



USA Income Claims Guidelines

Compliance

November 2020

Income Claims

- ▶ The only income disclosure documents that can or should ever be used are those that are issued by and approved by the Kyäni Corporate Office. Income claims must be: (a) 100% true and substantiated; (b) not misleading; and (c) accompanied by the income statement.
- ▶ The **Global Income Disclosure Statement** (income.kyani.com) and the other disclaimers must be provided in connection with meeting presentations, social media posts, PowerPoint presentations, and any other communications where earnings are discussed or otherwise presented.
- ▶ Discussions of the Kyäni business opportunity should emphasize the importance of developing Customers and selling product to create a healthy, long-term business.

DISCLAIMER: Results aren't typical or guaranteed and require hard work and skill. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible visit income.kyani.com.

Disclaimer

When referencing potential earnings, income levels, dream lifestyles, or the business opportunity, you must include the Kyäni Income/lifestyle disclaimer:

DISCLAIMER: Results aren't typical or guaranteed and require hard work and skill. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible visit income.kyani.com.

Income Claims

- ▶ When talking about earning your current rank, emphasize that reaching your rank took hard work and dedication.
- ▶ Give important context like whether you worked full-time or part-time, how many hours you spent each week building your Kyäni business, how many people you talked to each week, how much experience you have with the MLM industry, and how much time it took you to reach your current rank level.
- ▶ Do not make general claims regarding the amount of time required to reach specific ranks or compensation levels. Do not offer or imply any guarantee of success or income, including guarantees related to following a system.

DISCLAIMER: Results aren't typical or guaranteed and require hard work and skill. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible visit income.kyani.com.

Income Claims

- ▶ When discussing the possibility of income, avoid making general references to large income potential or using lavish lifestyle imagery (luxury cars, large houses, dream trips, quitting a full-time job, etc.).
- ▶ Do not make promises or guarantees of success and don't describe the process as simple, quick, or easy.
- ▶ If you describe your own, actual experience or amounts earned, you can do so only if your results are true and typical, or if you make it crystal clear that your results aren't typical. In any case, you must also provide the approved Earnings/Income Disclaimer to explain typical results with a link to our Income Disclosure (income.kyani.com).

DISCLAIMER: Results aren't typical or guaranteed and require hard work and skill. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible visit income.kyani.com.

Income Claims

- ▶ Posting copies of commission checks or Back Office screenshots can lead to significant consequences for both the Business Partner and for Kyäni. A copy of the check by itself, may be deemed a violation of law as well as Section 3.t.3 of the Kyäni Policies and Procedures.
- ▶ Use of unapproved income disclosure materials, including but not specifically limited to copies of checks, or Back Office screenshots is strictly prohibited and will subject the Business Partner to disciplinary action by the company.

DISCLAIMER: Results aren't typical or guaranteed and require hard work and skill. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible visit income.kyani.com.

Income Claims

- ▶ Being a Business Partner with Kyäni can provide you with fresh and unique opportunities that can help you achieve your goals and see personal growth.
- ▶ With Kyäni, you have the chance to live a healthier lifestyle, earn supplemental income, earn money to help you pay for a Car, and even earn trips around the world with our incentive trip program. **HOWEVER**, do not use the word "free," "easy," "simple" or their synonyms to advertise any sales or marketing promotion, including the Car Program or incentive trips.
- ▶ Car Program Eligibility and trip requirements must be met to participate in our incentive trip programs. Most people don't qualify.

DISCLAIMER: Participation in the Kyäni Car Program is not typical or guaranteed. Qualification requires hard work and skill and most do not participate. In North America, as of December 2019, less than 4.00% of active Business Partners qualified for the Program, which provides a monthly car bonus for Kyäni Business Partners who reach and continue to maintain the rank of Ruby. Bonuses actually begin at the Sapphire level, where Partners receive cash plus "banked" money that they receive when they reach Ruby. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase our amazing products for personal use and earn little or no income. To see what's possible, visit income.kyani.com.

Disclaimer

When referencing, posting, or sharing pictures/video of a Kyäni Car, or referencing qualification for the Kyäni Car Program, or congratulating someone on earning their Car bonus, you must include the following disclaimer:

DISCLAIMER: Participation in the Kyäni Car Program is not typical or guaranteed. Qualification requires hard work and skill and most do not participate. In North America, as of December 2019, less than 4.00% of active Business Partners qualified for the Program, which provides a monthly car bonus for Kyäni Business Partners who reach and continue to maintain the rank of Ruby. Bonuses can begin at the Sapphire level, where Partners receive cash plus "banked" money that they receive when they reach Ruby. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase our amazing products for personal use and earn little or no income. To see what's possible, visit income.kyani.com.

Examples of Approved Income Claims

Kyäni Inc.
January 8 at 2:00 PM · 🌐

It's Kyäni Car Wednesday! Pamela Smith qualified for the Kyäni Car in her second month with Kyäni! Being a Business Partner has not only helped provide financial opportunities she never dreamed of, but she has the opportunity to help others achieve their dreams as well.

She had experience with network companies in the past, but had a completely different experience with Kyäni from the start. She learned that compensation plans drive behavior, and the leadership and teamwork that takes place in Team Fusion fosters a caring community of people who are truly changing the health industry and the network marketing industry.

She says, "The culture of the company attracts amazing people! Thank you for the experiences thus far, Kyäni. Looking forward to many more!"

Congratulations on your Kyäni Car, Pamela! We're thrilled to have you as a Business Partner! **Disclaimer** ↓

DISCLAIMER: Participation in the Kyäni Car Program is not typical or guaranteed. Qualification requires hard work and skill and most do not participate. In North America, as of December 2019, less than 4.00% of active Business Partners qualified for the Program, which provides a modest down payment and a monthly payment for those who reach and continue to maintain specific ranks. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase our amazing products for personal use and earn little or no income. To see what's possible, visit income.Kyani.com.



vimeo Join Log in Pricing Solutions Watch

James Bradford - I Live Kyäni
Like Follow Share

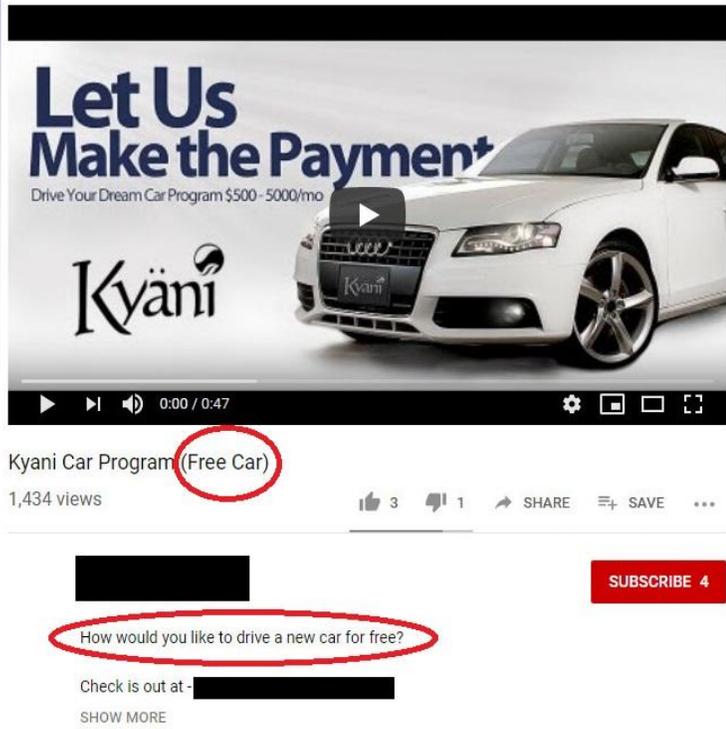
James Bradford - I Live Kyäni
4 years ago
Kyäni Video PRO Follow

26 2 0

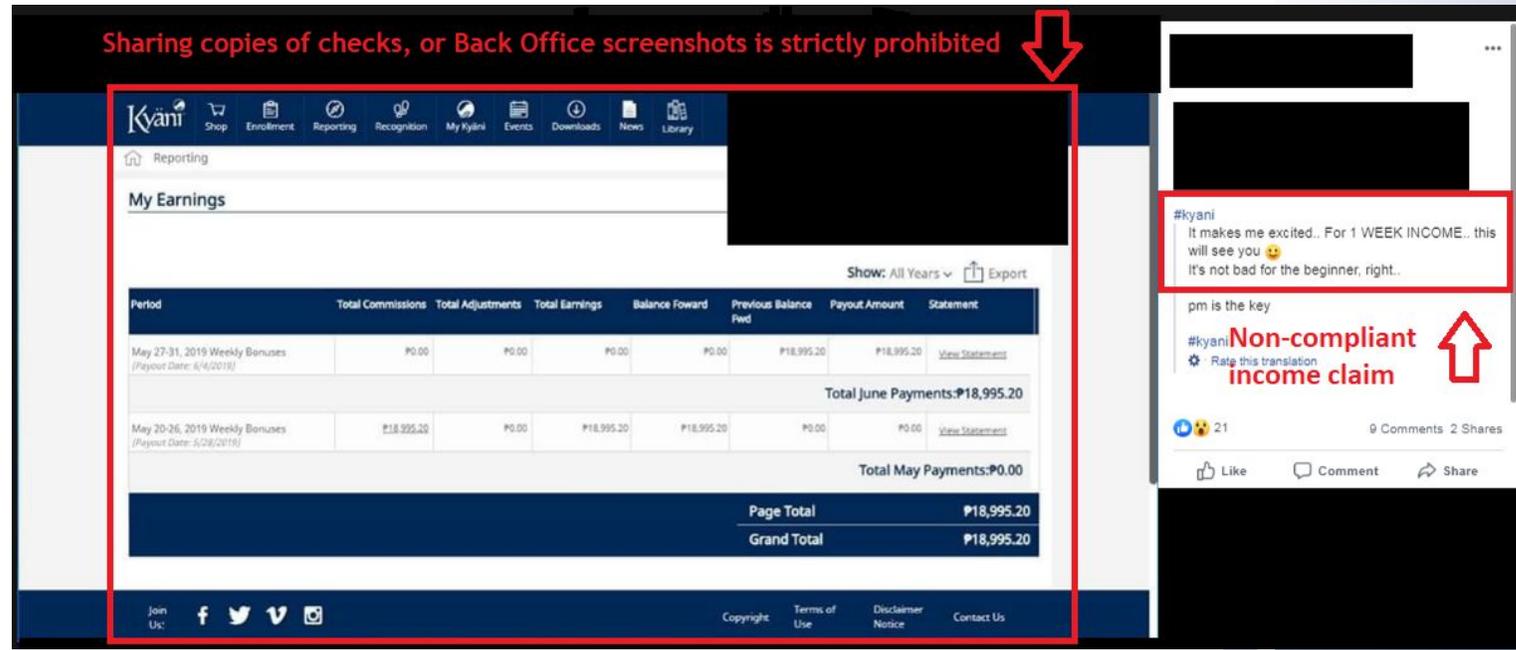
DISCLAIMER: Results aren't typical or guaranteed and require hard work and skill. By referring customers, Business Partners can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible visit income.kyani.com.

Disclaimer ↑

Examples of Improper Income Claims



Do not use the word "free," "easy," "simple" or their synonyms to advertise the Kyäni Car Program



Posting copies of commission checks, or Back Office screenshots can lead to significant consequences for both the Business Partner and for Kyäni

Framing the Income Opportunity

- ▶ Sometimes your individual earnings, even if true, can be misleading to people interested in the Kyäni opportunity.
- ▶ Even if you have personally seen significant success and earned life changing sales commissions, if your results aren't typical, you should avoid giving details about your own success.
- ▶ Focus instead on the importance of a healthy lifestyle, Kyäni's amazing products, and the opportunity to earn **modest, but meaningful supplemental income**.
- ▶ Some people can earn more, but most Kyäni customers and Independent Business Partners join only to purchase our amazing products for personal use and earn little or no income. Kyäni's Income Disclosure statement provides more detailed information at income.kyani.com.

Words to Avoid

When promoting the Kyäni business opportunity, avoid using the following words:

**non-exclusive list*

- ▶ Easy
- ▶ Free
- ▶ Simple
- ▶ Lucrative
- ▶ Millionaire/Billionaire
- ▶ Investment
- ▶ Six Figure Income
- ▶ Seven Figure Income
- ▶ Financial Freedom
- ▶ Get Rich
- ▶ Unlimited Income
- ▶ Residual Income
- ▶ Replacement Income
- ▶ Full-Time Income
- ▶ Quit Your Job
- ▶ Passive Income

Compliance Contact Information

If you have any questions about what is and what isn't allowed, check with compliance.usa@kyanicorp.com