

compliance

marketing

The complementary (natural/alternative) healthcare industry is very heavily regulated in Australia, to protect people against poor quality products and ones that make unsubstantiated or exaggerated claims. Young Living does not make therapeutic claims about its products and nor should its members.

A therapeutic claim includes the following: Use in or in connection with ~

- (i) Preventing, diagnosing, curing or alleviating a disease, ailment, defect or injury in humans;**
- (ii) Influencing, inhibiting or modifying a physiological process in humans;**
- (iii) Testing the susceptibility of humans to a disease or ailment.**

It is a costly and ongoing process to ensure that our products and marketing comply with such regulations, but it is a process that we are committed to, so that we can protect the future of Young Living's products and business in Australia for years to come.

Young Living distributors must observe and adhere to these standards. They are explained thoroughly in our Policies and Procedures, a current copy of which is available at all times to distributors in their secure Virtual Offices. The guidelines in the Advertising and Promotional Policies section, in particular, should become second nature to distributors.

SIMPLICITY

You can easily share Young Living's products and opportunity while remaining compliant.

- 1. When you are marketing Young Living products, only use materials that you have obtained from Young Living's Australian office or directly from the Young Living Australian website.*
- 2. When doing presentations, use Young Living's official presentation materials and DVDs obtained from Young Living's Australian office.*
- 3. If you wish to do an educational presentation using research papers and scientific studies, such information should not be linked to Young Living products if it could constitute a therapeutic claim.*
- 4. Please note that the production or distribution of notes from any YL event is prohibited.*
- 5. We are not permitted to prescribe and diagnose – nor are our distributors. People seeking natural ways of achieving and maintaining wellbeing in all areas can make their own informed choices by learning more through reliable reference books, courses and research reports, while consulting with a healthcare practitioner who is sympathetic to their preferred modalities. You can still assist such friends, family and acquaintances by helping them locate such reference and research materials.*
- 6. Testimonials should be balanced, general and representative of typical results. Please review the Testimonials section in the Policies for more information.*
- 7. You may not attempt to respond to media enquiries regarding YL, its products or services, or your independent YL business. All enquiries by any type of media must immediately be referred to YL Compliance. This will ensure that accurate and consistent information reaches the general public.*

Please refer to the Policies and Procedures for further information.