

# COMMUNITY GUIDELINES

Do's and Don'ts



At Prüvit HQ we are always striving to give you the best health and financial opportunities for a Better life. These guidelines are a very important part of making sure our thriving community is sharing Prüvit and its products in appropriate ways, helping us maintain the integrity for the community, brand and marketplace.

Remember in today's marketplace, understated is Better than overstated. Less is more. The community will grow in direct proportion to the value that you bring to others and the positive experiences they have with Prüvit's products and programs.

### Can I make income claims to promote my Prüvit business?

**No!** We are NOT about income claims, it's about YOU finding your "IT" and Pruving to yourself and the world you can achieve it. Money is the byproduct of you reaching your full potential. Commit to MORE and Pruvit to the world!

### But can't I tell people about my own earnings?

It doesn't matter that you are stating your own income; you still must abide by the current Pruvit policies and procedures ([Policy 3.13](#)).

### Are there laws about income claims?

The FTC and the Consumer Protection Acts of all states prohibit any claim that is misleading, unfair, or unsubstantiated. The FTC does allow some income claims if certain criteria are met.

However, here at Pruvit we have taken a firm stand that we will stick to our Mission and DNA and that doesn't include income statements!

We do publish an income disclosure statement, found at the bottom of all PruvitNow.com websites, and is printed below. If you are talking to anyone about the Prüvit opportunity, you should state the following or provide your prospect a link to this income disclaimer:

*"The Pruvit Compensation Plan is an exciting opportunity that rewards you for selling products and services and for sponsoring other participants who do the same. Although the opportunity is unlimited, individual results will vary depending on commitment levels and sales skills of each participant. Since Pruvit has recently launched, it lacks enough statistical data to prepare reliable income disclosures. The numbers below reflect*

*estimates prepared by the company pending a more detailed survey to be conducted after its first year. Based on industry standards and company projections, the average annual gross income for Pruvers is projected to be anywhere between \$500 and \$2,000. There will certainly be participants who will earn less while others will earn much more. We're excited about the Pruvit Compensation Plan and we're confident it will provide you a solid foundation to help you achieve your financial goals.*

*If income projections were presented to you prior to your enrollment, such projections are not necessarily representative of the income, if any, that you can or will earn through your participation in the Compensation Plan. These income projections should not be considered as guarantees or projections of your actual earnings or profits. Success with Pruvit results only from hard work, dedication, and leadership."*

### How Do I Advertise My Prüvit Business?

We provide you with advertising materials that are pre-approved. Your first choice should be to use these materials. If you desire to create your own advertising or promotional materials, they must be approved by Pruvit's Compliance Department first! Please send any non corporate promotional materials to [Compliance@PruvitHQ.com](mailto:Compliance@PruvitHQ.com) for approval *before* publishing or distributing physically or virtually.

### What Claims Can I Make About Prüvit Products?

We provide you with any claims that can be made about the Pruvit products. No other claims can be made by you. **Further, you can't claim that Pruvit products can be used in the treatment, prevention, diagnosis, or cure of any disease.**

### Can I Advertise My Pruvit Business On Social Media?

Yes, but the content must be pre-approved by Pruvit's [Compliance Department](#). To ensure our Customers and Affiliates are well-educated on how to share Pruvit effectively and compliantly with others, below are the key points that everyone needs to know when it comes to sharing Pruvit in social media:

#### Social Media Guidelines

The FTC advertising guidelines apply to social media advertising the same as with traditional advertising. A product or income testimonial on social media is just as much advertising as a typical newspaper or magazine advertisement.

#### Product & Income Testimonials

Testimonials on social media can be very tricky, so ALL testimonials MUST be approved by [Pruvit Compliance](#). If the product or income claim in your testimonial is not what the typical consumer can reasonably achieve, then the FTC requires you to disclose the generally expected performance.

- 1. Claims must be:** Truthful, Fair, Not Misleading, Scientifically Substantiated.
- 2. Disclosure Must Be:** Clear; and Conspicuous.
- 3. Material Connection Disclosed:** You must disclose that you are a Pruvit Affiliate if you post a testimonial about Pruvit products or income.

#### Product Claim On Twitter

Due to the character limitations on Twitter, below is an example of how to add the proper disclaimer to an Affiliate's testimonial on the Pruvit products.

**Affiliate Proposed Tweet (Not Compliant):** "Wow Lost all my weight 24 days on Pruvit Keto//cos."

**Pruvit Compliance Approved Tweet:** "Wow lost 14lbs in 24 days using KETO//OS, exercising & eating clean – Typical results unknown – Pruvit Affiliate"

"Typical results unknown" satisfies the need to disclose what the typical consumer can expect if they use the product.

"Pruvit Affiliate" satisfies the requirement to show a material

connection between Pruvit and the Affiliate, since the consumer would not know from reading the testimonial that you can make money from selling Pruvit products.

**The required disclosures vary from product to product. For testimonials on social media weight loss claims, you must contact Compliance for guidance before posting the claim.**

#### Facebook and Google+

For testimonials on Facebook and Google+, the same testimonial rules apply as described in the Twitter section. The income disclaimer, product disclosures and material connection must be included within the body of the post. **(REMEMEBER: ALL TESTIMONIALS MUST BE APPROVED BY COMPLIANCE)**

#### Income Disclaimer

*"The success or failure of each individual is dependent on their own efforts and leadership abilities. Pruvit has not published any data to determine the generally expected typical results."*

#### Instagram, Pinterest, Vine, YouTube, Periscope, Etc.

***If the video, which requires prior approval from Compliance, photo or accompanying content on these social media sites, contains product or income claims or a testimonial, the same rules described above apply. Disclosures/disclaimers must be visible on the video when the claim takes place and must be easy to read and stay on screen long enough for the typical consumer to be able to read the entire disclosure.***

#### Social Media Etiquette

**GOLDEN RULE** – Do unto others, as you would have them do unto you. Being polite goes a long way.

**BE POSITIVE** – Remember, what you do on the Internet is a reflection of your Pruvit business.

**BE RESPECTFUL** – The anonymity of the Internet does not give you the right to act as you please. **DON'T SPAM** – Don't constantly send emails, tweets, or posts. They are just clutter and are not viewed.

**FOLLOW THE RULES** – Follow the terms of use of the social media site you are using.

**DON'T BE CRUDE** – Do not use foul language, post pornography, or make discriminatory comments.

#### Can I Use The Internet To Advertise My Pruvit Business?

YES, you can through **Pruvit-provided Affiliate websites, Pruvit smart phone Apps, and Pruvit-provided web buttons, banners, and online content.** You can have your own generic or training website but it **CAN'T** contain information on Pruvit's products, services or opportunity.

**To use Pruvit-branded trademarks on a 3<sup>rd</sup> party website must receive prior written approval from Compliance.**

#### Can I Use Audio/Video Recordings Produced By Pruvit?

YES. If you are using videos, you must link to the our official social network profiles or YouTube channel directly as we will often add and refresh videos to give you the most up-to-date information relating to the Pruvit business. You will find these videos at the [Pruvit YouTube Channel.](#)

#### Can I create My Own Audio/Video Recordings to Advertise My Pruvit Business?

Unless you receive prior written approval from the [Compliance](#), you **CAN'T** publish or use any live or recorded video/audio material, in any medium, if you are mentioning Pruvit or Pruvit products directly.

#### If It's My Own, Personal Testimonial, Do I Still Have to Get Pre-Approval from Pruvit?

YES. It doesn't matter whose testimonial it is; you must get prior approval from us. You cannot make claims that the product prevented, diagnosed, treated, or cured any disease. Your testimonial must also be honest and accurate. You must have adequate proof and/or scientific evidence to back up the testimonial that the results are typical. If they are not typical, then you must clearly disclose the generally expected performance.

#### NON-Compliant Product Testimonial

"I was diagnosed with Fibromyalgia. I suffered from chronic muscle pain, extreme fatigue and insomnia. I was taking Lyrica

to help ease some of these symptoms. After taking KETO//OS for two months, not only am I pain-free I am prescription free!"

#### Compliant Product Testimonial

"I had been feeling run down and low energy for several months. I was introduced to a product called KETO//OS from Pruvit. After being on the product for about a month, I noticed I had a lot more energy. I also started to notice I wasn't eating as much, and was feeling more confident with the way my body was looking, and I was sleeping soundly through the night.

#### Can I Use Pruvit's Specialists And/Or Celebrity Endorsers to Sell Products or Promote My Business?

You CANNOT use the name, voice, photo, video, or description in any way or in any form, of any of our specialists or celebrity endorser to sell products or promote your business, unless it has been pre-approved by Pruvit.

#### Can I Tell Someone Privately How Much Money I Earn with Pruvit?

YES, but you must be honest and accurate and not misleading. You must show, provide or link to the Pruvit Disclosure Statement. You must also tell them there are no guarantees and their success depends on their own effort, hard work, and leadership skills. You CAN'T post any income claims of any kind via social media or the internet.

#### Product Statements/Claims

Structure/function claims and approved health claims are the only claims that can be made about Pruvit® products. Pruvit Affiliates cannot claim that Pruvit products are intended to diagnose, treat, cure, or prevent any disease or condition.

**Authorized or approved claims are the only product claims Pruvit Affiliates may use. Claims approved by Pruvit for each product that are supported by scientific substantiation are included.**

Food and Drug Administration and the Federal Trade Commission require disclaimers and disclosures related to certain types of claims. Affiliates are required to include these disclaimers and disclosures when applicable. In particular, the FDA requires a disclaimer whenever a structure/function

claim is made on labeling. Labeling includes material that is connected with the sale of product such as web content, since product can be ordered on the website.

If a testimonial is not representative of what consumers will generally achieve, the FTC requires a disclosure of the generally expected performance in the depicted circumstances.

**Exceptions will not be made to the Pruvit terms and conditions regarding product claims.**

### Approved Statements About Pruvit Products:

#### Some important background...

Most of the information regarding the effects of ketosis come from studies on the ketogenic diet, wherein ketones are made by the liver and become a major fuel source for the body.

The ketogenic diet is currently under investigation for its potential therapeutic effects in a number of healthy and disease states. More recently, studies are beginning to reveal that many of the effects observed with the ketogenic diet are mechanistically attributable to ketones, which is a primary reason that exogenous ketones are being developed and studied.

However, because they are such a new technology, there's not a lot of data on exogenous ketones themselves. In a few pre-clinical studies, exogenous ketones have mimicked the therapeutic effects of the ketogenic diet. There are almost certainly differences between the effects of ketosis induced by the ketogenic diet and ketosis induced by exogenous ketones, but we do not have the data in place to fully understand that difference yet. Also, importantly, most of the information available on the topic has been demonstrated in animal models rather than humans.

#### – Angela Poff, Ph.D.

*Research Scientist Co-CEO, Poff Medical Consulting and Communications, LLC*

### What You Can Say about Ketones & KETO//OS®

KETO//OS Promotes Relaxation.

KETO//OS May Reduce Stress & Frustration.

KETO//OS May Temporarily Reduce Absentmindedness.

KETO//OS May Boost Stamina.

KETO//OS Helps Enhance Muscle Tone.

KETO//OS may help provide relief from stress, such as occasional simple tension, nervousness due to common over work and fatigue, and gently soothes away tension.

KETO//OS #1 Ketone Supplement.

KETO//OS Stimulates Fat Loss.

KETO//OS Increases Muscle Preservation.

KETO//OS Reduces Brain Fog.

KETO//OS Increases Focus.

KETO//OS Improves Strength Gain.

KETO//OS Promotes a Better Mood.

KETO//OS Causes Primal Body Function.

KETO//OS Provides a Deeper Sleep.

Keto//OS May Promote Cleaner Digestion.

KETO//OS Will Not Promote Lipogenesis.

KETO//OS Enhances Physical Performance.

KETO//OS Promotes High Nitrogen Retention Protein Synthesis.

KETO//OS Provides Elevated and Sustained High Energy Ketones.

KETO//OS Promotes Sustained Energetics.

KETO//OS Promotes Thermogenesis.

KETO//OS May Provide Neuroprotection & Increase brain activity.

KETO//OS Promotes Triglyceride Reduction.

KETO//OS Promotes Enhanced Neurological Efficiency.

KETO//OS Promotes Re-balancing of Yeast in Gut (candida).

Elevated Ketones Helps with Appetite Suppression.

Science Suggests Elevated Ketones May Reduce Free Radicals.

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### **What You Can Say about Ketones & KETO//OS®**

Elevated Ketones May Temporarily Reduce Stiffness.

Elevated Ketones in the Body May Stabilize the Body During Seasonal Changes.

Elevated Ketones May Increase Lipolysis for Energy Substrate Utilization.

Elevated Ketones May Help Strengthen and Support Cartilage & Joint function.

Science Suggests Elevated Ketones May Help to Maintain Cholesterol Levels That are Already Within Normal Range.

Elevated Ketones May Help With Mild Memory Issues Due to Aging.

Elevated Ketones Helps to Reduce Mood Swings.

Elevated Ketones May Help to Provide Minor Pain Relief.

Science Suggests Elevated Ketones May Increase TCA Cycle Efficiency and ATP Production.

Elevated Ketones May Help Maintain Cardiovascular Function and a Healthy Circulatory System.

Elevated Ketones May Assist in Improving The Pattern of LDL Cholesterol and Increases Levels of HDL (good cholesterol).

Science Suggests Elevated Ketones May Assist in Cognitive Improvement.

Science Suggests Elevated Ketones May Improve Insulin Insensitivity.

Science Suggests Elevated Ketones May Improve Cellular Health and Longevity/Anti-aging.

Science Suggests Elevated Ketones Promotes Fat Loss Without Muscle Loss.

Elevated Ketones promotes Clearer Skin.