



What You Can and Cannot Say About ASEA Products

The Regulators and What They Do

In our last two newsletter issues, we explored the regulatory landscape that governs our industry, highlighting the roles of agencies like the FDA and FTC, and why these regulations exist. These agencies are tasked with protecting consumers from misleading or unsubstantiated health claims, which is why we must be diligent in how we communicate about our products.

This month, we shift focus to what we can and cannot say about ASEA products, and how to stay compliant while sharing your enthusiasm.

Understanding the FDA Supplement Disclaimer

ASEA products are classified as dietary supplements. As such, they are regulated differently from drugs. One key requirement is the use of the FDA disclaimer:

"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."

However, it is important to understand that including this disclaimer does not give you permission to make medical or disease claims. There is a common misconception that you can say anything about a product's effects, as long as you include the disclaimer. This is not true. The disclaimer is required when making structure/function claims, but it does not override the rules that prohibit disease claims.

What You Can Say

According to ASEA's compliance guidelines, here are examples of acceptable statements:

- "I feel more energized since I started using ASEA."*
- "ASEA helps support my overall wellness."*
- "I've noticed improvements in my recovery time after workouts."*
- "Since incorporating ASEA into my daily routine, I've noticed I feel more focused and clear-headed throughout the day."*

These types of testimonials focus on personal experience and general wellness support without implying that ASEA products can treat or cure any condition.

What You Cannot Say

Avoid statements that suggest ASEA products can:

- Cure, treat, or prevent diseases, ailments, or injuries
- Replace medications or medical treatments
- Provide guaranteed results

Examples of non-compliant testimonials include:

- "ASEA cured my diabetes."
- "I stopped taking my blood pressure meds thanks to ASEA."
- "This product prevents colds and flu."
- "After a fall, my cuts and scrapes healed faster than ever before, because of ASEA products."
- "I experienced immediate relief of chronic pain from an injury that I sustained five years ago."

These types of claims are considered high-risk and can lead to regulatory scrutiny.

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Approved vs. Unapproved Terms

To help you stay compliant, here's a quick-reference list of terms:

Approved Terms	Unapproved Terms
Supports wellness	Cures
Helps maintain energy	Treats
Promotes healthy aging	Prevents
Aids in mental clarity	Heals
Enhances vitality	Eliminates
Supports immune function	Reverses disease
Promotes overall wellness	Medication replacement
Modulates hormone balance	Guaranteed results

Describing Symptoms Still Counts as a Disease Claim

Another common misconception among Associates is that if they avoid using the actual name of a disease, they are free to describe the symptoms or effects instead. However, regulatory agencies view this as the same type of violation. Describing a condition in detail, such as saying "my skin was red, itchy, and flaking, and ASEA cleared it up", is still considered a disease claim, even if the word "eczema" is never mentioned. From a compliance standpoint, regulators interpret this kind of language as equivalent to naming the disease outright.

The key takeaway: if your testimonial implies that ASEA products treat or alleviate a condition, whether you name it or not, it's still non-compliant.

Sharing Content: Proceed with Caution

Even if a testimonial you see on social media appears compliant, it may not meet ASEA's standards, and resharing it could still put you at risk. Compliance is everyone's responsibility, and content that hasn't been vetted may contain language that violates ASEA's policies.

The safest and most compliant way to share ASEA content is to use materials found on the official ASEA corporate website or official marketing materials. These resources are reviewed for accuracy and compliance, and they reflect the company's approved messaging.

Final Thoughts

As the Associate Education & Conduct Department, we encourage all Associates to stay informed and cautious. Compliance isn't just about avoiding penalties, it is about building trust with our Associates and upholding the integrity of the ASEA brand.

Let's continue to power potential, responsibly!

Getting to know your Compliance Department

Ben Tyler - Chief Legal Officer



What's a hobby you're passionate about outside of work?

I play the bagpipes

What's something you're proud of?

My eleven children

What's a travel destination you'd love to visit?

Tokyo

If you had a time machine, what event would you love to witness in person?

Abraham Lincoln giving the Gettysburg Address

What was your dream job as a child?

Astronaut

What's your favorite way to spend a day off and why?

Reading, reading, and reading. I can't get enough of books. You can travel back in time, learn about different people, and the books available now are almost infinite. One lifetime would never be enough.