

Compliance NEWSLETTER



If It's My Story, I Can Say What I Want, Right?

Not quite! While everybody's health journey is their very own experience—and we've seen some pretty amazing stories about how Xyngular's products may have changed people's lives—the Food and Drug Administration (FDA) also listens to those stories. It's their duty to regulate the way that food, drugs, medical devices, and other health products are produced and sold and to ensure that products are being promoted safely and according to how they are labeled. If the FDA feels that someone is not following these laws, they have full authority to stop the production and sale of that product.

Because Xyngular has chosen to register their products as a dietary supplement, the FDA does not permit claims that say they have the same effect on the body as a registered drug. (If we had registered our products as drugs, they would have to be prescribed by a doctor or sold as an over-the-counter medication, which wouldn't allow for Distributors to build their businesses around our exclusive products!)

How to Share Your Health Journey

In order to protect your Xyngular business, when sharing your personal product testimony, rather than focus on a health issue, talk about the emotions, feelings, or even describe what you were missing out on before the Xyngular products. Using words like "disease," "illness," "cure," "treat," "repair," "chronic," etc., will definitely get the attention of the FDA.

Even mentioning symptoms that are typically associated with a disease can be considered an "implied claim" to treat a condition and will hit the FDA's radar. Let's take a look at the difference between describing the actual condition versus the feelings and how it affected your life:

- **Non-Approved Claim** - "I used to suffer from migraines and the pain from the headaches was taking over my life. After taking the Xyngular Products I no longer have migraines."
- **Approved Claim** - "I use to miss out on a lot of activities and family outings. I never knew what each day would bring, whether it was wondering if I could make it to my kid's game, or if I would be stuck at home in a dark room because the noise was just too much for me. I started taking Xyngular products and they gave my body the nutrients it needed. I noticed a huge improvement in my healthy and now I feel like I have more control over my day and can do the things I love!"

What's the difference between these claims?

- The non-approved example is an actual claim that the product cured a condition (migraines). Even just mentioning the word "headaches" not only implies migraines, since it is one of the main symptoms, but also typically when you have just a headache you would take a registered drug such as aspirin or ibuprofen to treat it. Since Xyngular's products are dietary supplements, and not a registered drug, this claim would be non-compliant.
- The approved example is not talking about the condition, but instead the feelings and things that once were a challenge to you, which, as a result of changing your health, you get to enjoy again.

It is proved that when we have an active lifestyle, eat right, and give our body daily supplements, we are generally classified to be in a healthy state. By being healthy that means our bodies are considered to be functioning normally and we don't typically experience some of the health challenges that come when we are not living a healthy lifestyle. Unfortunately, whether we are living a healthy lifestyle or not, there are other factors to health issues that are out of our control such as genetics, aging, environment, etc. Claiming that any type of product, dietary supplement, or even a registered drug can prevent this, is almost impossible.

- **Non-Approved Claim** - "I take Global Blend every day, especially during flu season to keep me healthy."
- **Approved Claim** - "I take my Global Blend every day to support my immune system and keep me healthy all year long."

Just mentioning "flu season" in the non-approved claim is claiming that the products are intended to prevent the flu, which is an illness. However, the approved claim is simply stating that the product supports a healthy immune system, which could help keep you healthy.

Similar to how we shouldn't claim to prevent, we should also be careful when linking Xyngular products to treating, replacing, or reducing the use of a prescription or medication. For example:

- **Non-Approved Claim** - "After taking the Xyngular products, I was able to get off all my medications with the help of my doctor."



- **Approved Claim** - “After several years of not taking care of my body and not receiving the right nutrients, I was not healthy and had some challenges. After taking the Xyngular products, I noticed improved health and even my doctor was impressed!”

Remember, although it’s possible to improve your health, which can result in success stories, not everyone’s condition is the same nor will they have the same results as you did. Even a claim, such as a doctor gave you the “okay” to get off your medication, can be dangerous. We don’t ever want to be responsible for suggesting that someone should replace or stop their medication.

Paint the Picture

Before sharing your amazing health journey with all your friends and family, take a few minutes and write out your story. Below is a framework with some items to consider:

- 1. Am I mentioning a disease or condition?** If you are not sure if it’s a disease or condition, a good rule of thumb is
 - Do you take medication, prescribed or over-the-counter, for this specific condition?
 - Did you have to go to a doctor to be diagnosed OR are you currently seeing a doctor about this?
- 2. Am I talking about a medication or no longer having to use a medication?**
- 3. Do I reference symptoms that directly link to the disease or condition?**

If you answered “yes” to any of these, chances are it’s an FDA no-no. Instead, talk about some of the feelings or activities you were missing out on before taking the

Example 1: *For years I struggled with my weight and, as a result, I faced some health challenges. It was hard for me to go up and down the stairs or even try to exercise because of all the extra weight on my knees. I started taking the Xyngular products and lost X amount of weight. Because I wasn’t carrying all that weight anymore, I no longer had the stiffness and discomfort in my knees like I used to. I was able to move around and do the things I couldn’t do before.*

This is a compliant story of someone who may possibly have arthritis or another joint condition. On the other hand, because this story doesn’t mention a condition or specific symptoms, this testimony could also be just a general story of someone who is not at a healthy weight. When you are

suffering from joint inflammation, it can be even more painful when you are overweight because it puts more pressure on your joints, and it can restrict your daily activities. Rather than claiming that the products can cure these conditions, talk about what you couldn’t do before, and what you can do now as a result of losing the weight.

Example 2: *Before starting my Xyngular journey, I was having some health challenges. I used to struggle getting out of bed in the mornings and just didn’t have the energy to take on the day. I didn’t have the motivation and missed out on a lot of things with my family. I started taking the Xyngular products, and I noticed that I felt great and that I was happy again! I had so much more energy, and I got to enjoy all the hobbies that I once loved because I felt active again!*

Here is a compliant story of someone who could be struggling with depression. Because depression is never mentioned, this could also just be a story about someone who wasn’t taking care of their body or living a healthy lifestyle, which can affect how you feel about yourself. Instead of talking about the actual condition or specific symptoms of depression, focus on your mood and the things that can easily be improved by just changing your health.