

SHINE

[anti-aging. mood. energy. focus.]

INTRODUCTION

Savvi wants everyone to enjoy our amazing products and to have the best experience with our brand they can. As Brand Partners we ask everyone to follow these guidelines with strict adherence as not only does it protect you as an individual, but it also protects the entire Savvi community and company as well. What we say or post online, especially when it comes to unofficially product claims, can have a hugely detrimental effect; not only on you, but on everyone in the company as a whole.

Any food or dietary supplement cannot be presented using possible health benefits or with the promise of any medical or health claims. This may seem like a strict rule or people may feel they are only sharing their personal experiences with a product; however, the regulations around product claims are very clear and we want to make sure everyone in the Savvi Community stays 100% compliant with the regulations for our products.

APPROVED DESCRIPTIONS

1.) SHINE is a natural blend of wellness ingredients that are crafted to support the three vital areas of your life every day; physical, emotional, and intellectual. SHINE contains an intentionally chosen blend of natural ingredients crafted to support your focus, energy, mood and anti-aging.

2.) SHINE's adaptogenic and nootropic formulation provides a clean and natural energy boost, enhancing focus and mood without the jitters and crashes.



TALKING ABOUT SHINE AS A PRODUCT

Do	Don't	Example of what <i>not</i> to say
Enthusiastically share the Savvi products with people you meet	Make promises or claims about what Savvi products can help with	"This stuff is recommended by Dr's who say it will help with all kinds of health issues!"
Talk about general terms like mood, energy, focus, etc	Use terms associated with illness or health disorders	"I get down and anxious, and this really helps treat it."
Refer to overall health and positivity	Cite specific diseases or conditions	"I drink SHINE to help my stress and depression."
Talk about serving sizes or suggested use amount as included on the packaging	Use terms like dose or dosage	"One dose of SHINE and my depression is so much better."
Encourage customers to try Savvi products for themselves and see if they like them	Use customer testimonials based on results	"My cousin tried SHINE and said it really helped with her ADHD"
Follow the regulations and guidelines	Include a disclaimer to void any unauthorized claims	"Our products really help improve anxiety DISCLAIMER: Each person's experience may differ."
Use terms like "Supports" and "the appearance of"	Make definitive claims like "100% guaranteed to...."	"I guarantee this will help your health more than the stuff you buy over the counter..."
Recommend 1-2 servings a day	Recommend drinking as many as you like	"I drink 10 SHINES a day, you can drink as many you like."



TALKING ABOUT SHINE’S INGREDIENTS

Do	Don't	Example of what <i>not</i> to say
Talk about how SIPS is formulated with high-quality ingredients, using the term Clean and Natural	Say ALL-NATURAL ingredients, as this is a regulated term	“SHINE is all natural, so nothing to worry about.”
Highlight how SIPS is Sugar-free, Gluten Free, Non-GMO	Make claims about weight loss or allergy free	“I lost 10 lbs drinking SHINE.”
Highlight which ingredients are used to formulate SHINE	Talk about what those ingredients do medically	“For people with migraines, I recommend SHINE because it has Green Tea in it...”
Only use approved statements when talking about individual ingredients in SHINE	Use unapproved information found online to promote SHINE	“Everyone knows Yerba Mate cures cancer. Just google it!”
Use the approved marketing materials to promote SHINE	Don't recreate marketing materials to add unapproved claims	“The company made some, but there didn't add how Bacopa helps stop alzheimer's....”
Use self-limiting descriptors like supports, aids, may help with, etc.	Use exaggerated hyperbolic claims like “powerful”, “miraculous”, “amazing”, etc.	“SHINE has helped my health so much, it's nothing short of a miracle...”
Recommend and advise customers follow instructions on packaging and consult a medical professional if they have any questions about a change in their diet	Say anyone can enjoy SHINE as it has no side effects ever.	“SHINE is all natural, so anyone can take it, 100% worry free.”

