

L-Nutra Content Creation Guidelines: **Do's & Don'ts**

Creating compelling, high-quality content is essential for maintaining the credibility and consistency of the L-Nutra brands. Follow these guidelines to ensure all content aligns with our brand identity and regulatory standards.

General Do's & Don'ts

Do's:

- ✓ Ensure good lighting (light, bright, and airy) and a clean, neutral background.
- ✓ Shoot **vertically** with your **back camera** for clarity.
- ✓ When possible, **shoot in a high-scale environment** that conveys a **luxury aesthetic** to elevate the brand's premium positioning.
- ✓ Wear **neutral color, non-branded clothing** - please cover chest and stomach.
- ✓ Keep backgrounds **distraction-free**, clean and free of unrelated items.
- ✓ Cover tattoos and remove facial piercings - Ensuring a professional and inclusive appearance.
- ✓ Maintain **clean, well-groomed hands** with **natural or neutral nail colors** and **short to medium nail length**.
- ✓ Ensure messaging aligns with **science-backed longevity principles**.

Don'ts:

- ⊘ Don't feature **other brands or products**.
- ⊘ Don't wear **logos or branded clothing**.
- ⊘ Don't use **cluttered or noisy backgrounds**.
- ⊘ Don't make **exaggerated or unfounded claims**.

Guidelines for Communication

Do's:

- ✓ Use **evidence-based claims**.
- ✓ Be **precise, accurate, and consistent**.
- ✓ Emphasize **science-backed benefits** of Prolon or L-Nutra Health.
- ✓ Use correct formatting: *Prolon 5-Day, Fasting Mimicking Diet (FMD)*.

Don'ts:

- ✗ Avoid terms like **"cure," "heal," or "fix"**.
- ✗ Don't make **unverified health claims**.
- ✗ Don't use **nicknames or short forms** for product names. Always use official terminology (e.g., *Prolon 5-Day Fasting Mimicking Diet*, not *Prolon Fast* OR Fasting Mimicking Diet for L-Nutra Health Programs).

Best Practices for Video Content

Do's:

- ✓ **Educate & engage** with informative content.
- ✓ Use **natural lighting** and speak **clearly**.
- ✓ Show **product use in a longevity-focused lifestyle**. Make the soups, eat the bars, show the food that allows you to enjoy the benefits of fasting with food.

Don'ts:

- ✗ Don't **overpromise results**.
- ✗ Don't use **misleading transformations**.
- ✗ Don't rely on **excessive filters**.