

Sharing your Weight loss Journey



The Do's and Don'ts

Losing weight is not just about looking great, it's about feeling great! We know how amazing it feels, inside and out, when you start to see the benefits of the Xyngular products and it's only natural that you want your family and friends to also experience these benefits. You worked hard and deserve to be able to share your story. We also know you want to be mindful to protect your business by making sure your story is compliant.

As you talk about your journey, rather than focusing on health issues or symptoms that you had before your weight loss, talk about all the things you can do now! To help you, we have collected a few Do's and Don'ts to guide you as you share your weight-loss journey.

Do Say ✓

- Lose up to 15lbs
- Share your results
- What contributed to your success; i.e., took supplements, exercised, healthy eating, cut out carbs, sugar, etc.
- I was able to develop new habits
- Talk about activities that you couldn't do, but now you can
- I have more energy
- I sleep better
- I feel better
- I feel happier and more confident
- Overweight
- Talk about 45-day money back guarantee on inception order

Don't Say ✗

- Lose 5-15lbs
- Guarantee other's results
- It's so easy
- I didn't have to do anything
- All of this was without having to step into the gym
- Just took the pill and the weight fell off
- Over exaggerated success
- No longer have to take medication
- Lower blood pressure or cholesterol
- Obese
- Mention of any disease, condition, or symptom
- Guarantee results of the products



Don't Forget the Disclaimer

Not all bodies are created the same... As unique as we all are, we know that what may work for you, may not work for everyone. The results you experience may not be typical to what others can expect. Therefore, in order to be truthful and transparent of all weight loss claims, the FTC requires that we include what the typical results are as we share our story. This is called the "Weight Loss Disclaimer". This disclaimer must be clear, conspicuous, and must be in close proximity of your story, such as in the actual social media post.

Disclaimers Should Include:

1. Independent Distributor
2. 1 to 2 pounds a week
3. Products & Meal Plan

Example Disclaimer

"I am a Xyngular Independent Distributor. Individuals can lose 1 to 2 pounds a week using the Xyngular Products and following the meal plan."

Taking Your Before and Becoming Pictures

As you track your progress on your weight-loss story here are some pointers and suggestions to help you with your Before and After pictures. Make sure the pictures are consistent to each other to show the best results.

- Take a new picture at the beginning of your journey.
- Take Your Becoming Picture in the same pose if possible.
- Good lighting, so it's not dark or blurry.
- Wear similar clothes in your pictures.



*The contents of the DO's and Don'ts are intended to convey general information only and not to provide legal advice or opinions. The contents, and the posting and viewing of the Do's and Don'ts, should not be construed as, and should not be relied upon for, legal advice in any particular circumstance or fact situation. An attorney should be contacted for advice on specific legal and advertising issue.