



## **Legal Compliance for TJ Nutrition® Affiliate Partners: FTC/FDA Rules Of Thumb**

**Do not make direct medical claims. Supplements are not designed to treat disease, nor can we claim this is possible. Supplements can support maximum health, help us be the best we can be, and can help reverse nutrient deficiencies.**

**Parasym Plus™ is not intended to diagnose, treat, cure or prevent disease.** Without clinical trials, we cannot legally make claims about what Parasym Plus™ does. **“Implied” disease claims require FDA approval.**

The FTC/FDA is very sensitive right now with language about supplements that imply they are a substitute to pharmaceutical medication.

### **Do not use words like:**

- Cures
- Medication
- Treats

### **Examples of What Not To Say:**

“Parasym Plus™ cured my gastroparesis.”

“NAC MAX™ eliminated my son’s autism.”

“Thera pH™ restored my kidney health.”

### **Examples of What You Can Say:**

“I love how Parasym Plus™ allows me to have normal bowel movements.”

“Clinical studies show that the ingredients in Parasym Plus™ are beneficial for brain health.”

“Because I take Diamox regularly, I feel good taking Thera pH™ knowing that my doctor

recommended it.”

These types of phrases are likely fine to say because they support normalcy, and even healthy people want to maximize their vagus nerve, their cognition, and their digestive health. Treating this concern nonchalantly on even one ad could result in a full fledged shut-down of a massive account, huge fines, etc.

**Play it very safe here.**

## **FTC/FDA Compliance**

### **If It's An Objective Claim, Qualify It.**

When you are discussing any supplement, you want to use qualifying words such as "was designed to", "aims to", "is made to", etc.). That gives it a legal safety net.

The opposite, and what you must avoid at all costs, are statements of fact regarding effects. Such as "Parasym Plus™ cures gallbladder disease", or "Vagus Nerve Support Digestive Enzymes increases nutrient absorption." etc. There are no qualifiers in that copy, therefore we can't say that without clinical proof.

Supplements are not used to treat or cure **ANY** medical condition, so across the board, language that implies it to be any medication substitute is unpermitted. So copy such as "Stop Your Gastroparesis" or "Parasym Plus™ stopped my anxiety" etc., is a no-go.

*If you have any concerns or questions about any of the FTC/FDA rules of thumb, please do not hesitate to reach out to your affiliate partner program manager.*