



# ISAGENIX SUPPLEMENT TO THE POLICIES AND PROCEDURES

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## COMPLIANCE GUIDANCE ON COLLAGEN ELIXIR

Isagenix's Collagen Elixir™ is one of the company's bestselling products. With all of the enthusiasm around the product, we understand that many Isagenix Independent Associates want to share information about it on social media and elsewhere.

The purpose of this document is to provide guidance on how to share information about Collagen Elixir compliantly. This will help keep the company and your business safe.

Here are some “approved claims” for Collagen Elixir (each still needs the FDA disclaimer\* below):

- Supports healthy hair, skin, and nails\*
- Helps promote skin elasticity and firmness\*
- Supports collagen production to help maintain a more youthful appearance\*
- Hydrates the skin from within for a healthy glow\*
- Helps reduce the appearance of wrinkles\* (NOTE: Do not say “reduces wrinkles”)

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

And here is some guidance on before and after photos:

1. Always include the following disclaimer prominently on the photo:
  - a. Results not typical. In a preliminary study, participants experienced a 9.5% reduction in the appearance of wrinkles over 30 days.<sup>1</sup>
2. Share real results — provided the results are consistent with approved claims, such as a photo showing a moderate reduction in the appearance of wrinkles — but do not post results that are simply not credible. Even if you comply with all the

Guidance documents by Isagenix describe the company's current thinking on a topic. Isagenix reserves the right to amend this document or provide additional guidance as appropriate. The standards in this document will be enforced in accordance with the Policies and Procedures. Because each situation is unique, we encourage you to consult with Isagenix Compliance (Compliance@IsagenixCorp.com) if you have any questions about how this or other guidance may apply to your situation.

<sup>1</sup> Even accurately presented and heartfelt experiences should be supported by reliable product testing demonstrating that Customers who use the product will achieve results similar to those depicted in the photos.

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standards in this guidance document, keep in mind that photos depicting an extraordinary or unbelievable transformation may not come across as credible.

3. Make sure that any before and after photos you post do not indicate that any results depicted were achieved in less than 30 days of using Collagen Elixir.
4. Posting photos depicting healthy hair is permissible (subject to other applicable guidelines), but please avoid using any photos purporting to show hair growth.
5. Practical guidelines:
  - a. Use a high-resolution camera if possible.
  - b. Use the same camera angle for both before and after photos.
  - c. Take both photos in the same location with the same lighting.
  - d. Do NOT edit or use filters of any kind on either photo.

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