

MÖDERE®

SHARING YOUR PRODUCT
EXPERIENCE

OVERVIEW ON SHARING TESTIMONIALS

We are here to help you succeed. Sharing appropriate experiences regarding the performance, benefits, and efficacy of any product can have a profound impact on potential customers and Social Marketers.

Modere offers a category-leading portfolio of lifestyle essentials—personal care, health & wellness, and household products—that are equal parts safe, high performing, and beautifully designed. Our formulas are tested, and customers around the world have trusted our products for more than 30 years. Modere has invested resources into the research and development of these products. We've also provided resources and materials to educate and explain the potential benefits of each product based on the research, substantiation, and regulatory requirements.

As a Social Marketer, you represent Modere. It is imperative for testimonials to be truthful, not misleading, and consistent with Modere's image and brand standards. Testimonials must disclose important facts that are relevant to consumers making a buying decision. To do so, Social Marketers must continually educate themselves on approved claims.

KEY PRINCIPLES TO REMEMBER WHEN PROMOTING THE PRODUCTS

Today's audiences can be skeptical about product claims, opportunity claims, the direct selling industry as a whole, and their ability to thrive in this business model.

Keep their perspective in mind when communicating with them.

PEOPLE OFTEN THINK THE MESSAGES . . .	ALWAYS REMEMBER TO . . .
Are too good to be true	BE TRUTHFUL Be straightforward and don't exaggerate or share information that might be misleading
Provide too little information	BACK IT UP Be prepared to provide supporting facts that help alleviate concerns
Share too much too soon	CURIOSITY IS KEY Provide enough information to pique interest, but remember your audience and speak to where they are

PRODUCT CLAIMS

WHAT CAN I SAY ABOUT OUR PRODUCTS' BENEFITS?

Understanding how to share your personal product testimonial is important, but it can present some challenges when you are not allowed to make any health or disease claims. Modere has various categories of products—personal care, household, and health and wellness—each of which may be subject to different regulatory guidelines.

If you're talking about the effects of a specific product in a post, it's important to remember that while our products have many benefits they are not intended to diagnose, treat, cure, or prevent any illness or disease.

PICTURES ARE CONSIDERED REPRESENTATIONS OF PRODUCT CLAIMS

It is important to understand that pictures alone, even without any text, may also be considered inappropriate claims representations. Accordingly, only company-approved images are permitted in the context of any business-related presentations or communications. Only the pictures, photos, images, or claims in use on the company's current websites are approved for your use.

Photographic or visual depictions of health benefits are irrefutably considered to be claims of the product results. Remember, pictures are worth a thousand words and are equally accountable to government laws as verbal or written communication.

TIPS FOR TAKING CREDIBLE BEFORE AND AFTER PHOTOS

- **DRESS AND POSE APPROPRIATELY:** For weight loss photos we recommend wearing fitted clothing to best demonstrate your overall transformation. It's important to provide a clear view of your stomach area, so don't suck anything in. Maintain a neutral posture in both photos. Don't slouch in your before photo, then stand straight in your after photo.
- **REQUEST HELP:** Selfies will not capture the details you want to document for your before picture. Use a tripod and an auto-timer on your camera, or ask a friend to stand in as your photographer.
- **LOCATION, LOCATION, LOCATION:** We recommend you pose in front of a blank, solid-colored wall. The fewer distractions the better; after all, this is about you and your transformation journey! Be sure to choose a location you can recreate for future photos that track your progress and results.
- **TAKE MULTIPLE PHOTOS:** You'll want to make sure to capture every angle with these pictures. Take enough photos to show your body clearly from the front, the back, and the side at a minimum. The more pictures you take, the better.
- **BE CONSISTENT:** Remember to take progress photos at regular intervals throughout your transformation journey. Be consistent with your location and the clothing you pose in. This will help to highlight the changes from one photo to the next even more clearly.

HOW CAN I GET MY PICTURE APPROVED?

We recognize that your own pictures can be compelling sales tools when they are shared appropriately and meet specific requirements. We want to support you, and we welcome the opportunity to see our products' benefits in action. Please contact us at ask@modere.com for direction on how to take appropriate pictures and submit your photo(s) of non-disease related benefits for review and approval. If we approve your photo, we will also help you format your before and after pictures with appropriate disclaimers for your use.

MODERE MISSION AND VALUES

We inspire people to achieve personal success and well-being through high-performance safe products, meaningful connections, and engaging experiences.

Moderne is committed to its core values and the highest ethical standards, which extends to our Social Marketers and their product claims. Key principles to remember when sharing product information:

- Be Honest. Claims must be truthful and not misleading.
- Follow the company-approved claims provided on the website and product labels.
- Remember that your personal experience, even if true, may not be appropriate if it is not typical or approved by the company.

APPROPRIATE

Do talk about the product benefits as stated by Moderne on our official website and each product page. With supplements, these benefits are considered “structure/function claims” as opposed to health or medical claims, which are prohibited by the FDA. Structure/function claims describe the role of a supplement in affecting or maintaining normal body structure, body function, or general well-being. Structure/function claims require the use of the FDA disclaimer. Some examples of approved structure/function claims are:

- Moderne Logiq™ with Tetrablend™ Coffee—Supports healthy mood, boosts attention and focus, aids memory and learning.*

- Liquid BioCell—Improves joint mobility and lubrication, reduces joint discomfort, supports cardiovascular health, promotes healthy hair, nails, gums, and eyes.*
- Trim—Supports fat metabolism, inhibits cellular fat storage, improves muscle tone.*

When using structure/function claims, always include the following FDA disclaimer:

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Other categories of products like skin care or household will have potential benefits listed in corporate materials that are not structure/function claims. When talking about these products, you should still follow the examples provided in corporate materials. For example:

- Moderne CellProof Serum—Soothes and conditions skin, provides age-defying antioxidants, reduces the appearance of fine lines and wrinkles.
- Multi-surface Cleaner—Powerful degreasing agents tackle the toughest messes without using phosphates or chlorine bleach, helps eliminate odors without harsh chemicals like ammonia or bleach.

APPROPRIATE

So LOVE my Liquid BioCell! One product with so many potential benefits. Try it today, and you won't regret it!

#collagen #antioxidant



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INAPPROPRIATE

- Refrain from creating posts that imply a specific product has the ability to affect an illness, disease, or health-related condition via diagnosis, cure, mitigation, treatment, or prevention.
- Do not create posts that include testimonials that don't reflect the typical consumer experience or the substantiated claims for the product.
- Be sure not to imply that a product can act as a replacement for any prescribed medications. Additionally, mentioning specific medications or including the word medications while talking about a product can be considered an implication.
- It is important to understand that pictures may also be considered claims representations.

A year ago you would have never seen me post a selfie like this due to my **rosacea**. However, since being on BioCell, **my rosacea has dramatically improved** and I've had more confidence than ever!!



Do you suffer from **acne, rosacea, dark spots**, uneven skin tone, fine lines or wrinkles? You should consider trying my new favorite skin care products. If you don't like it you can just return for a full refund. I can give you a code for \$10 off!!

#modere #liveclean #acne #rosacea



I've been working construction for 23 years. I just thought that **joint pain** was part of the job and that it's something I'd have to deal with for the rest of my life. I'm so grateful that my friend introduced me to Modere Liquid BioCell. It has helped in **relieving my joint pain** and even **improved the range of motion in my arm that has been limited due to an old injury**. Don't need the prescription pain medication anymore!

#independentsocialmarketer #liquidbiocell #nomorepain



Liquid BioCell has been proven to promote healthy skin, and it's amazing!!! My skin has improved so much since I've started taking this stuff!

#amazing #nomorediscomfort #notahealthcalim #independentsocialmarketer



IMAGE IS IMPLIED MEDICAL CLAIM

GUIDANCE SUMMARY

- 1 REMEMBER TO ALWAYS BE TRUTHFUL** and not misleading.
- 2 PHOTOS AND VIDEOS SHOULD BE CONSISTENT** with Modere's brand and image.
- 3 DISCLOSE YOUR CONNECTION** to the company (see Social Media Disclosure Guidance document for more information).
- Product experiences should **BE CONSISTENT WITH THE APPROVED STATEMENTS** contained in company promotional materials.
- Product experiences should provide an **ACCURATE AND REALISTIC PORTRAYAL** of the product's efficacy and the potential benefits that the typical consumer may experience.
- Remember that while our products have many benefits, they are **NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT** any illness or disease.
- BEFORE AND AFTER PHOTOS MUST BE ORIGINAL,** untouched, and unmodified. Aim to use consistent camera angles, lighting, and resolution.
- Any representations **SHOULD NOT INCLUDE EXTREME OR "TOO GOOD TO BE TRUE" RESULTS** because they would not reflect a typical user's experience.

WHAT ELSE TO KNOW

You can't talk about your experience with a product you haven't tried. If you're paid to talk about a product and thought it was terrible, you can't say it's terrific.

Covering a product label in a post is still considered advertising if the post is intended to solicit or promote your business. These posts still require the proper disclosures.

SUPPORT

It is important to remember that regardless of where you're posting, these guidelines apply. We review and approve posts in our corporate groups, but we also utilize tools to monitor other social media content proactively. As we see items of concern, our Social Marketer Education & Compliance team will reach out to provide guidance in updating and modifying as needed. If you ever have questions or see items that may need our support to improve, please email ask@modere.com.

APPROPRIATE

This product is AMAZING and has helped me drop 2 jean sizes in 2 months! So proud to be a part of this company, earning free product for promoting and selling products that I truly believe in..

#liveclean #zerosugar #livehealthy
#IndependentSocialMarketer



CLAIM EXAMPLES AND SIMPLE MODIFICATIONS

INAPPROPRIATE

A year ago you would have never seen me post a selfie like this due to my **rosacea**. However, since being on BioCell, **my rosacea has dramatically improved**, and I've had more confidence than ever!!



APPROPRIATE

A year ago you would have never seen me post a selfie like this. However, since being on BioCell, **my skin looks so great** that I have more confidence than ever!!



Before Liquid BioCell, I had **neck pain** that would affect every part of my life. I have struggled with **Fibromyalgia** for years and thought I would never find something that could help. Since taking BioCell, **my pain has diminished** immensely.



Before Liquid BioCell, **I faced discomfort** that would affect every part of my life. I have struggled with it for years and thought I would never find something that could help. Since using BioCell, **my discomfort has been reduced**.



INAPPROPRIATE

I've been working construction for 23 years. I just thought that **joint pain** was part of the job and that it's something I'd have to deal with for the rest of my life. I'm so grateful that my friend introduced me to Modere Liquid BioCell. It has helped in **relieving my joint pain** and even **improved the range of motion in my arm that has been limited due to an old injury. Don't need the prescription pain medication anymore!**

#independentsocialmarketer #liquidbiocell #nomorepain



Liquid BioCell has been proven to promote healthy skin, and it's amazing!!! My skin has improved so much since I've started taking this stuff!

#amazing #nomorediscomfort #notahealthcalim #independentsocialmarketer



IMAGE IS IMPLIED MEDICAL CLAIM

APPROPRIATE

I've been working construction for 23 years. I just thought that **discomfort** was part of the job and that it's something I'd have to deal with for the rest of my life. I'm so grateful that my friend introduced me to Modere Liquid BioCell. It has really helped in **reducing my discomfort!**

#independentsocialmarketer #liquidbiocell #reducejointdiscomfort



Liquid BioCell has been proven to promote healthy skin, and it's amazing!!! My skin has improved so much since I've started taking this stuff!

#amazing #nomorediscomfort #notahealthcalim #independentsocialmarketer



INAPPROPRIATE

Do you have a **history of dementia, Alzheimer's or anxiety**? This **coffee** helps with mood support, focus, memory and healthy brain aging. My new favorite **coffee** has changed my life!



APPROPRIATE

How can you make the most out of your day? Our **proprietary formula** of ancient and modern nootropic ingredients help support healthy mood, boost attention and focus, support memory and learning.* My new favorite **Logiq with TetraBlend Coffee** has changed my life!



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Do you suffer from **acne, rosacea, dark spots**, uneven skin tone, fine lines or wrinkles? You should consider trying my new favorite skin care products. If you don't like it you can just return for a full refund. I can give you a code for \$10 off!!

#modere #liveclean #acne #rosacea



Are you like me, **starting to notice uneven skin tone**, fine lines or wrinkles? You should consider trying my new favorite skin care products. They are backed by a 30-day, full refund guarantee. I can give you a code for \$10 off your first order!!

#modere #liveclean #skincare #collagen



STILL HAVE QUESTIONS?

email ask@modere.com

SOCIAL MARKETER
EDUCATION & COMPLIANCE