

COMMUNICATION TIPS FOR ZINZINO

ONLINE MEETINGS & SOCIAL MEDIA

We hope that you and your loved ones are healthy, safe, and that you are making the best of this extremely challenging situation we face as a global society. It's certainly not business as usual. Maybe, business as un-usual?

But as we stare into the face of the unknown, we also see opportunities... one of which is making the transition into the world of working from home. We're reaching out to you to make sure you have everything you need in order to stay successful and grow your Zinzino business.

The reality is...

Many people will become unemployed during the next couple of months and will find the need for a new income stream. This will lead to an opportunity where Zinzino has the possibility to recruit new Partners into the company. And, with our incredible scientifically backed health products, there's no better industry to be in.

But, it's important to remember when recruiting new Partners that we need to take responsibility for training them on how to conduct our business in the right way to ensure Zinzino maintains its integrity and grows while remaining true to its philosophy.

Now, the world is at home and online. It's essential to communicate with prospects, Partners or new Customers in the right way. Remember, all posts and 'claims' are visible to everyone in the digital world. Therefore, only use approved claims from our product sheets.

People need reliable sources of information, not false promises. Lives are on the line and this is no time for overstating facts.

So, here's what we recommend:

- **Do not under any circumstances say or post that Zinzino products prevent you from getting coronavirus.**
- **Do not promise that the products will aid faster recovery.**
- **Never say Zinzino users don't need to be hospitalized if unwell.**
- **Refrain from saying the products prevent or heal inflammations or any other disease in the body.**

We have to be extremely careful with what we communicate on social media or during online meetings to avoid negative press or any issue with local authorities. It's essential to respect the EFSA claims, which are part of our product sheets, Zinzino marketing materials and web content.

In these times, we do want to make sure to protect the Zinzino brand in the best possible way and to ensure that our Partners have all the tools to be successful in growing their business.

We do want to support our Partners and the brand in order to emerge from this unusual situation with more strength than ever before, to realize our strategic growth plans which we outlined to you earlier. We are committed to achieving our goals and to rising as one of the strongest direct selling companies in the world.

If you have any question about this matter or if you're unsure what you can or cannot claim as part of selling our Zinzino products and our business opportunity online, please contact marketing@zinzino.com for support.

This whole crisis shows how important, and fragile, our health is. Be sensitive, caring, and talk about Zinzino's amazing products, natural ingredients and overall Health Protocol to ensure to keep a strong immune system and can provide everything your body needs to stay healthy.

And most of all, look after yourself, your family and friends.

If you would like to learn more about Zinzino's social media policies and policies for medical or therapeutic claims, please read our updated [Marketing Rules & Ethics](#) document. If you have questions and need further support in this matter, please contact marketing@zinzino.com.