



Guidelines for Posting Before and After or Progress Pics for Collagen Elixir

Please note that this information is for U.S. Customers only. This product is not available for sale in Canada.

Collagen Elixir™ is one of our best-selling products. We know you're excited to share your passion for the product and your pictures. But before you let loose on social media, please review this guide so you can compliantly share all the benefits of Collagen Elixir. Please help keep the company and your business safe.*

First things first: All Collagen Elixir before and after or progress pics need a disclaimer or supporting copy in the post.

Some quick tips:

1. Please only post after pictures that were taken a minimum of 30 days after beginning use of Collagen Elixir.
2. Highlight any additional skincare products you used in conjunction with Collagen Elixir.
3. Add in, "Results not typical. In a preliminary study, participants experienced a 9.5% reduction in the appearance of wrinkles over 30 days."
4. Isagenix Independent Associates in Canada, where the product is not available, who provide information to their U.S. Customers are expected to include the following statement: "This information is for my U.S. Customers only. This product is not available for sale in Canada."

Good Examples:

1. Look at these results. I have been using my new Collagen Elixir daily for 45 days alongside my standard skincare routine and Isagenix products. Results not typical. In a preliminary study, participants experienced a 9.5% reduction in the appearance of wrinkles over 30 days.

2. Hello, healthy nails! I have been using the new Isagenix Collagen Elixir daily for 32 days plus my Isagenix shakes and supplements. Results not typical. In a preliminary study, participants experienced a 9.5% reduction in the appearance of wrinkles over 30 days.

3. Check out the difference in my skin hydration! This is after 30 days on Collagen Elixir with daily use. I added Collagen Elixir into

my supplement and skincare routine and have noticed a visible change. Results not typical. In a preliminary study, participants experienced a 9.5% reduction in the appearance of wrinkles.

*Share real results. Make sure your provided results are consistent with approved claims, such as a photo showing a moderate reduction in the appearance of wrinkles. **Do not post results that are simply not credible.** Even if you comply with all the standards here, photos depicting an extraordinary or unbelievable transformation may not come across as credible.*

Bad Examples:

I have been using the new Collagen Elixir daily, and my melasma is slowly going away!

Look at the difference in my rosacea! This is after 30 days on Collagen Elixir with daily use. Results may vary.

Yes to ...

- Supports healthy hair, skin, and nails.**
- Helps promote skin elasticity and firmness.**
- Supports collagen production to help maintain a more youthful appearance.**
- Hydrates the skin from within for a healthy glow.**
- Helps reduce the appearance of wrinkles.**
(NOTE: Do not say “reduces wrinkles.”)

No to mentioning any ...

Skin condition or disease of ANY KIND.

This includes, but is not limited to:

- Acne.
 - Melasma.
 - Eczema.
 - Rosacea.
-

Additional Photo Tips:

- Use a high-resolution camera if possible.
- Use the same camera angle for both before and after photos.
- Take both photos in the same location with the same lighting.
- Do NOT edit or use filters of any kind on either photo.

Even accurately presented and heartfelt experiences should be supported by reliable product testing, demonstrating that Customers who use the product will achieve results similar to those depicted in the photos.