

## PROMOTING THE IMPORTANCE OF A HEALTHY IMMUNE SYSTEM:

### THE DO'S AND DON'TS

We know how VITAL it is for your business to be able to share the amazing benefits and results of Xyngular's products. Eating right and providing your body with the essential nutrients to support and maintain a healthy immune system is key to good health.

As you continue to promote this message of health and wellness, it is important that we also ensure we are compliant with government laws. To help you, we have collected a few do's and don'ts to guide you as you share the importance of staying healthy by keeping our immune systems strong.

\*\*Remember, when promoting Xyngular products take care to not to associate them with medical conditions, diseases, or other illnesses such as Covid-19 (Coronavirus).

#### Do say:

- Promote/Support/Maintain
- Supports a healthy immune system
- Support healthy immune function
- Keep your immune system strong
- Give your body the power to be strong
- Give your body the boost to stay healthy and strong
- Strong immune response
- Helps your immune system perform at its peak, so you stay healthy and active all year long.
- As your body works hard to keep up with seasonal changes, sometimes your immune system can get tired by working overtime. Give it the boost (or support) it needs.

#### DON'T SAY:

- Coronavirus/COVID-19
- Flu/cold
- Epidemic/pandemic
- Illness
- Sick
- Quarantine
- Germs/bacteria/virus/bugs
- Cough/sneezing/running nose/sore throat
- Natural
- Prevent
- Cure
- Reduce
- Defend