REWARD DISCLOSURE

Use this when promoting or referring to MAKE Moments rewards (bonuses, spotlights, special incentives).

**Why This Matters:** MAKE Moments are rewards that recognize consistency, dedication, and success. Highlighting these recognitions is powerful but be sure to balance them with the context that they are not guaranteed or typical.

APPROVED DISCLAIMER:



Earning a MAKE Moments reward is based on meeting predetermined product sales and customer acquisition qualification criteria, including sales performance. These rewards are difficult to achieve, not typical, and represent a small percentage of Affiliates. Results vary by effort, time, and market conditions. Good standing is required at the time awarded.

# PRODUCT CLAIM DISCLOSURE

Use this when making any health-related or benefit-driven statements about Make

**Why This Matters:** We love sharing stories about how our products make you feel and support your overall health, well-being, and health journey, but we must never claim they cure or treat medical conditions. Be cautious with 'before and after' images, testimonials, or health promises. Always include this disclaimer near the product content.

APPROVED DISCLAIMER:



These statements have not been evaluated by the FDA. MAKE Wellness products are not intended to diagnose, treat, cure, or prevent disease. Results vary. Consult your healthcare provider before use.

# EARNINGS & RECOGNITION COMBINED DISCLOSURE

Use this when both income opportunity and recognition (like new ranks, earned incentive trips or awards) are mentioned together.

**Why This Matters:** If you ever mix talk of money and recognition in a post, video, story, or event—this is your go-to disclaimer. It's comprehensive and required when both types of claims are presented together to avoid confusion or exaggerated takeaways.

APPROVED DISCLAIMER:



Earnings as a MAKE Wellness Affiliate come from product sales to end consumers and are not guaranteed. Most Affiliates earn modest or no income. Results vary by effort, time, and market conditions. Achievements such as earned trips, awards, bonuses, and ranks require effort, consistency, and compliance. Past performance doesn't guarantee future success. Affiliates must be in good standing at the time awarded. Please refer to our Annual Earnings Disclosure and the full MAKE Wellness Affiliate Compensation Plan for details. The Compensation Plan is subject to change.