

Prolon Social Media Communication Guidelines

1. You Must Disclose Material Connections
 - a. You must disclose your material connection to L-Nutra and our products.
 - b. In a written post, at the beginning of the post and separate from other hashtags, use #ad, #prolonambassador, or #prolonpartner as appropriate.
 - c. In a video or verbal post, state your affiliation (ambassador/representative) or what you received in exchange for the post (i.e., free product, personal promotion, money). Affiliation may also be posted as writing across a video, but must be at the beginning, on screen long enough to read, and easy to read (i.e., not in small print).
 - d. Provide essential information about the post such as “if you use this specific link, I might receive a small commission for your purchase.”
2. Product Claims
 - a. All product claims must be the same or similar to (e.g., do not change the meaning of) the approved claims listing(s) you receive from L-Nutra.
 - b. If L-Nutra has not provided an approved claim, or you have questions about anything you want to post, you can request review by contacting affiliates@l-nutra.com.
3. Disease Claims
 - a. You are prohibited from stating, suggesting, or implying L-Nutra products can diagnose, treat, cure, or prevent any disease.
 - b. You cannot reference diseases, disease states, or recognizable symptoms or attributions of diseases in discussing our products. This prohibition includes use of disease claim hashtags like “#diabetes” or “#cough” or similar.
 - c. You CAN use words like “support” or “helps” to describe how ProLon works to support health aging, maintenance of metabolic health and similar as long as the claims appear on the L-Nutra approved claims listing(s).
 - d. You CAN use general terms of “feeling healthy/fit,” “have clear skin,” or similar.
4. Relating personal or professional experience
 - a. If you convey personal or professional experience, ensure it is clear that it is your professional opinion or clinical or personal experience, and the information is not the position of the manufacturer.
 - i. This applies to when you make a claim which is not the same as an approved claim from L-Nutra (i.e., you lost more weight than our claims say you will, you want to say your skin is clearer which is not a claim we make, etc.)

- ii. Use an asterisk next to your personal claim, and at the end of the post use the statement: “*These results are my experience with ProLon and are not claims from the manufacturer.”
- iii. Use terms like “In my experience...,” “I followed this recommendation...,” “I found this information useful...” or similar.

5. Fasting Support

- a. You may provide support to others who are fasting by sharing information as it appears on the Pro-Lon Tips and FAQs shared with you and at <https://prolonlife.com/faq/>. Other resources are prohibited in your role as an L-Nutra representative/affiliate.
- 6. Individual Medical Advice
- b. You are prohibited from providing Individual Medical Advice; refer anyone asking for such advice to their personal healthcare professional. This includes recommending L-Nutra products for any condition, and/or the provision of directions for the management of an adverse experience related to fasting or L-Nutra products/foods.
- c. Do not state “I think you should...,” “I recommend you...,” or similar.