

Sharing Your Income Story

The Do's and Don'ts

It's exciting when you realize Xyngular has amazing health products and systems to support your weight-loss goals. That excitement grows when you learn you could generate extra income by selling these same products as a Distributor. We want nothing more for you than to share your story and business with family, friends, and all your social media followers, but we have to be careful we do it right and according to FTC guidelines. This guide acts as a resource to help you and provide you with do's and don'ts of sharing your Xyngular income story.

The Difference Between Supplemental vs. Replacement Income

Although your story and level of success is your true story, the FTC has recently enforced new guidelines that state if the results achieved are not typical or what a Distributor can generally expect to achieve, these stories should not be represented as such, and therefore, should not be shared. The FTC classifies this type of income as "Replacement Income".

Instead of focusing on this type of income or earnings, you are encouraged to talk about the "Supplemental Income" or earnings related to "extra money". It's also fun to talk about the benefits of being an Independent Distributor, such as time freedom.

Do Say - Supplemental Income:

- Extra income
- Amounts that are typical or likely to be achieved
- \$500–\$2,000 range
- Income associated with "everyday expenses"
- Income opportunity

Don't Say - Replacement /Residual Income:

- Life changing" income
- Large dollar (\$) amounts that are atypical or a small percentage of people earn
- \$20,000, \$30,000, \$100,000 or \$250,000 bonus
- Million dollar
- Job opportunity

Don't Forget the Disclaimers and Income Summary

The FTC requires that whenever you make any type of income or earnings claim that came from your Xyngular business, you must provide and disclose the information to support your testimonial. It is important that any time you make these claims you include BOTH a disclaimer and link to the Income Summary. These must be clear, conspicuous, and must immediately follow the income testimonial, such as in the actual social media post.

Disclaimers Should Include:

1. Your Rank
2. Mention earnings are "Gross Earnings"
3. Mention earnings do not include expenses, such as monthly product purchases and other expenses incurred in building a business.

Example Disclaimer:

I am the rank of a Platinum Manager. These earnings are gross earnings and do not include expenses, such as monthly product purchases and other expenses incurred in building a business. Click here to view the Xyngular Income Summary www.xyngular.com/xis

Example Post:

"Thanks to the Xyngular opportunity, I have been able to enjoy the flexibility of working my Xyngular business and spending time with my family, all while earning some extra income.*"

* I am the rank of a Platinum Manager. These earnings are gross earnings and do not include expenses, such as monthly product purchases and other expenses incurred in building a business. Click here to view the Xyngular Income Summary www.xyngular.com/xis

Do's and Don'ts Word List

To help you, we have collected a few Do's and Don'ts to guide you as you share the Xyngular opportunity.

Do Say:

- Supplemental income
- Time freedom
- Financial flexibility
- Earned
- Qualified
- Worked hard
- Leverage income
- Flexibility
- Balance
- Opportunity
- Leadership bonus
- Earned or qualified for a trip through the Passport Program or Founders Club

Don't Say:

- Replace income
- Residual income
- Financial freedom
- Unlimited income
- Free
- Guaranteed income
- It's so easy, anyone can do it
- Retire
- Life changing
- Be your own boss
- Quit your job
- Display large dollar amounts
- Million dollar
- Free travel
- All expenses paid
- Refrain from posting pictures of cash, checks, or bank statements

*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, posting, and viewing of the "Do's and Don'ts" should not be construed, nor relied upon, as legal advice in any particular circumstance or factual situation. An attorney should be contacted for advice on specific legal and advertising issues.