

THESE 10 RULES ARE HERE TO MAKE YOUR LIFE EASIER.

They help you stay clear of medical and income promises, share experiences in a real and typical way, and place disclosures where viewers can actually see them. Following them keeps your content strong, honest, and MAKE compliant.

SET REALISTIC (TYPICAL) EXPECTATIONS — AVOID INCOME HYPE

Keep your opportunity posts grounded and realistic—avoid guarantees or lifestyle promises. Use effort-based language that shows real people doing real work, not shortcuts, and remember to include your Independent Affiliate disclosure along with the Income Disclaimer.

YES (✓):

- Statements about earning commissions from customer purchases.
- Phrases highlighting that effort, consistency, and consumer sales determine earnings.
- Recognition or incentives tied to published qualifications.

NO (✗):

- Phrases that promise a lifestyle shift (“financial freedom,” “quit your job,” “replace your 9–5”).
- Specific income numbers, dollar amounts, or earnings projections.
- Any language suggesting guaranteed income or passive wealth.

FOCUS ON FEEL & WHAT’S TYPICAL — NO PROMISES

Share your journey authentically without promising results. Steer clear of timelines or claims that might signal guaranteed or atypical outcomes. Focus on how you feel over time, pair it with your healthy habits, and include the Product Disclaimer.

YES (✓):

- Describing how you feel over time (energy, mood, balance).
- General progress language without dates or measurements.
- Experiences framed within your overall wellness routine.

NO (✗):

- Any timeline that suggest expectations (“in 3 weeks,” “after 10 days”).
- Before/after windows that imply speed or guaranteed progress.
- Statements that make your experience sound typical for everyone.

INCLUDE REQUIRED DISCLOSURES & DISCLAIMERS

Be honest and include the fine print. Use a clear affiliate disclosure near the top that states you are an Independent Affiliate with MAKE Wellness (not a corporate representative), add the Product Disclaimer whenever you mention benefits, and include the Income Disclaimer any time you reference earnings or opportunity. Keep disclosures close to the claim and easy to see (not hidden behind "...more"). For stories or reels, place them on-screen in the first frame. Remember a disclosure does not fix a noncompliant claim.

YES(✓):

- Disclosures placed where viewers will actually see them, not buried.
- Product Disclaimer whenever discussing benefits or effects.
- Income Disclaimer every time you reference the business or earnings.

NO (✗):

- Hiding disclosures behind "...more," in comments, or tiny text.
- Forgetting a disclosure completely.
- Assuming an affiliate hashtag counts as disclosure (it doesn't).

STAY IN STRUCTURE/FUNCTION LANE — NO MEDICAL CLAIMS

Use feel-based, structure/function wording and always include the Product Disclaimer. Stick to MAKE approved language and skip naming diseases, symptoms, or suggesting treatment or cure. Think of it as simply supporting what your body already does naturally.

YES (✓):

- Talking about feeling calm, rested, balanced, or energized.
- Statements about supporting the body's natural functions (energy, recovery, sleep quality, daily stress response).
- General wellness language that describes how you feel without tying it to medical conditions or medications.

NO (✗):

- Naming symptoms or conditions (e.g., anxiety, migraines, and inflammation).
- Implying treatment ("this fixed my sleep," "no more inflammation," "took my headaches away").
- Comparing products to medications or drug brands ("better than Ozempic," "works like ADHD meds").
- Suggesting you stopped, reduced, or replaced medication ("no longer taking my meds because of this," "I didn't need my prescription anymore").
- Any implication that the product affects diseases, medical issues, or pharmaceutical pathways.

EMPHASIZE EXPERIENCE — NOT NUMBERS

Keep your posts aligned with what people can generally expect from both the products and the business. Avoid numbers or statements that could suggest guaranteed outcomes. If you talk about earnings, use MAKE approved language, clarify that commissions are earned from consumer purchases, add income context, and include the Income Disclaimer.

YES(✓):

- Describing physical or emotional changes without measurements.
- Talking about earning extra money through consumer sales.
- Sharing how the products make you feel on your wellness journey.

NO (✗):

- Weight loss numbers (pounds, inches, percentages).
- Specific income amounts, bonuses, or checks.
- Anything that sounds fixed, promised or guaranteed.

LEAD WITH LIFESTYLE — PRODUCTS SUPPORT, NOT REPLACE

When you talk about a product, be sure to include the healthy habits that work alongside it. Supplements support what the body already naturally does, so avoid suggesting they create results on their own. Use structure/function language and add the Product Disclaimer.

YES(✓):

- Showing the product as part of a routine (nutrition, movement, sleep).
- Emphasizing support for goals, not replacement of habits.
- Sharing lifestyle context before mentioning product effects.

NO (✗):

- “I changed nothing” claims or anything suggesting the product alone created results.
- Statements implying the product works without lifestyle or effort.
- Messaging that elevates supplements above healthy habits.

STAY IN THE SUPPLEMENT LANE — NO DRUG COMPARISONS

Avoid comparing supplements to prescription drugs or suggesting they allowed you to stop, replace, or reduce medications. Do not name diseases or imply that the products fix, treat, or cure anything. Use company approved structure/function language, include the Product Disclaimer, and encourage individuals to consult their healthcare provider for personal medical or medication questions.

YES(✓):

- Talking about supporting steady energy or calmness.
- Describing help with general wellness or healthy weight management goals.
- Reinforcing that the product supports your body's natural functions.

NO (✗):

- Mentioning prescriptions or implying you reduced or stopped them.
- Naming specific medical conditions or diagnoses.
- Suggesting that products treat, fix, or cure anything.

USE LANGUAGE BACKED BY SCIENCE — NOT CLAIMS OF BEING 'CLINICALLY PROVEN'

Keep your language science-backed and evidence accurate. Avoid saying "clinically proven," referencing long human trials, or using statistics that can't be verified. Use only MAKE approved phrasing from official materials, and keep benefits expressed in structure/function language.

YES(✓):

- Phrases like "formulated based on science."
- "Designed to support..." benefits tied to body functions.
- Anything pulled from approved product materials.

NO (✗):

- "Clinically proven," "backed by human trials," or similar claims.
- Unapproved percentages or numeric claims.
- References that imply medical grade or pharmaceutical testing.

REALISTIC & AUTHENTIC TRANSFORMATIONS — HONEST PHOTOS ONLY

Keep your journey honest and relatable. Use photos with natural lighting and healthy habit lifestyle context, avoid timelines or numbers, and don't use filters or edits that change how you look. Let people see the real you. Include the Product Disclaimer and follow the MAKE Wellness Before & After Guidelines.

YES(✓):

- Real, unedited photos showing genuine progress.
- Including healthy lifestyle habits that contributed to changes.
- Sharing gradual changes without implying speed or certainty.

NO (X):

- Timelines ("30 days later..."), weight numbers, or dramatic claims.
- Filters, retouching, or angles meant to exaggerate.
- Medical claims or "quick fix" suggestions.
- Using old photos (especially from different seasons of life) that make you look significantly worse or dramatically different just to enhance the transformation — this creates unrealistic expectations. Always use honest, recent photos that accurately reflect your current journey.

HASHTAGS COUNT AS CLAIMS:

Remember, hashtags count as claims too. Steer clear of anything that implies curing illnesses or promising income results. Anytime you talk about the opportunity, include your Independent Affiliate disclosure along with the Income Disclaimer.

YES (✓):

- General wellness and routine based hashtags (#HealthyHabits, #EnergySupport).
- Tags that reflect lifestyle, community, or effort.
- Hashtags that support your message without implying outcomes.

NO (X):

- Hashtags that imply treatment (#Cure, #Heal) or medical support.
- Income promise tags (#FinancialFreedom, #PassiveIncome).
- Any tag that exaggerates results or sounds guaranteed.

QUICK CHECK CHECKLIST:

- Did I use 'feel' not 'fix'?
- Did I avoid timelines and amounts?
- Did I pair products with lifestyle?
- Did I include the correct disclaimer(s)?
- Does it reflect what's typical and generally expected?

