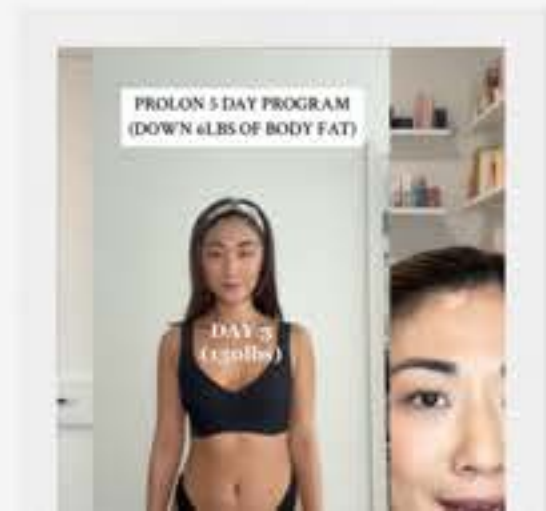
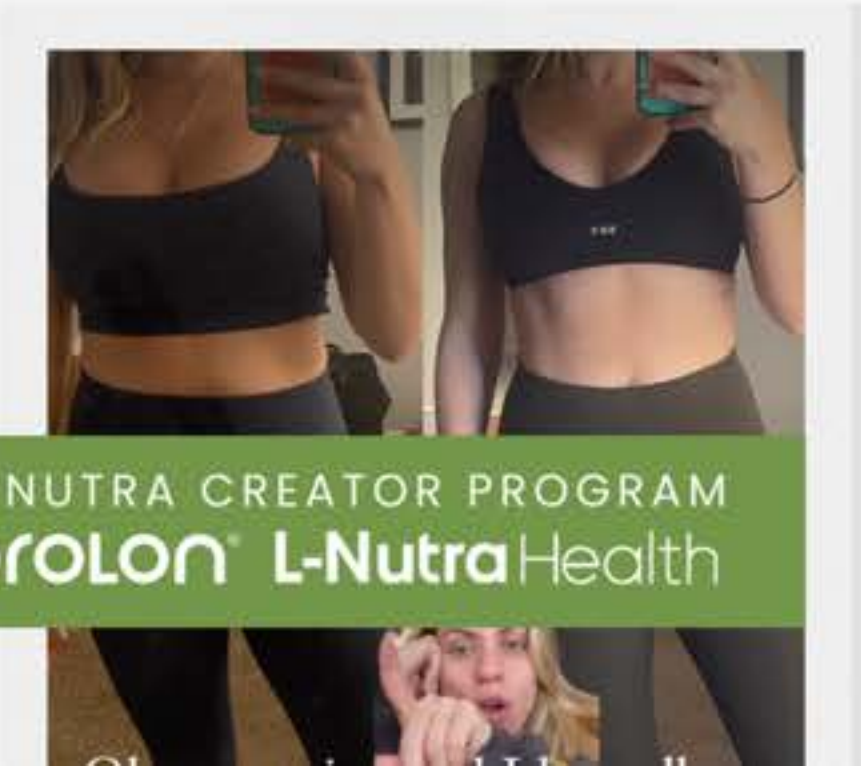


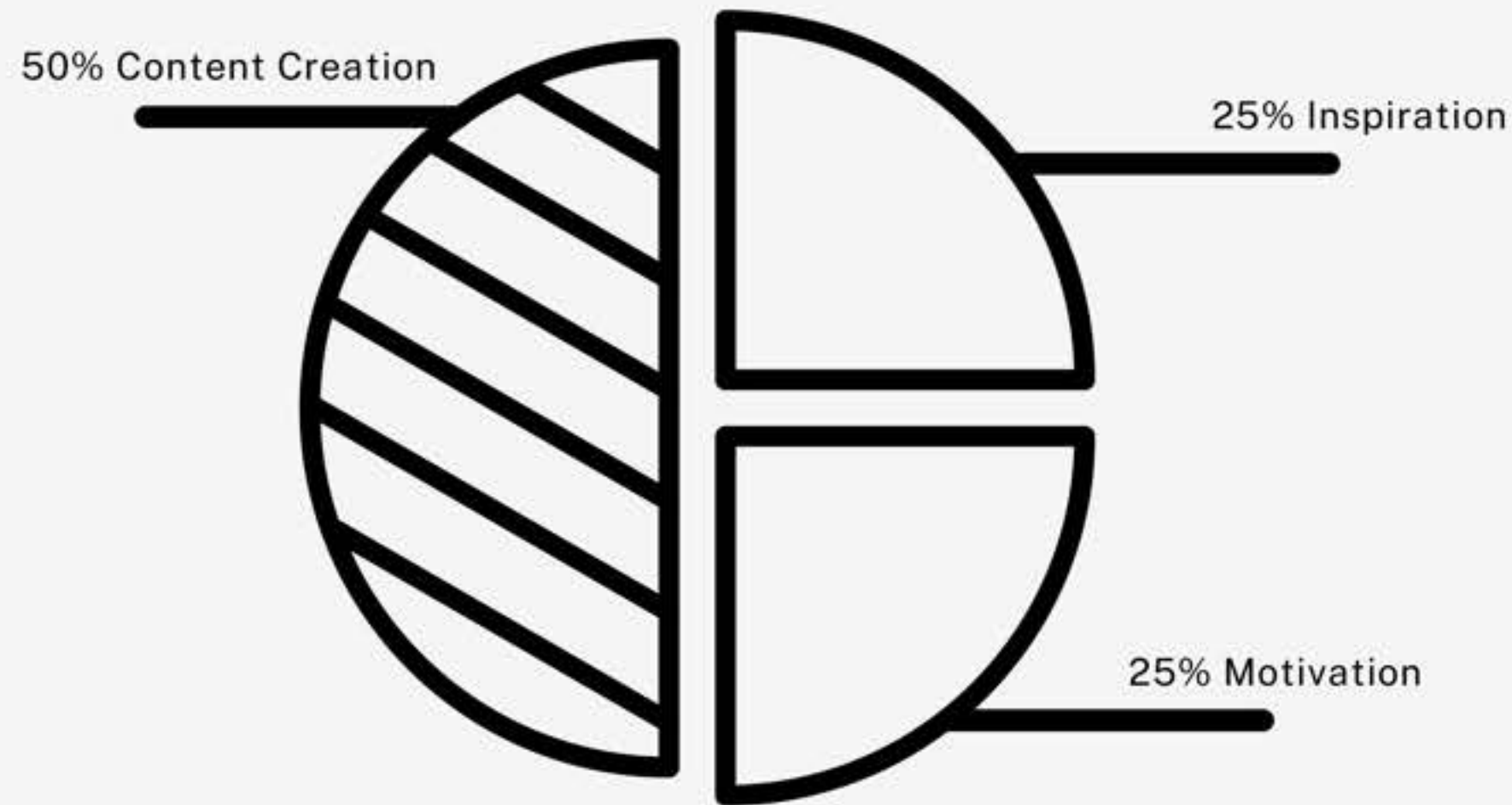
INSPIRING A
LONGEVITY
MOVEMENT

CONTENT CREATION & STORY
ARCHITECTURE GUIDE



YOUR ROLE

As a ProLon Affiliate Creator Partner



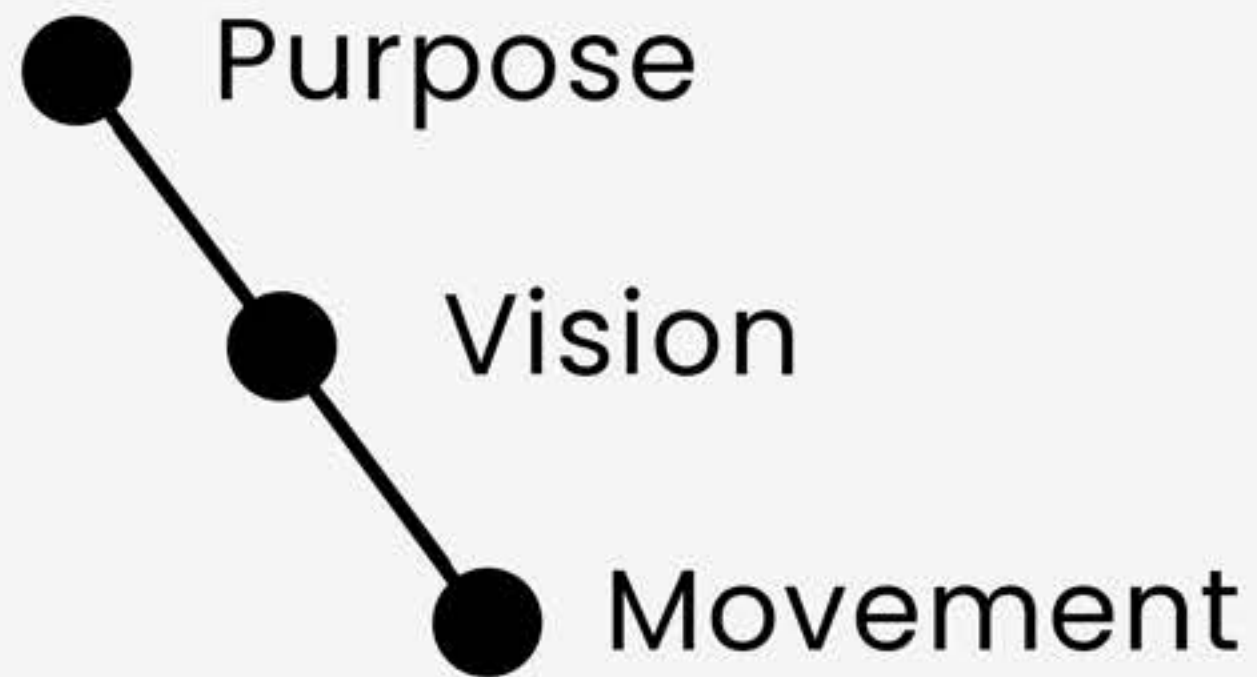
ProLon creator partners provide an authentic, firsthand connection to the true ProLon experience.

You're a Content Creator: The content you create showcases ProLon as more than just a dietary solution—it tells the story of our mission to ignite a global movement toward sustainable, health-conscious living.

You're an Inspiration: Our content creators inspire the belief that fasting is more than just a dietary practice—it's a holistic approach to rejuvenation and longevity.

You're a Motivator: Our creators motivate others with their accumulated wisdom, strength, and resilience—encouraging them to nourish their bodies with purpose and embrace the future with confidence.

TELLING THE PROLON STORY



A microscopic view of several cells, likely yeast or bacteria, showing their intricate, textured surfaces. The cells are set against a vibrant green background with soft, out-of-focus light spots (bokeh).

OUR PURPOSE

#LOVE

LONGEVITY

Health and longevity are about living fully, not just living longer.

Our journey began with a simple yet profound question: How can we empower individuals to live healthier, more vibrant lives while embracing the principles of fasting and holistic well-being?

Our answer has been breakthrough innovation that harmonizes ancient wisdom with modern science.

OUR VISION



#INSPIRE LONGEVITY

We aspire to be more than just a dietary solution; we aim to be a catalyst for a global movement towards sustainable, health-conscious living. We see a world where individuals are empowered to take charge of their health, embrace the transformative power of fasting, and live with vitality and purpose.

At our core, **Prolon exists to inspire and enable a transformative journey towards optimal health and well-being.** We believe in the power of fasting not just as a dietary practice, but as a holistic approach to rejuvenation and longevity. Our "why" is to help individuals reconnect with their inner vitality, achieve their wellness goals, and experience the profound benefits of a balanced, intentional lifestyle.

OUR MOVEMENT

*This is your time to flourish. **Your time to inspire others by doing more yourself.** Because no matter where you are in life, there's always room to keep going.*

#KEEPPGOING LONGEVITY

Life doesn't slow down—it transforms. And with every transformation, there's an opportunity to keep going. To push beyond what you once thought possible. Whether it's picking up a new hobby, embarking on a second career after retirement, or becoming a beacon of inspiration for others, your journey is far from over.

You've accumulated wisdom, strength, and resilience. Now is the time to harness that energy, to nourish your body with purpose, and to embrace the future with open arms. ProLon is here to support you every step of the way, with tools and guidance that empower you to live healthier today, so you can enjoy more vibrant tomorrows.

PRODUCING CONTENT



L-NUTRA CREATOR PROGRAM
proLon L-NutraHealth

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PRODUCTION CHECKLIST

| WHAT TO SAY | HOW TO SAY IT |
|---|---|
| <ul style="list-style-type: none">• The Brief• Claims• Do's and Don's | <ul style="list-style-type: none">• Tone & Voice• Brand Safety• Platform Rules• FTC Guidelines• Storytelling Elements• Creative Best Practices |

AMBASSADOR

tone & voice

Trailblazing And Knowledgeable

We are the pioneering leaders in longevity science and take that role as trusted experts seriously. When we talk about our science, or the data behind our products and programs, we're precise, consistent, and accurate about all facts and claims. We're always eager to share our discoveries, and happy to inform and guide at every step of the way.

Relatable And Welcoming

We know topics like "medicine" and "science" can be intimidating to some. That's why L-Nutra aims to be approachable with explanations, clear about the details, and empathetic to the challenges our customers are facing. We value an open and honest dialogue, and welcome questions and concerns with a collaborative spirit of generosity.

Transparent And Trustworthy

L-Nutra adheres to an extensive, evidence-based approach to our work and an ethical approach to all product sourcing. We're honest and communicative about every aspect of our process, which enables us to build valuable and true relationships with our consumers and partners, and impact communities on a larger, more effective scale.

Empowering And Inspirational

At L-Nutra, we genuinely believe longevity science has the power to be transformative and empowering for everyone! We're passionate about the work we do, but we also know that the very best results come when our customers believe in their own volition to invest in the future of their health. We're compelled to inspire and encourage, never push, condescend, or alienate.

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BRAND EQUITY ALIGNMENT WORD CLOUD

“Relatable Chic and Approachable Luxury”

“Commitment to Sustainability”

“Holistic Health Approach”

“Respect and Professionalism”

“Trailblazing Scientific Leadership & Innovation with Trust & Transparency”

**“Empowerment and Inspiration with
Hope and Optimism”**

“Community, Belonging, and Social Impact”

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INSPIRE EVERYONE

Your Followers, Our Followers, and Us

With your most authentic passion, you will help us to...

1. **Inspire hope & optimism** by positioning Prolon as a **innovative** solution that improves lives.
2. **Elevate** Prolon as an **elegant** solution containing **high-quality** ingredients that are **intentionally** sourced.
3. **Encourage trust** of Prolon's **clinical efficacy** which has earned a loyal fanbase of hundreds of thousands.
4. **Show** how Prolon is **down to earth & scientific** while also being a tad **chic** with a touch of **luxury**.
5. **Invite** audiences to **join the movement** and **transform** their lives for the better.
6. **Set an example** related to sustainability in everything you do.
7. **Ensure** you are always brand safe (as you already are). Keep things rated 'G' while ensuring your claims are approved by our registered dietitians and researchers :)

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BRAND SAFETY SPECTRUM

| | Unsafe: Rated "NC-17" or "R" | Grey Area: Generally Rated "PG" to "PG-13" | Safe: Rated "G" |
|--------------------------------------|---|--|---|
| Showing Skin | Excessive skin, with very little clothing. | Athletic gear and swimsuits that can skew inappropriate, | Very little skin showing in any content |
| Adult Themes | Frequently posts content with adult themes. | Occasionally posts content with adult themes, but never when posting about Prolon | Never posts content with adult themes |
| Eating Habits & Disorders | Frequently posts about ongoing eating disorders. | Speaks about past eating disorders, but never when posting about Prolon | Never posts about eating disorders |
| Profanity | Excessive profanity and offensive language in the posts. | Mild profanity occasionally in an attempt to be edgy or funny, but never when posting about Prolon | Friendly tone, without profanity or offensive language: |
| Politics | Strong political opinions that alienate select audiences. | Occasionally shares political content but never when posting about Prolon. | Avoids political content entirely. |
| Health Claims | A history of spreading false health claims. | Sometimes shares unverified information. | Ensures all information is accurate and researched. |
| Public Reputation | Involved in scandals and has a poor industry reputation. | Minor issues in the past but has generally positive feedback. | Well-respected and trusted within the industry. |
| Legal Compliance | Frequently violates advertising and marketing laws. | Minor FTC errors but generally complies with regulations. | Strictly adheres to legal requirements and discloses brand relationships. |
| Controversial Topics | Often posts about controversial topics like conspiracies. | Sometimes touches on controversial topics in a balanced way, but never when posting about Prolon. | Focuses on neutral, brand-friendly content. |
| Social Media Presence | Social media is filled with irrelevant or inappropriate content, e.g. spam, deals, offers, etc. | Occasionally posts off-brand content on social media. | Social media presence is professional and consistent. |
| Religion | Most of their content touches on strong religious views. | Some content touches on faith or perhaps they have favorite verses listed in their bio, but never when posting about Prolon. | Never discuss religious-related topics. |

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LET PASSION FUEL YOUR CONTENT

| Storytelling Elements | Example |
|--|---|
| Hook: Start with a captivating and emotional or entertaining opener. | How are you feeling? No really, How do you feel mentally and physically? Hear me out... |
| Why Care: What problems does Prolon solve? | If you experience _____ like me, Prolon's 5-day fasting mimicking diet solves it by... |
| Personal Connection: Build on the hook with a personal story. | As someone obsessed with optimizing my health, I've tried everything from crazy diets to bizarre wellness trends. Nothing seemed to work. Sound familiar? |
| Core Passion: Link passion and values to Prolon. | My passion for living a vibrant, active life drove me to seek out and try innovative things to get there. I've tried it all - from the diets to the |
| Introduce Prolon: Seamlessly introduce the program and/or products. | That brought me to Prolon. Never heard of it? It's a game-changer that has a ton of science backing it. It uses the growing trend of fasting but in an innovative way |
| Emphatic Storytelling: Engage with dramatic, entertaining stories. | I was skeptical, but I've been using it for years now, I feel like I've discovered a secret. I mean, picture this: me, going from hip pain and feeling foggy to on the floor with my grandkids... |
| Detailed Benefits: Share specific benefits and experiences | Prolon didn't just give me energy; it cleared my mind, improved my digestion, and helped me feel more balanced overall. It was like hitting a reset button for my entire system |
| Connect to Audience: Relate benefits to audience emotions. | Imagine waking up every morning feeling like the best version of yourself. That's what Prolon did for me, and it can do the same for you |
| Call to Action: Motivate with an authentic call to action. | |
| Why Share: Inspire viewers to share the content with friends and family | |

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HOOKS FOR YOUR CONTENT

- "You won't believe what happened when I..."
- "Here's the secret to..."
- "Watch this before you..."
- "The one thing everyone gets wrong about..."
- "I tried [product] for [time] and here's what happened..."
- "Why nobody talks about..."
- "This changed my life forever..."
- "Don't make this mistake when..."
- "How to instantly improve your..."
- "The truth about..."
- "What [influential person] doesn't tell you about..."
- "I've never shared this before, but..."
- "The ultimate guide to..."
- "Here's what they don't want you to know about..."
- "I did [something unique] and here's what I learned..."
- "Everything you need to know about..."
- "The best hack for..."
- "If you're struggling with [problem], watch this..."
- "My biggest regret when I..."
- "Stop doing [common mistake] and start doing this..."



QUESTIONS

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L-NUTRA CREATOR PROGRAM
proLon L-Nutra Health