

INFLUENCER

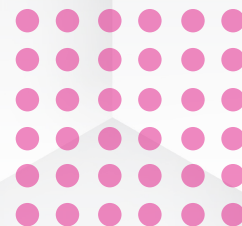
SOCIAL MEDIA GUIDELINES



LET'S GET STARTED

Bodē Pro encourages all Influencers who want to grow their businesses to follow these guidelines to ensure proper regulatory compliance. We welcome and encourage feedback, methods, and posting ideas that are working for your social media channels.

Any questions or concepts should be directed to customercare@bodepro.com.



SOCIAL POSTING GUIDELINES

1

For any public posts, box openings, stories, reels, videos, or “lives” that you do, please make sure you identify them with the hashtag #ad, or by using the specific platforms guidelines to signify a paid promotion or partnership. **Be sure to always remember to include a link to your customized URL.**

2

Please avoid using any health claims that are not backed by Bodē Pro’s clinical studies and official documentation. These include weight loss claims or promises, disease or ailment cures. We always want to under promise and over deliver with the results people can expect from any of our products.

3

Income claims and lifestyle flexing is also not allowed. Bodē Pro has created a culture of caring and compassion. We strive to help people both physically and financially, but we are dedicated to making real positive changes in the lives of our customers and Influencers. We must never entice someone to upgrade to Influencer status with promises of large incomes or lavish lifestyles.

4

When posting about the Bodē Pro products, **feel free to talk about taste, how you feel when taking them (smooth energy, very satisfying, improved mental clarity, overall feelings of wellness, how it supports healthily immune system function, etc).** Each product has a dedicated Product Fact Sheets that you can access at anytime at bodepro.com. All content found on the website and within these Product Fact Sheets contain approved structure function claims and statements. These will help you when creating talking points for your content.

5

Where possible, **include the hash tags** #happyandskinny #findyourhappyplace #hyaluronicacid #collagen #digestiveenzymes #health #fitness #biotin #ketofriendly #carbfree

Influencers wishing to receive commissions under Bodē Pro’s Reward Program must comply with the Plan Protection rules stating the following: 1) to earn any bonuses under Bodē Pro’s compensation plan, (whether weekly or monthly), over 50% of an Influencer total qualified group revenue (the levels an Influencer is qualified to be paid on) must be from customer-generated sales. If customer generated sales are 50% or less of the Influencer’s total qualified group volume for the applicable pay period, no bonuses will be paid for that pay period; and 2) any personal product purchases will not qualify an Influencer for any Bodē Pro bonuses. Only personally enrolled Customer and Influencer purchases qualify an Influencer for bonuses.

If you are an influencer, any statements made such as testimonials or endorsements must meet Bodē Pro and FTC guidelines including the following statement: I am an independent Bodē Pro influencer and earn commissions and bonuses on the sale of Bodē Pro products. Making non-compliant statements could result in disciplinary action up to and including termination of Influencer status. These guidelines are valid in the US only.



1 (800) 373-2624



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