

Proper Advertising Checklist

Basic Requirements

1. Prominently place the independent Associate logo next to your Associate/business name.
2. Include your contact information.
3. Include our USANA Home Office Contact information (address and/or phone number).
4. Do not include USANA's corporate logo in your advertisement.
5. Ensure your advertisement is professional and tasteful. It should not contain any content considered to be discourteous, deceptive, misleading, illegal, unethical, or offensive.
6. Verify your advertisement material is not in violation of USANA's or any third-party intellectual property rights.

Product Claims

1. **Do not** include health or disease claims in your advertisement. Improper claims are statements or suggestions about products (or product ingredients) represented to:
 - a. **Cure, treat, prevent, mitigate,** or have an effect on a specific disease or the properties of a disease (lowering or reducing symptoms).
 - b. Belong to a specific drug class, like anti-inflammatory, pain reliever, etc.
 - c. Be used as a substitute for other drugs or medications.

A great resource for approved product claims is our official product web page. If you can find your claim there, it is compliant. When in doubt, contact our USANA Ethics and Education team at ethics@usana.com.

Income Claims

1. Do not state income or monetary claims in your advertisement.
2. Never use the term "investment" in regard to income or money. It can be used when discussing time, energy, effort, etc.
3. At no time should you imply the purchase of products or a certain product package is required at the time of enrollment. The Welcome Kit is the only purchase required.
4. Avoid implying an ongoing order is required (i.e., that Associates or customers must stay on Auto Order). Sales requirements should be discussed in terms of generating sales volume through purchases. Auto Order can be promoted as a convenient way to get products at a discount.
5. Do not make claims that income is "residual", meaning an Associate can work for a short period of time and continue to get paid by USANA if they stop working. Instead, use terms like "leveraged" to convey the inclusion of efforts you make along with the work of your teammates. Also, do not imply an Associate can retire and continue to get paid through USANA. Associates are compensated by actively selling products and supporting their downline.
6. Make sure your advertisement addresses earnings according to USANA's compensation plan.

Disclaimers

1. Prominently place all required disclaimers. They must be on the same page and in the same text size as the claim they reference (no fine print).
2. Include **income and product disclaimers** at the bottom of the document.
3. Display a **contact disclaimer** next to your Associate contact information when it is included in your advertisement.
4. Always include an **image disclaimer** if your advertisement uses USANA images, text, or other content copied from USANA Corporate material.
5. Prominently place associated guarantees or disclaimers if your advertisement addresses one of the following.
 - USANA athletes, include the **Athlete Guarantee**.
 - USANA's RESET products or programs, include the **RESET disclaimer**.
 - If weight-loss claims are allowed in your market (contact your local Ethics specialist for details), you can include this type of claim in your advertising content only if it is accompanied by the **average weight-loss disclaimer**.
 - **Tax disclaimer**, if needed.

Logos, Endorsements, and Accolades

1. Never include logos from any of the following: WTA, NSF, or ConsumerLab.com in your advertisement.
2. Do not include any mention of the WTA.
3. Do not use any images or trademarks of Dr. Oz
4. **Accurately and fully** cite all accolades. This includes year(s) of the accolade and correct edition.
5. Always obtain personal permission to use any likeness (image or video) or quotes in your advertisement.

Websites, Attachments, and Links

1. Verify your advertisement does not contain links to non-approved material.
2. Website addresses included in your advertisement should not contain the Company name, product names, or other trademarks.
3. Website names must not be misleading or likely to cause confusion. (i.e., officialstore.usana.com, shop.korea.com, etc.)

Other

1. Verify your advertisement does not imply employment in any way (never represent yourself as a USANA employee and always specify that you are an independent Associate).
2. Associates may advertise the following non-price incentives in conjunction with products: free shipping, free or discounted logo gear, and product samples.
3. Never receive income/profit by selling an advertisement to others.
4. Advertisements should only be used for your own organization, not for crossline.
5. At no time should you advertise product at a lower price than its Auto Order price.
6. Promotions or contests that involve rewarding money or product must first be approved by USANA Corporate.
7. Videos included in your advertisement should be embedded, not copied.