



# Flaw your marketing

Innov8tive Nutrition offers you the most Innov8tive products with quality ingredients. We encourage you to promote the products and business opportunity in a way that uplifts the community and brand while avoiding the common marketing and promotion pitfalls.

We must add that **these guidelines protect the Innov8tive Nutrition brand and community**. By not upholding our community standards, account holders are subject to disciplinary action such as suspension and in extreme situations, termination. Our goal, through education of regulatory guidelines, we can continue the pursuit of a healthy lifestyle. Please report any non-compliant or deceptive posts, or anything in regards to COVID-19/ CORONAVIRUS, to a team leader or [compliance@innov8tivenutrition.com](mailto:compliance@innov8tivenutrition.com).

## MEDICAL CLAIMS

Medical claims, whether they are direct, indirect, or implied, are a direct violation of Innov8tive Nutrition Policies and Procedures. Innov8tive Nutrition products cannot be promoted as aiding, preventing, curing, or treating any medical conditions/ diseases, or as a replacement for pharmaceutical medical treatment/over the counter care. If you are promoting the Innov8tive products in a way that replaces a medical treatment, or prescription medicine, even as part of your personal story, you are in violation of Innov8tive Policies.

## EXAMPLES OF PERMISSIBLE STATEMENTS:

- ✓ "Innov8tive patch technology promotes a healthier lifestyle!"
- ✓ "Since I started wearing my patches, I feel like my mood has improved and I have more energy throughout the day!"
- ✓ "Before using Innov8tive wearable nutrition, I was tired all the time. Since wearing the Innov8tive Sleep and Innov8tive Energy patches, my energy has been great, I have pep back in my step, and have more restful sleep."
- ✓ "The use of Innov8tive Nutrition's wearable nutrition products is a great way to live a healthier lifestyle. And I like that I no longer have to swallow my supplements or mix up shakes. I just put on the patch, and I'm ready to go!"
- ✓ "Your health begins from the inside, Innov8tive Nutrition helps support your health from the inside out."

## EXAMPLES OF IMPERMISSIBLE STATEMENTS:

- ✗ "With the weather changing, this usually means a seasonal allergy flare-up, however with the Innov8tive Complete & Immune Patches, I'm feeling amazing and I am enjoying the fresh air!"
- ✗ "I love that because I have my Innov8tive Complete Patch, that actually absorbs in my system. I have not been sick with a cold or flu while everyone around me is battling something! My allergies are also nonexistent."
- ✗ "Excited to try Innov8tive Nutrition's patches for my general health, perimenopause weight gain, & difficulties losing the weight, the stress/anxiety, and increased blood pressure, and long-standing insomnia."
- ✗ "I wear the CBD and Support patches almost daily. I have arthritis and these patches help with the pain to keep me moving."
- ✗ "Hormonal imbalances may be to blame for your hot flashes, weight gain, hair loss and even loss of libido or fertility issues. Why resort to a hormone patch when we have a natural alternative?"



# Flourish your marketing

## INCOME & LIFESTYLE CLAIMS

To avoid any chance of deception, Innov8tive Nutrition Promoters should share that success in business requires substantial work and long-term commitment. Promoters shall not make income projections, claims, or guarantees while presenting the business opportunity or compensation plan. Include a link to the Income Disclosure Statement in the Intro/ About section of your social media platforms where you promote the business opportunity.

Link to the Income Disclosure Statement → <http://bit.ly/3ufjiW1>

### EXAMPLES OF PERMISSIBLE STATEMENTS:

- ✓ “Being part of this company has given my family the lifestyle we have Always wanted. Thank you Innov8tive.”
- ✓ “Message me if you would like to learn more about how hard work and determination can help you build a foundation for a brighter tomorrow.”
- ✓ “This business can fit into your life however you see fit, the difference of what tomorrow brings is the time and hard work you put into your business on a consistent basis to reach your goals!”

### EXAMPLES OF IMPERMISSIBLE STATEMENTS:

- ✗ “For years I have wanted to protect my health and my finances, many of you know that I joined Innov8tive Nutrition less than a year ago and when I check my bank account I am surprised every time at the amount of money.”
- ✗ “I have literally been too busy to put any work into my Innov8tive Nutrition business and it keeps selling itself. It has been a great stream of income for my family.”
- ✗ “I would like to share what can keep you healthy with that additional security of a few extra bucks, please message me for more information.”
- ✗ Lifestyle Claims - Visual images that depict a lavish lifestyle on a platform that promotes the business.

## INNOV8TIVE NUTRITION INTELLECTUAL PROPERTY

Innov8tive Nutrition’s Intellectual Property and protected material includes Innov8tive Nutrition’s trade names, trademarks, service names and service marks. These marks are supplied to Promoters for their use in an expressly authorized manner and are not to be used in Internet domain names (URL), email addresses, social media pages (including titles), web pages or blogs. And unauthorized use of Innov8tive Nutrition’s Intellectual Property is strictly prohibited.

### EXAMPLES OF PERMISSIBLE CONTENT:

- ✓ “(FULL NAME) Independent Promoter with Innov8tive Nutrition”
- ✓ “(FULL NAME) Independent Promoter for Innov8tive Nutrition”
- ✓ “(FULL NAME) Independent Innov8tive Nutrition Promoter”

### EXAMPLES OF IMPERMISSIBLE STATEMENTS:

- ✗ “Innov8tive Nutrition (NAME)”
- ✗ “Innov8tive”
- ✗ “Official Innov8tive”
- ✗ “Innov8tive Nutrition”



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## COVID19/ CORONAVIRUS

Do not use the words “COVID-19”, “coronavirus”, or “virus” in reference to or coordination with Innov8tive Nutrition or any of our products. Furthermore, while Innov8tive Nutrition products including “INNOV8TIVE IMMUNE” can support healthy immune function, they are not intended to treat or cure any illness and should not be promoted in that regard. In order to remain compliant with FTC regulations, please refrain from using the words “covid,” COVID-19 “corona”, “coronavirus”, “immunity” “virus” or any similar phrases in all marketing and communication regarding Innov8tive Nutrition.

## EXAMPLES OF IMPERMISSIBLE STATEMENTS/CONTENT:

- ✗ The use of Hashtags (#Corona, #COVID, #Virus, etc.) in Innov8tive posts.
- ✗ “Now more than ever we need to protect our bodies from sickness and this virus, Innov8tive Nutrition is our defense against all.”
- ✗ “Need help fighting against the common cold, COVID-19, and flu season, Innov8tive Nutrition is here to help boost your immune system.”
- ✗ “In these uncertain times, it is important you have a way to make extra income.”
- ✗ “Work from home and make the most of quarantine by building a business during this pandemic.”

## MARKETING RESOURCES

We provide **FREE** marketing resources to use on your social media platforms in addition to the ones you create yourself. Please do not alter these provided graphics.

You can find these resources at [myinnov8tive.com](http://myinnov8tive.com)

