

Social media guidelines



1. If you use a social media platform to promote and build your Innov8tive Nutrition business, please clearly identify yourself in the “INTRO” section or on your cover photo with your first and last name and as an “Independent Promoter with Innov8tive Nutrition.” You must also include the following disclaimer:

“I serve as an Independent Promoter with Innov8tive Nutrition, the opinions and postings on this page are my independent thoughts and opinions and have not been approved or endorsed by Innov8tive Nutrition.”

The format for the official cover images to be used on your page can be found in your back office

<https://www.myinnov8tive.com/resources> under the “social media” tab. Select “Independent Promoter Banners”. There, you will find Promoter logo banners that can be used to brand your social media pages.



2. You cannot use “Innov8tive Nutrition,” “Innov8tive,” or any other proprietary trade names, trademarks, or service marks owned by Innov8tive Nutrition in the name or title of your personal and/or business social media pages.

3. Each Promoter is permitted to have one Innov8tive Nutrition business page per social media platform (Facebook, Instagram, and Twitter, etc.). All social media accounts must be accessible to the Innov8tive Nutrition Compliance Team at compliance@innov8tivenutrition.com.

4. You are allowed to share any posts which come directly from Innov8tive Nutrition’s social media pages or Innov8tive Nutrition’s official website.

5. You may post your own before/after results pictures and written testimonials, as well as, those of others who have given you express written permission to do so. Testimonials must be truthful, fair, and not misleading. When sharing results from Innov8tive’s Weight Management product line, please do not use “weight loss” in any description in which the results are shared. All testimonials and pictures shared must include a statement that you are an “Independent Promoter with Innov8tive Nutrition,” and include the following conspicuous disclaimer:

“The results depicted in the photo (or described in the testimonial) are unique to the individual and achieved only through dedication to a specific diet and exercise regimen in conjunction with Innov8tive Nutrition’s dietary supplements. Results may vary.”

Social media guidelines



6. Unsubstantiated, misleading, or false health, medical, or income claims are strictly prohibited.

UNSUBSTANTIATED CLAIMS are claims used in the promotion of a product or service for which there is no acceptable supporting evidence.

- ✗ “Innov8tive’s Patches will reduce blood pressure and cholesterol levels.”
- ✗ “The Sleep Patch is the reason I no longer need my prescription sleeping pills.”
- ✗ “If you’re looking for financial freedom, become an Independent Promoter with Innov8tive!”
- ✗ “Every promoter will achieve their financial goals as these products sell themselves.”

7. The FTC requires that any income claims made in a testimonial be based on your own personal experience and the result of your own hard work and dedication to selling the products and may not be what the typical Promoter can reasonably achieve. You must provide a copy of Innov8tive Nutrition’s Income Disclosure Statement with any income claims, and all testimonial content must be approved by the Innov8tive Nutrition Compliance Team before it is posted.

Innov8tive’s Income Disclosure → <http://bit.ly/3ufjiW1>

8. You may post pictures of Innov8tive Nutrition products on your personal and/or business page that have been shared on the official Innov8tive Nutrition page. Any advertising created outside of Innov8tive Nutrition needs to be submitted to the Innov8tive Nutrition Compliance Team at compliance@innov8tivenutrition.com for approval before posting.

9. You may post information about upcoming Innov8tive Nutrition business opportunity meetings, trainings, and conference calls on your personal and/or business page.

10. You are permitted to share or post official promotional content that has been created and published by Innov8tive Nutrition.

11. You may not advertise products of other companies on any social media page in which you advertise your Innov8tive Nutrition business and products.

12. Social Media “Live” Videos: In the event that you utilize any social media “live” platform to promote your independent business, you must include a disclaimer that you are an “Independent Promoter with Innov8tive Nutrition” and the statements made within the “live” posting have not been reviewed or endorsed by Innov8tive Nutrition. The following is an example: “The statements and opinions expressed herein are my own and should not be attributed to Innov8tive Nutrition. These statements have not been approved by or adopted by Innov8tive Nutrition. You should consult your medical professional before starting any diet, exercise, or dietary supplement plan.”

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- 13.** You are not allowed to share or post any content (e.g., videos, podcasts, articles) created or published by an Innov8tive Nutrition spokesperson (including but not limited to consulting specialists and/or medical professionals), which has not been previously posted on the Innov8tive Nutrition official website or social media page. Promoters may not post or allow comments on any such content even if later shared/posted by a Promoter. Additionally, you may not post any unauthorized videos or podcasts recorded during any Innov8tive Nutrition event.
- 14.** You are prohibited from posting any communication received from Innov8tive Nutrition, including its Support Team, Compliance Team, or any other employees or representatives, to your personal or business social media pages, or any other social media platform without the express written consent of Innov8tive Nutrition. Such communications are deemed and should be treated as strictly confidential.
- 15.** Under no circumstances is an Innov8tive Independent Promoter allowed to sell Innov8tive products on any third party “auction” site (examples of such sites include but are not limited to eBay, Amazon, Etsy, Poshmark, Facebook Marketplace).
- 16.** If someone in your Upline contacts you regarding questionable content on your social media page, you should remove the content immediately. The Innov8tive Nutrition community is here to look out for the best interests of you and the company. Ask the Innov8tive Nutrition Compliance team for guidance, when needed.
- 17.** Promoters who violate any of these guidelines are subject to disciplinary sanctions, suspension, or termination of their Promoter Account, as set forth in the Promoter Agreement.

Closed/ Private Social Media Groups

- All Closed or Private Group pages need to give the Compliance team access to the page/pages and to have the ability to monitor all comments and/or information posted on the social media page.
- All Administrators, Members, and content contained in the Closed or Private Groups must follow all guidelines and abide by the Innov8tive Nutrition Policies and Procedures, along with any amendments which may be amended from time to time.
- Persons associated with the group (Administrators/Members) are not allowed to promote and/or advertise any products of other companies on the social media page of the Closed or Private Group that advertise Innov8tive Nutrition.
- Persons associated with the group may not engage in cross-line recruiting, unhealthy competition, or any other unethical business practices.
- The social media Closed or Private Group pages cannot contain any health, medical or income claims.
- Innov8tive Nutrition reserves the sole and exclusive right to determine whether a Closed or Private Group violates any Innov8tive Nutrition Policies & Procedures.

Please keep your page clean and free of profanity and vulgarity. We want Innov8tive Nutrition represented in a positive manner!

If you have any questions regarding these guidelines, please communicate with your Upline to answer your questions or email compliance@innov8tivenutrition.com.