



Social Media Guidelines


Compliance

November 2020

KEY PRINCIPLES AND POLICIES FOR SHARING KYÄNI WITH OTHERS

If you plan to build a Kyäni business, here are few principles to live by:


1. START by using Kyäni Products and telling others about the importance of supplementing a healthy diet and exercise with exceptional Kyäni supplements to support the body's natural functions and help maintain a healthy lifestyle and overall well-being;

 **DON'T** start by promoting the business opportunity, and don't promote big money, lavish lifestyles, or miracle cures – Kyäni products are dietary supplements that support health, wellness, and active lifestyles.

DISCLAIMER: These statements have not been evaluated by the FDA or any governmental agency. Kyäni products are not medication and are not intended to diagnose, treat, cure, or prevent any disease or medical condition.


KEY PRINCIPLES AND POLICIES FOR SHARING KYÄNI WITH OTHERS

2. FOCUS ON the products and finding new customers who will love and benefit from them;

 **DON'T** suggest Kyäni products are medication or can prevent/treat/cure or help with any medical condition;

KEY PRINCIPLES AND POLICIES FOR SHARING KYÄNI WITH OTHERS

3. LOOK OUT FOR enthusiastic Kyäni customers who might want to become Independent Business Partners or who may want to **earn modest, supplemental income**; and

-  **DON'T** emphasize recruiting new Business Partners or promote large income potential and lavish lifestyles; **AVOID** making unsolicited public statements – especially on social media – solely about the Kyäni Business Opportunity; **in public posts FOCUS on the products, the importance of good nutrition, and how Kyäni products make you feel.**

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.

WHAT WE CAN **DO** WITH SOCIAL MEDIA

- ▶ **DO:** Join official Kyäni pages
- ▶ **DO:** Create Independent Business Partner (IBP) business pages using approved content and guidelines
- ▶ **DO:** Link to the Kyäni Shop (Kyani.com) website or to your personalized Replicated Site provided by Kyäni
- ▶ **DO:** Share approved images, videos, and business support materials that comply with company guidelines and are available in the Downloads section of the Backoffice or on Kyäni Pro 2.

SOCIAL MEDIA **DON'Ts**



- ▶ **DON'T:** recruit or attempt to sell products through any online classified, marketplaces, or buy/sell sites or groups, such as Amazon, eBay, OfferUp, Craigslist, Etsy, etc.
- ▶ **DON'T:** use company trade names or trademarks in a confusing way. For example, if Kyäni is to be used in social media, any usernames that have Kyäni in them must contain “Kyänidist” or “Kyäniteam” in them. For example, Kyanidist, Kyani Distributor or Kyaniteam would be acceptable. No product names, countries, markets or territories should be included
- ▶ **DON'T:** use unapproved third-party pictures, celebrity endorsements, or literature to promote the products or business
- ▶ **DON'T:** create and post/upload training videos that do not follow guidelines issued by Compliance
- ▶ **DON'T:** set or list “Kyäni” or “Kyäni, Inc.” as your employer on any social media platform

Product Testimonial **DO's** and **DON'Ts**

- ▶ **You MUST** include the following disclaimer anytime you post or talk about the benefits of Products:

DISCLAIMER: These statements have not been evaluated by the FDA or any governmental agency. Kyäni products are not medication and are not intended to diagnose, treat, cure, or prevent any disease or medical condition.

- ▶ **DO** use the most current, approved Product Claims published by Kyäni.

DON'T rely on non-Kyäni or unofficial sources for product claims.

DON'T share scientific studies or articles that are not approved by Kyäni – even if they're true, they may be illegal to share in connection with the sale of dietary supplements.

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Product Testimonial **DO's** and **DON'Ts**

- ▶ **DO** make sure your story is true and accurate.

DON'T exaggerate or set unrealistic expectations.

- ▶ **DO** share the concerns you had that motivated you to make a change (e.g., wanting to feel better, have more energy, compete in an Ironman, be there for your kids, etc.).

DON'T describe health or medical conditions you were facing, even if true.

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Product Testimonial **DO's** and **DON'Ts**

- ▶ **DO** talk about how Kyäni products helped you maintain your general well-being, feel better, have more energy, and stay healthy.

DON'T talk about Kyäni products or ingredients in terms of how they may have helped you with the symptoms of an illness, disease or medical condition, even if true.

- ▶ **DO** share your passion for the products that have improved your life, helped you feel or look better, or have more energy and hope for the future.

DON'T say or suggest that the products helped you diagnose, treat, cure, mitigate, prevent or overcome any disease or medical condition, or that you haven't been sick since taking the products – even if true.

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Outline of a Compliant Product Testimonial

- ▶ Most testimonials are about a transformation.
- ▶ When sharing your story, be sure to share all the context that helped you with the change (e.g., diet, exercise, sleep).
- ▶ Describe how you were feeling generally (but **don't** mention any disease or medical condition, even if you had one).
- ▶ Talk about the general concerns you had or the reasons that led you to make a change – use general desires to have or maintain good health, and **avoid** any reference to a medical condition or symptom.

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Outline of a Compliant Product Testimonial

- ▶ **DO** Focus on the changes you made and the improvements to your lifestyle, energy levels, and generally how the products make you feel.

DON'T talk about reducing or eliminating the need to take prescription drugs.

- ▶ **DO** Share how you feel about the changes you've made and the difference it has made in your life, in your relationships, and your hopes for the future.
- ▶ If you talk about how the products impacted specific structures or functions of your body, talk about how they help/helped you **maintain healthy** or **normal** functions.

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1

Prior to Kyäni I was feeling...

Share how you were feeling PRIOR to using Kyäni products and what your life looked like (be careful not to use diagnosis)

- ▶ Angry
- ▶ Anxious
- ▶ Down
- ▶ Exhausted
- ▶ Frustrated
- ▶ No energy
- ▶ Hopeless
- ▶ Trouble sleeping
- ▶ Didn't feel well after eating
- ▶ Sad
- ▶ Miserable
- ▶ Overwhelmed
- ▶ Withdrawn
- ▶ Unfocused
- ▶ Lonely
- ▶ Focused on aging well
- ▶ Weak
- ▶ No desire
- ▶ Wanted to maintain my health

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2

I chose to use Kyäni Products... Perhaps you wanted to...

Share how you were introduced to Kyäni and why you chose to use the products

- ▶ Have more energy
- ▶ Feel better
- ▶ Sustain Clarity
- ▶ Increase your protein intake
- ▶ Get stronger
- ▶ Maintain healthy blood sugar levels
- ▶ Improve Post-Workout Recovery
- ▶ Support proper circulation
- ▶ Promote a healthy inflammatory response
- ▶ Support your immune system
- ▶ Compete in an ironman
- ▶ Be there for your kids
- ▶ Not struggle to get out of bed in the morning, etc.

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3

Since taking (insert which product(s)) it/they, has/have been supporting, maintaining, promoting, encouraging...

- ▶ In this step, we encourage you to use the claims presented to you within the “**Product Claims Guidelines**” of the specific market that you’re promoting the Kyäni products to.
- ▶ You can find the “**Product Claims Guidelines**” within the “Downloads” section in your Back Office or you can receive a copy of the document by emailing the Compliance Team at compliance.usa@kyanicorp.com
- ▶ Remember to include the following disclaimer:

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- ▶ If you have ceased medication after taking Kyäni products, **STOP** and don’t mention it.

Triangle of Health Compliant Testimonial Example:

- 1 I am an elementary school principal and everytime I would come home after an exhausting day at work, I would fall asleep on the couch due to my lack of energy. Among other things, my busy schedule did not help me in maintaining a healthy lifestyle.
- 2 My wife had me try some samples of the Kyäni Triangle of Health because she read that it was great at maintaining heart health, healthy blood sugar levels and could even help me boost my energy levels!
- 3 Thanks to these amazing Kyäni products, I now have a lot more energy to deal with the demands of my busy lifestyle. Additionally, besides being able to maintain healthy blood sugar levels and support a healthy inflammatory response, I've been able to maintain a healthy lifestyle!

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Words to Avoid

When promoting Kyäni products, avoid using the following words:
**non-exclusive list*


Descriptive Words to Avoid (Except as found within approved compliant claims.)

- ▶ Boosts
- ▶ Fights
- ▶ Helps
- ▶ Improves
- ▶ Increases
- ▶ Lowers
- ▶ Prevents
- ▶ Protects
- ▶ Reduces
- ▶ Repairs
- ▶ Restores
- ▶ Strengthens

Avoid referencing Medical Conditions
Examples include:

- ▶ Alzheimer's
- ▶ Anxiety
- ▶ Anti-Aging
- ▶ Arthritis
- ▶ Asthma
- ▶ Autism
- ▶ Bacterial Infections
- ▶ Cancer
- ▶ Chronic Indigestion
- ▶ Chronic Conditions
- ▶ Coronavirus/Covid-19
- ▶ Dementia
- ▶ Depression
- ▶ Diabetes
- ▶ Erectile Dysfunction
- ▶ Fibromyalgia
- ▶ Headaches
- ▶ Heart Diseases
- ▶ High Blood Pressure
- ▶ High Cholesterol
- ▶ Inflammation
- ▶ Pain
- ▶ SARS
- ▶ Viral Infections

Examples

Don't say . . . 	Say this instead . . .
Sunrise helped me with my diabetes.	Sunrise helped me maintain healthy blood sugar levels.
Kyäni's Triangle of Health boosts your immune system.	Kyäni's Triangle of Health supports the immune system.
Kyäni Sunrise helped me overcome anxiety.	Kyäni Sunrise supports healthy stress management.
After taking Kyäni's Triangle of Health, I was able to reduce (or eliminate) my prescription drugs.	After supplementing my diet with Kyäni's Triangle of Health, I took control of my health. I have never felt better and now I can maintain a healthier lifestyle through a healthy diet and exercise, thanks to Kyäni.
I suffered from debilitating pain from fibromyalgia that left me restless and unable to sleep at night. Kyäni helped me with the pain and now I'm sleeping through the night.	Before Kyäni, I struggled to get comfortable at night and struggled to sleep. Now, thanks to the Triangle of Health, I'm sleeping better and I have so much more energy throughout the day.
Kyäni reduced inflammation and pain in my joints and I'm able to run like I did when I was younger.	I've struggled with the typical aches and discomfort we all feel in our knees and joints as we get older. Kyäni HL5 and the Triangle of Health help me maintain healthy joints and support my body's natural inflammatory response. I not only feel younger, I'm running again and loving a more active lifestyle.

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Examples

Don't say . . . 	Say this instead . . .
Kyäni Sunset helped me lower my cholesterol levels (and get off my cholesterol medication).	I've been concerned with my heart health and cholesterol levels. Kyäni Sunset is formulated to support cardiovascular health and has also helped me maintain healthy cholesterol levels.
Kyäni helps fight the effects of dementia and Alzheimer's.	The Triangle of Health and Kyäni ON are formulated to support cognitive function and maintain brain function.
Kyäni NitroFX is a natural remedy for erectile dysfunction. We call it "Kyagra."	Kyäni NitroFX supports the body's natural production of Nitric Oxide which promotes circulation, encourages blood flow, promotes energy and supports a healthy sexual function.
Nitro EXTREME boosts your immune system and can help you fight against viral infections.	Kyäni Nitro EXTREME supports the body's natural production of Nitric Oxide which promotes circulation, sustains the immune system and enables a healthy inflammatory response.
Heart disease is chronic illnesses that can be avoided with good nutrition. Kyäni supplements are designed to reduce the risk of heart disease.	As a part of a healthy diet and exercise, Kyäni supplements are designed to maintain heart health by encouraging healthy blood flow and supporting the cardiovascular system.
Obesity causes many chronic illnesses. You don't need a doctor. You need Kyäni. If you take Kyäni's Triangle of Health, Fit20 and HL5, you will lose weight and avoid chronic illnesses.	Obesity is a problem that comes from a poor diet and lack of exercise. When paired with a healthy diet and regular exercise, Kyäni's Triangle of Health and Protein supplements can help your body optimize fat metabolism, build lean muscle, and reach your health goals.

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INCOME CLAIMS **DOs**

- ▶ **DO:** share the Global Income Disclosure Statement (income.kyani.com)
- ▶ **DO:** emphasize that reaching your rank took hard work and dedication
- ▶ **DO:** state how many hours you spent each week building your Kyäni business
- ▶ **DO:** share how much experience you have with the direct selling industry
- ▶ **DO:** include the following disclaimer anytime you talk about the business opportunity, earning income from Kyäni, or achieving success or a certain lifestyle in connection with your Kyäni 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.

INCOME CLAIMS **DOs**

DO: include the Kyäni Car Program disclaimer anytime you reference the Kyäni Car Program or share pictures of your Kyäni Car:

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.

INCOME CLAIMS **DON'Ts**



- ▶ **DON'T:** say or suggest that your success came quickly or easily
- ▶ **DON'T:** offer or imply any guarantee of success by simply following a system
- ▶ **DON'T:** post copies of commission checks or Backoffice screenshots
- ▶ **DON'T:** use the word “free” to advertise the Kyäni Car Program
- ▶ **DON'T:** make lavish or flashy lifestyle claims
- ▶ **DON'T:** describe or disclose your actual earnings (even if true) if they are extraordinary and could not be reasonably expected by the typical Business Partner
- ▶ **DON'T:** suggest that someone can quit their day job, have “financial freedom,” earn large or “6 or 7 figure” incomes, make unlimited income, earn full-time or replacement income
- ▶ **THINK IN TERMS OF MODEST, SUPPLEMENTAL INCOME**, which can make a difference in people’s lives.

Examples

Don't say . . . 	Say this instead . . .
You can make 6 or even 7 figure incomes with our "proven system" at Kyäni.	Most people join Kyäni to buy incredible products for personal use and they make little or no money. But, if you're interested and you work hard, you can earn meaningful supplemental income by referring customers. To see what's possible visit <u>income.kyani.com</u>.
Kyäni helped me quit the 9 to 5 and achieve true financial freedom.	By telling people about the incredible Kyäni products and referring customers, I was able to make meaningful supplemental income that really helped my family and lightened our financial burdens. Most people only buy Kyäni products for personal use and they make little or no money. But, if you're interested and you work hard, you can earn meaningful supplemental income that can open a lot of doors. To see what's possible visit <u>income.kyani.com</u>.
I made \$5,000 last month by working only a few hours a week. If you'd like to know how you can achieve this and more, message me.	Everyone could benefit from a little extra money. I can show you how you can earn meaningful commissions in your spare time by referring customers to a company that sells a truly unique dietary supplement. Most people will only buy these incredible products for personal use and they will make little or no money. But, if you're willing to work hard, you can earn meaningful supplemental income. To see what's possible visit <u>incomeclaim.com</u>.
Achieve unlimited earning potential and a residual income for life. Message me if you're interested.	I found a company that has helped me to achieve better health and earn a little supplemental income by referring customers. Message me if you'd like to try these incredible products. If you like them, I can tell you how you can earn commissions by referring other customers. Most people only buy products for personal use and make little or no money. But, with hard work and skill, you can earn meaningful supplemental income. To see what's possible visit <u>incomeclaim.com</u>.

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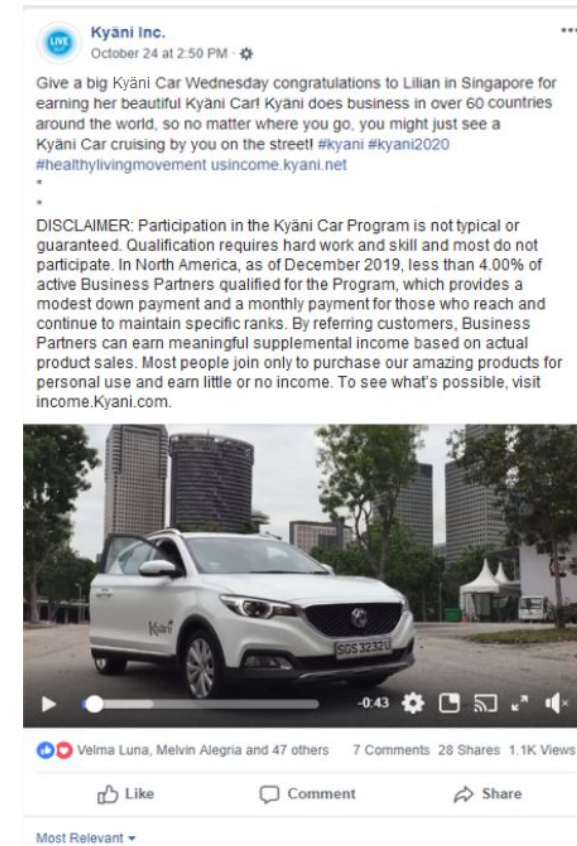
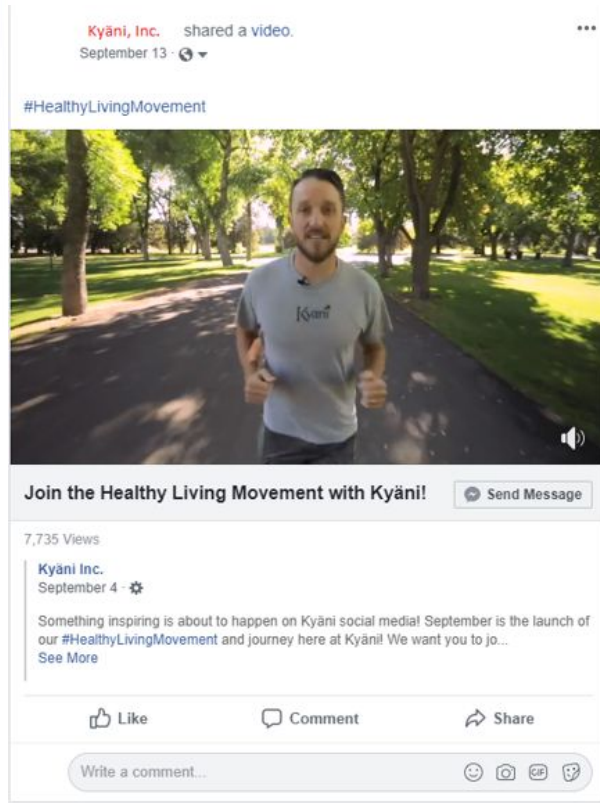
Words to Avoid

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

EXAMPLES OF SOCIAL MEDIA DOs

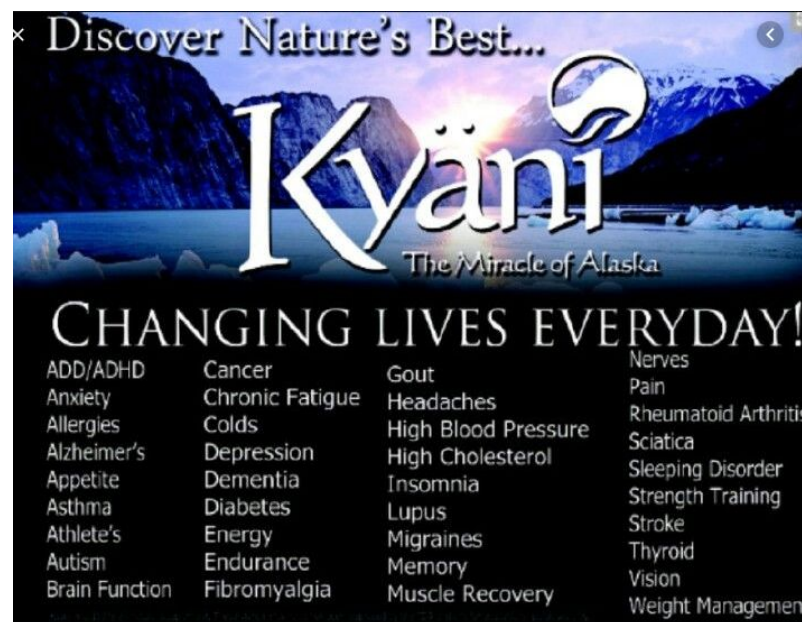


**Remember that you can share content from official Kyäni websites. Hit the “share” button!*

EXAMPLES OF SOCIAL MEDIA DON'Ts



*In addition to being a graphic and distasteful image, this is a disease claim.



*The image contains disease claims and an outdated logo. "The Miracle of Alaska" is no longer used in our marketing material. Please use the "Kyāni Independent Business Partner" logo.

DISCLAIMER: These examples are for educational purposes only and are depicted to show examples of what is not allowed. These statements have not been evaluated by the FDA or any governmental agency. Kyāni products are not medication and are not intended to diagnose, treat, cure, or prevent any disease or medical condition.

Examples of Approved Income Claims

Kyäni Inc.
January 8 at 2:00 PM · 🌟

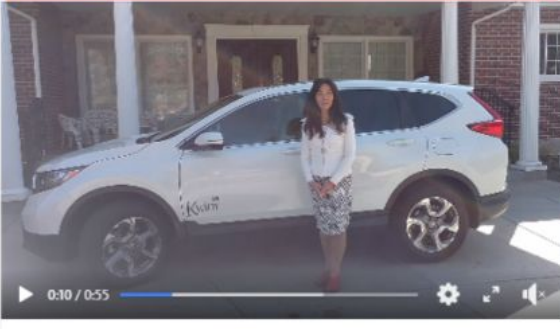
It's Kyäni Car Wednesday! Pamela Smith qualified for the Kyäni Car in her second month with Kyäni! Being a Business Partner has not only helped provide financial opportunities she never dreamed of, but she has the opportunity to help others achieve their dreams as well.

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** 📌

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vimeo Join Log in Pricing Solutions Watch

James Bradford - I Live Kyäni
Like Follow Share

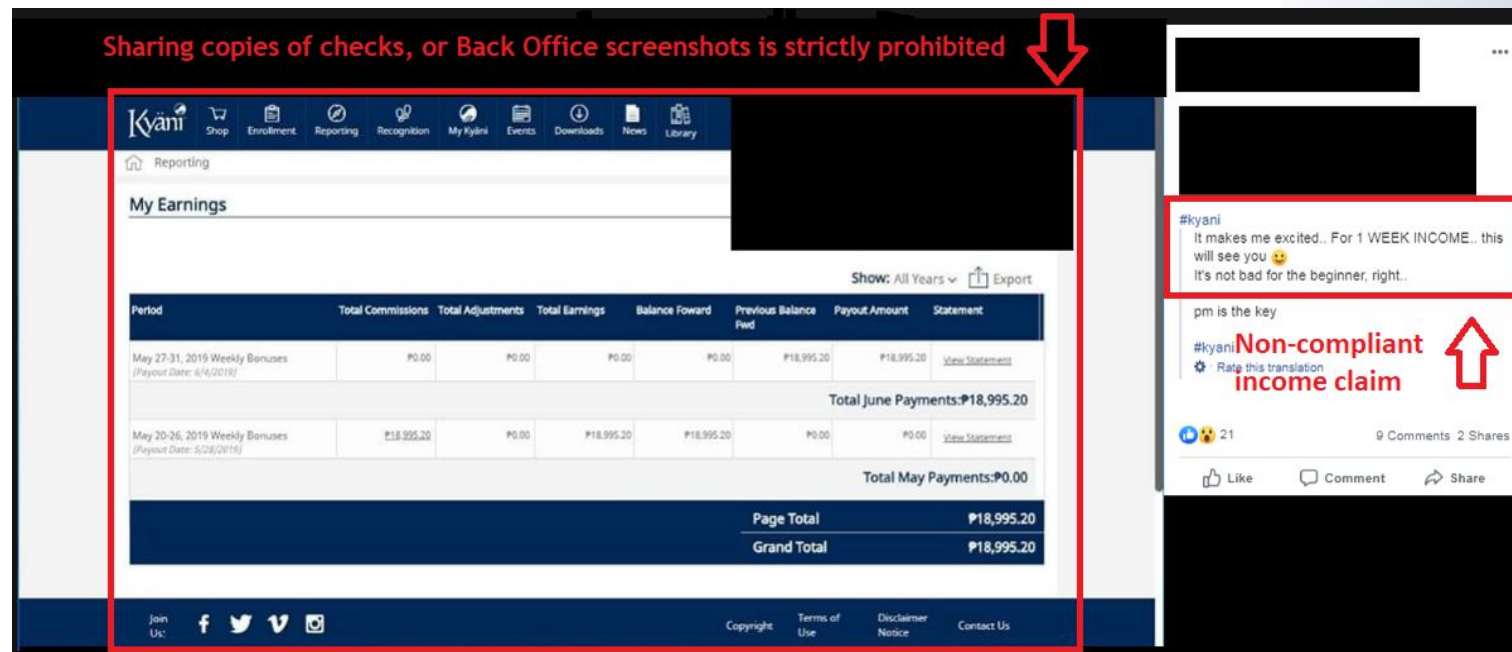
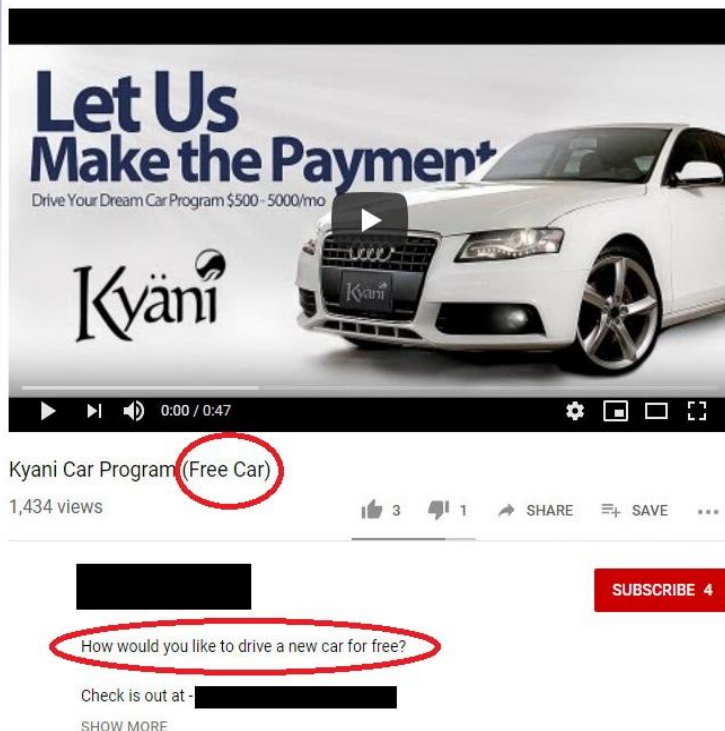
James Bradford - I Live Kyäni
4 years ago
Kyäni Video PRO + Follow

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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

Kyäni Logo and Trademark

These guidelines are to differentiate an Independent Business Partner from Official Kyäni presence. Independent Business Partners are INDEPENDENT CONTRACTORS AND NOT EMPLOYEES and they do not officially represent Kyäni Corporate.

- ▶ **Kyäni Logo:** Independent Business Partners are allowed to use only the Kyäni Independent Business Partner logo (as shown below).



- ▶ **Kyäni Trademark:** Independent Business Partners are allowed to use the Kyäni trademark within their page names, URLs, email names, usernames, etc., as long as they add the word “dist”, “team”, or “Independent Business Partner” to the name. No product names, countries, markets or territories should be included within the name.

DISCLAIMERS

- ▶ Anytime you mention a product or it's ingredients and the benefits or effects it has on the human body, you must include the following disclaimer:

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In the United States, the disclaimer is only slightly different:

DISCLAIMER: These statements have not been evaluated by the FDA. Kyäni products are not intended to diagnose, treat, cure, or prevent any disease or medical condition.

- ▶ When referencing weight loss or weight management, or posting pictures of exercise or diet outcomes, you must include the following disclaimer:

DISCLAIMER: Results vary depending upon starting point, goals, and efforts. Exercise and proper diet are necessary to achieve and maintain a healthy weight, or desired weight loss or gain. If you have a medical condition, or are pregnant, nursing, diabetic, on medication, or if you are beginning a weight control program, consult your physician before using Kyäni products or making any other dietary changes. Discontinue use if adverse events occur.

DISCLAIMERS

- ▶ **When referencing potential earnings, income levels, dream lifestyles, or the business opportunity, include the following Kyäni Income/lifestyle disclaimer:**

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- ▶ **When mentioning a Kyäni incentive trip, program, or sales promotion, include the following Kyäni Income/lifestyle disclaimer:**

DISCLAIMER: Participation in incentive trips, car programs, and other sales promotions are not typical or guaranteed. Qualification requires hard work, skill and meeting specific sales targets. Most people do not qualify. By referring customers, you 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.

DISCLAIMERS

- ▶ **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:**

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- ▶ **When referencing the benefits of Fleuresse, you must include the following disclaimer:**

DISCLAIMER: The results described here may not be typical and will vary for each person depending on individual factors. Most users report improvements in the appearance of fine lines and wrinkles, firmness, and a reduction in the visible signs of aging with regular use.

Compliance Contact Information

If you have any questions about what is and what isn't allowed, check with compliance.usa@kyanincorp.com prior to posting on social media.