

# Young Living Marketing Guidelines

The reputation and quality of Young Living's products is paramount to its success. As such, Young Living strives to meet all of the regulatory and safety standards prescribed by government organizations throughout the world. This document can assist Young Living members to avoid using marketing statements that do not comply with U.S. regulations.

These guidelines apply to all distributors, including health professionals, making any type of marketing claims with respect to Young Living's products.

***Disclaimer:*** *This material is for education only and should be viewed only as a guideline. This document is not and should not be deemed to be legal advice. When preparing your own marketing statements, Young Living advises you to seek the advice of competent legal counsel. You are fully responsible for all verbal and written statements you make regarding Young Living's products, services, and the Compensation Plan that are not from official Young Living material. Moreover, nothing in this document replaces or supersedes any provision of Young Living's Policies and Procedures. For the current version of Young Living's Policies and Procedures, please visit [youngliving.com](http://youngliving.com).*

## Overview

In the United States, the Federal Food, Drug, and Cosmetic (FD&C) Act governs the manufacture and advertisement of many of Young Living's products.<sup>1</sup> This law states that a product will be classified as a drug and subject to FDA drug approval testing if it is marketed as being intended for:

1. Use in the diagnosis, cure, mitigation, treatment, or prevention of a disease (called "disease claims"); or
2. To affect the structure or any function of the body (called "structure-function claims")

As explained below, an exception in the FD&C Act permits structure-function claims for some products. To avoid a drug classification of Young Living products, this document provides tips to assist you to avoid using disease claims and to use structure-function claims appropriately when referring to Young Living products.

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<sup>1</sup> 21 U.S.C. § 321 et. seq.

## Tips for Avoiding Disease Claims

As mentioned, disease claims are statements that a product is intended for use in the diagnosis, cure, mitigation, treatment, or prevention of a disease.

### Tip 1: Avoid stating that Young Living's products have an effect on diseases.

This includes giving testimonies about how you have witnessed these products affect diseases. Examples of this type of statements include the following:

- [Product] can cure cancer.
- [Product] will get rid of your arthritis.
- [Product] helped me with my allergies.

The following are a few conditions that the FDA has classified as diseases: cold, flu, cancer, diabetes, high blood pressure, high cholesterol, allergies, tooth decay, impotence, estrogen loss/excess, seizures, asthma, attention deficit disorder (ADD), ulcers, burns, mild abrasions, bruises, head lice, obesity, anxiety, and depression—just to name a few.<sup>2</sup>

Age-related and stage-of-life functions of the body are not considered diseases. These may include menstrual cycle; mild mood changes, cramps, and edema associated with the menstrual cycle; hot flashes; PMS; noncystic acne; age-related hair loss; wrinkles associated with aging; signs of aging on the skin, such as liver spots or spider veins; mild, age-related memory loss.

Occasional body functions and emotional states are also not considered diseases. These may include occasional constipation, gas, “blues” feeling, minor anxiety, and stress.

### Tip 2: Avoid implying that Young Living's products have an effect on diseases.

Examples of implicit statements include:

- Product A alleviates your crushing chest pain (when implying treatment of heart attacks).
- Product B is an anticonvulsant (when implying treatment of epilepsy).
- According to the National Cancer Institute, ingredient X Product C protects smokers' lungs. (This statement suggests that Product C may prevent lung cancer.)

### Tip 3: Avoid stating that Young Living's products or components/ingredients in such products fall into a class of products that affect diseases.

Examples of classes include antibiotics, analgesics, anti-inflammatories, anti-microbial, antiseptic, antiviral, diuretic, antidepressant, and vaccine.

However, the following are not generally acceptable classes to mention laxatives, appetite

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<sup>2</sup> See FDA Warning Letters available at <http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/>

suppressants (unless a treatment for obesity is implied), and tonics.

**Tip 4: Avoid stating that Young Living products are a substitute or support for disease therapy.**

Examples of such statements include:

- Natural Prozac
- Herbal flu shot
- Works better than prescription pain killers
- Helps stimulate the immune system when undergoing chemotherapy
- Use as a part of your diet when taking insulin to help maintain a healthy blood sugar level
- Helps persons on antibiotics maintain healthy intestinal flora

**Tips for Using Structure-Function Claims Appropriately**

As mentioned, structure-functions claims are statements that a product is intended to affect the structure or any function of the body.

**Tip 1: Use structure-function claims only when referring to dietary supplements.**

An exception in the Food, Drug, and Cosmetic Act permits structure-function claims on dietary supplements, but not on cosmetics, foods, aromatics, or household cleaners. All of Young Living’s dietary supplements include a “Supplement Facts” panel on the label. An example of a supplement facts panel from the Peppermint essential oil label is shown below.

<b>Supplement Facts</b>	
Serving Size: 2 drops	
Servings Per Container: About 125	
<b>Amount Per Serving</b>	<b>%DV</b>
Peppermint ( <i>Mentha piperita</i> ) <sup>†</sup> leaf oil	120 mg **
**Daily Value (DV) not established.	

Examples of such permissible claims include:

- Boost stamina (Note: stamina is a body function)
- Helps support cartilage and joint function

- Helps support healthy bone structure
- Helps maintain blood sugar levels already in the normal range

Structure-function claims that state that they help maintain health are acceptable, unless they imply that they prevent or treat a specific disease or a disease that is closely associated with an at-risk population.

**Tip 2: Do not use structure-function claims unless you have legitimate scientific proof that supports the claim.**

Structure-function claims must be based on established scientific evidence that is generally accepted in the scientific community. Statements that are not backed by significant scientific agreement may violate Federal Trade Commission (FTC) regulations against false advertising.

**Tip 3: Use the FDA disclaimer when making structure-function claims.**

The Dietary Supplement Health Education Act requires that the following disclaimer be included when one or more structure-function claims are made:

This statement has not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure, or prevent any disease.

When referring to multiple structure-function statements, the plural of this disclaimer may be used. If the disclaimer does not immediately follow the structure-function claim, then an asterisk may be placed after the claim and the statement may be placed on another part of the material, set off in a box. For more information on these disclaimers and other requirements when making structure-function claims see Part 101.93 of the Dietary Supplement Health Education Act.