

# ZINZINO GUIDELINES

## FOR HEALTH CLAIMS ON SOCIAL MEDIA AND PRIVATE WEBPAGES

**Social media is a great platform for our Partners to share our amazing products and story. We are excited to see the increase in the social media activity of our Partners promoting our brand. We are, however, seeing more and more non-compliant health claims on social media accounts and on private webpages.**

Given that our business and brand operate in the health industry, it's essential not to make any false claims as it can lead to serious issues with local governments which we want to avoid. When promoting our Zinzino products it is important that you use only the approved health claims available either on our website or in our product sheets.

### **Non-compliant health claims and hashtags as for example:**

#Covid-19, #cancer, # diabetes or #inflammation is not allowed.

While our product range is scientifically proven and we always follow the EFSA rules, you must focus on sharing the benefits of Zinzino. *Avoid broad claims and include an asterisk after each benefit sentence.*

### **FOR EXAMPLE:**

#### ***In the USA:***

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

#### ***In Europe:***

\*EFSA-approved health claim (refer to the product sheets for all EFSA-approved health claims).

Steer clear of terminology like "it cured", "the best in the market", "it can do the same for you", "no side effects" and "visible results."

Posts cannot contain incorrect information and stats that state or show that a product cures. We should also not post any content about Covid-19 in the copy and also hashtags.

### **Non-compliant hashtags include:**

#Covid-19, #Inflammation, #Diabetis, #Cancer, #Cured, #Eczema.

### **Examples of permitted hashtags are:**

#Balance, #OmegaBalance, #Viva, #Xtend, #LifeinBalance, #InspireChangeinLife, #HealthyLifestyle, #Wellness, #SelfCare.

If you have any questions about this, please contact us at [marketing@zinzino.com](mailto:marketing@zinzino.com) for further clarification.

