



MAKE WELLNESS

Skincare Testimonial Guidelines

Testimonials must be honest, based on your experience, and consistent with current MAKE Wellness approved claims.

These guidelines apply to your entire message, including captions, photos, videos, hashtags, and comments.

01 FIRST: IDENTIFY WHAT YOU USED

The claims you may share depend on which products you personally used.

02 IF YOU USED REVIVED OR REPLENISHED

When discussing either topical product individually, talk only about the appearance, look, or feel of your skin.

YOU MAY SAY THINGS SUCH AS

- “ My skin appears smoother.”
- “ My skin feels softer.”
- “ My skin looks more hydrated and plump.”
- “ My complexion looks more radiant.”
- “ I noticed an improvement in the appearance of my skin texture or fine lines.”

✗ Do not claim that revived or replenished repairs, rebuilds, regenerates, heals, or changes the structure or function of the skin.

[A SIMPLE RULE]

*If the statement goes beyond how your skin looks or feels, do not attribute it to **revived** or **replenished**.*

03 IF YOU USED RENEWED

renewed is an oral product. When discussing renewed individually:

- Use only current renewed claims from the official MAKE Wellness website or company-approved materials.
- Do not strengthen, expand, or reinterpret an approved claim. Even if that claim is true to your personal experience.
- Do not create claims from ingredient research or outside sources.

[REMEMBER]

If the claim is not currently approved by MAKE Wellness, do not use it.

04 IF YOU USED THE COMPLETE SKINCARE SYSTEM

The complete Precision Skincare Stack includes all three products:

revived Serum

replenished Emulsion

renewed Drink

If you want to share broader, approved structure/function claims, you must:

- Have personally used all three products as the complete Precision Skincare Stack.
- Clearly state that you used the complete Precision Skincare Stack.
- Attribute the overall experience to the Precision Skincare Stack — not revived or replenished individually.
- Use only current Precision Skincare Stack claims approved by MAKE Wellness.
- ✗ Do not say or imply that you used the complete Precision Skincare Stack if you did not personally use all three products, including oral renewed.

05 DO NOT MAKE MEDICAL CLAIMS

Never state or imply that a product or the Precision Skincare Stack:

- ✗ Treats, prevents, cures, or improves a disease or medical condition
- ✗ Replaces medication, medical treatment, or professional care
- ✗ Heals damaged skin
- ✗ Treats acne, eczema, rosacea, psoriasis, or another skin condition
- ✗ Produced medical or laboratory results

[PLEASE NOTE]

These guidelines apply even when describing a true personal experience. We have to speak to what is typically expected.

06 ALWAYS REMEMBER

- Share only your honest, personal experience in alignment with company approved claims.
- Clearly identify which products you use.
- Accurately state how long you used them.
- Do not promise or guarantee results.
- Follow the MAKE Wellness Before & After Skincare Photo Guidelines when sharing comparison photos.
- Use only current company-approved product and Precision Skincare Stack claims.

When in doubt, submit your content to MAKE Wellness Compliance for review before posting. [COMPLIANCE]