

What Can I Do & Don't?

Product Claims (policy 23. Product Claims)

Product claims, whether they are direct, indirect, or implied, are direct violation of Truvy® policy. Truvy products cannot be promoted as preventing, curing, or treating any medical condition, disease, illness, or injury. Please keep on mind that Truvy products intended to supplement the diet and this one contains one or more dietary supplements.

Do's

- “Truvy Boost suppress/control your appetite”
- “Vy Boost activate my low metabolism”
- “The Tru capsule supports my blood sugar levels already within range**”
- “The Tru capsule supports my cholesterol levels already within range**”

Words you CAN use: Support, maintain, keep, etc

Don'ts

- “Truvy cured my diabetes and got rid of my inflammation”
- “Take Truvy and your migraines go away”
- “I'm off two prescription medications since taking Truvy”
- “Truvy prevents cancer and diabetes”
- “Truvy helped me with my depression and anxiety”

Words you CAN'T use: Improve, help, cure, prevent, mitigate, make better, etc.

Add this disclaimer:

The FDA disclaimer must be used when making claims. Below is the disclaimer.

Singular - Only one claim

*THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Plural – Multiple claims

*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.

Not sure if a claim is complaint?

Ask yourself this question: “Does what I'm saying sound curative, preventive, mitigating, make something go from unhealthy to healthy, etc.?”

If YES, then the statement CANNOT be used.

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