

## Independent Coach Guidelines

### Overview

Our mission at Beyond Slim is to make a great contribution to society by helping millions of people to become fitter, healthier, and happier! To achieve this mission, we have created our innovative Social Referral Marketing™ model which utilizes word-of-mouth and social media to spread our vision quickly and effectively.

We hold ourselves to very high standards, including how we promote our company and our products. We will build this business with integrity, transparency, and fairness. We're committed to these standards so that we can truly make a difference in the world. These Coach Guidelines below will help maintain the integrity for the brand, the marketplace, and the Beyond Slim opportunity for a lifetime.

### Products Claims

*Here are important guidelines to help you be compliant, confident, and effective when promoting Beyond Slim products.*

#### **1. Can I share my ZipSlim™ weight loss testimonial?**

Yes, you can, as long as you follow these four important guidelines:

1. Say what is true and accurate, and disclose any additional lifestyle changes that impacted your weight loss. For example, engaging in any of the 9 Reboot Rituals, exercise, dietary changes, bariatric surgery, etc.
2. Do not speak about the impact of Beyond Slim's products on any weight-related disease or illness such as diabetes, cancer, LDL cholesterol reduction, decreased blood pressure or increased HDL cholesterol, etc.
3. Clearly disclose that you are an Independent Coach.
4. Always use the "generally expected results" statement below when sharing any weight loss testimonial:

***"Fifty overweight people using a key ingredient in ZipSlim™, along with a lower calorie diet, lost 30 pounds in 90 Days, compared to 10 pounds for those following the lower calorie diet alone."***

**Here are two examples of compliant weight loss testimonials:**

*"Wow! I lost 12 lbs. in 6 weeks using ZipSlim, exercising & eating clean.*

*Fifty overweight people using a key ingredient in **ZipSlim™**, along with a lower calorie diet, lost 30 pounds in 90 Days, compared to 10 pounds for those following the lower calorie diet alone."*

*Sandy Smith, Independent Coach.*

*"I've been using ZipSlim for 3 months along with the more exercise and not eating after 8 pm and I've dropped 18 lbs. I feel fitter and happier than I have in a long time!*

*Fifty overweight people using a key ingredient in **ZipSlim™**, along with a lower calorie diet, lost 30 pounds in 90 Days, compared to 10 pounds for those following the lower calorie diet alone." Independent Coach.*

### **Weight Loss Testimonial Checklist to review before posting a weight loss testimonial:**

- ✓ Is my testimonial true and accurate, and did I disclose anything else I did to help me achieve my results (modify diet, exercise, etc.)?
- ✓ Am I sure that I have not referenced any medical condition or disease?
- ✓ If I'm a Coach, did I disclose that in my testimonial?
- ✓ Did I include the required generally-expected results statement which is:  
*"Fifty overweight people using a key ingredient in **ZipSlim™**, along with a lower calorie diet, lost 30 pounds in 90 Days, compared to 10 pounds for those following the lower calorie diet alone."*

If you did all the above, you can share your weight loss testimonial!

If you have questions on how to present you weight loss testimonial, please contact us at [testimonials@beyondslim.com](mailto:testimonials@beyondslim.com) so that we can answer any additional questions.

## **2. Other than my own weight loss testimonial, what else can I say about ZipSlim?**

The great news is that there is a lot to say about ZipSlim! In addition to all approved product information in the ZipSlim literature and on our website, here are some specific statements that you can use when presenting ZipSlim. It's important that you say exactly what is approved:

- Science suggests that a key ingredient in ZipSlim can help you lose 3X more weight than dieting alone.

- Science suggests that a key ingredient in ZipSlim can help you lose 3X more inches from your waist than diet and exercise alone.
- Science suggests that a key ingredient in ZipSlim can increase muscle strength 33%-65% more than placebo.
- Science suggests that a key ingredient in ZipSlim can help increase cardiovascular endurance 3X better than placebo.
- Science suggests that a key ingredient in ZipSlim results in almost 6X better quality of sleep.
- Science suggests that a key ingredient in ZipSlim can help reduce stress 17X better than placebo.
- Science suggests that a key ingredient in ZipSlim helps improve focus 9X better than placebo.
- Science suggests that a key ingredient in ZipSlim helps improve memory 2X better than placebo.
- Science suggests that a key ingredient in ZipSlim helps reduce free radicals by 33%, 8X better than placebo.

### **3. What can I NOT say about ZipSlim?**

**You cannot claim that Beyond Slim products are useful in the diagnosis, treatment, cure, or prevention of any disease, illness, injury or other medical condition.** These

types of claims are drug claims, and our products are not drugs. Under federal and state law, a “disease” is damage to an organ, part, structure, or system of the body such that it does not function properly (e.g., cardiovascular disease), or a state of health leading to such dysfunctioning (e.g., hypertension)

## Income & Earnings Claims

*The FTC regulates the standards for operating as a business, including standards for advertising and making claims about income and lifestyle changes. Social Referral Marketing™ is a powerful marketing model, and we must work together to keep it free of misrepresentation and deceit.*

*Our goal as a company is to be a good corporate citizen by following the rules set forth by these agencies. We want to make sure that we maintain these standards to have a legacy business that helps millions of people to become fitter, healthier and happier for many decades to come!*

### **1. What are the laws about income claims?**

The FTC and state regulations prohibit any claim that is deceptive, unfair, or unsubstantiated. Some income claims are permitted if certain criteria are followed. One of these is an income disclosure statement that shows average earnings at various stages in the compensation plan. As a new business, Beyond Slim lacks sufficient data to provide meaningful information regarding the actual incomes earned by Coaches. Therefore, the hypothetical examples used in training Beyond Slim Coaches and in the Beyond Slim Compensation Plan booklet are solely for purposes of illustrating how the Compensation Plan works, but are not illustrative of the income you can expect to earn as a Beyond Slim Coach. Beyond Slim does not guarantee the financial success of any Independent Coach. Your financial success depends on your effort, dedication, sales skill, and your ability to teach these qualities to others.

## **2. Can I make income claims as a Beyond Slim Coach?**

The Beyond Slim opportunity speaks for itself, so in order to protect our business for the long-term, we do not allow any income claims. When presenting or discussing the Beyond Slim opportunity or Compensation Plan to a prospective Coach, Coaches may not make income projections, income claims, income testimonials, or disclose their Beyond Slim income (such as showing checks, copies of bank statements, tax records, etc.), or the income of any other Beyond Slim Coach.

In addition, Coaches may not make “lifestyle” income claims. A “lifestyle” income claim is a statement or depiction that implies or states that the Coach is able to enjoy a luxurious or successful lifestyle due to the income they earn from their Beyond Slim business. Examples of “lifestyle” claims include representation that a Coach was able to quit their job, acquire expensive or luxury material possessions, or travel to exotic or expensive destinations. This is not permitted because it is not what the typical consumer can reasonably achieve.

## **3. Can I present the Beyond Slim Compensation Plan?**

Of course! You will always be safe when you present the Beyond Slim Compensation plan exactly as it is presented in official company literature and on our corporate website.

When presenting or discussing the Beyond Slim Compensation Plan, make it clear to prospects that financial success in Beyond Slim requires commitment, effort, and sales skill. Never represent that one can be successful without diligently applying themselves. Here are some examples of misrepresentations that you must avoid:

- “It’s a turnkey system.”
- “The system will do the work for you.”
- “Just get in and your organization will build through spill-over.”
- “Just join and I’ll build your group for you.”
- “The Company does all the work for you.”
- “You don’t have to sell anything.”
- “All you have to do is buy your products every month.”

Success in Beyond Slim, as with any business, requires commitment, effort, sales skills, leadership and management skills, and favorable market conditions.

## Advertising and Social Media

FTC advertising guidelines apply to social media advertising as well as to traditional advertising (radio, cable, and print, for example). Product or income testimonials on social media are advertising, just as they would be in the other media channels.

In order to protect the long-term business of Beyond Slim, we have important Social Media Guidelines for each Coach to follow.

### **1. Can I use the trademarked name ZipSlim™ in social media posts like Instagram, Facebook, etc.?**

Yes, as long as you follow the Product Claims guidelines in this document and in the Coach Terms and Policies you can use the trademarked name ZipSlim on social media. The social media posts using the trademarked name ZipSlim must be about sharing, endorsing, or telling about a product experience, and not about the financial opportunity.

## **2. Can I use the trademarked name Beyond Slim™ in social media posts like Instagram, Facebook, etc.?**

We don't believe it will serve Beyond Slim and our Coaches' long-term business building interests well to have social media plastered with the name "Beyond Slim." We want the focus of our social media efforts to be primarily about our product, ZipSlim, and not about the business of Beyond Slim. We are a "product first" company and want that represented in social media.

Therefore, we have a requirement that Beyond Slim Coaches not mention the name "Beyond Slim" in social media posts. There are only 2 exceptions to this policy:

1. You are defending Beyond Slim when it is criticized or attacked online, you can mention the name Beyond Slim when responding to such statements.  
Competitors or those jealous of our success may sometimes take shots at us and we must all work together to defend our good reputation.
2. If you are showing a product photo of ZipSlim and the name Beyond Slim appears in the background.

## **3. What tools can I use to build my business online?**

Beyond Slim provides you with approved tools for enrollments and product sales including our Beyond Slim App. Only Beyond Slim-approved tools may be used to acquire Customers and build your Beyond Slim business. Approved tools are posted in your Virtual Office and are available to all Coaches as part of your \$99 Annual Enrollment Fee.

#### **4. Can I conduct online training or recruiting activities on social media?**

Yes, you can, but 2 important rules apply:

1. Any online training or recruiting activities must be through private groups and only available to invitees. They cannot be held in a public social media forum. Beyond Slim provides regular training online that any Coach can access.
2. Do not send mass invitations to the ZipSlim ordering websites, including the links provided in your Beyond Slim App. All invitations must be sent out individually, one at a time, and only to contacts you personally know or with whom you have built a relationship. This is important because Beyond Slim thrives on personal relationships, and your Customers will have the best chance of reaching their health goals when you are there to support and encourage them. This can only be accomplished if you are inviting people whom you know or with whom you have a relationship.

#### **5. Can I create my own resources?**

Beyond Slim has created a wide range of resources to help you acquire Customers and build your organization. Therefore, we highly discourage Coaches from creating their own materials. However, if you would like to propose new resources or materials to

Beyond Slim, we are happy to review them. Prior written approval from Beyond Slim is required before you publish or use your own literature or recorded video/audio material that mentions or refers to Beyond Slim or its products or programs.

## **6. Can I sell through retail, wholesale outlets or online?**

Beyond Slim is committed to supporting the direct-to-consumer channel and protecting a Coach's independent contractor relationship. Therefore, sales of Beyond Slim products are not permitted in any wholesale warehouse, discount establishment, service-related establishment, or any online site including Amazon or eBay. You can only sell through your self-replicated website provided by Beyond Slim.

### **Violations**

Beyond Slim's takes these Guidelines and its Policies very seriously because they can jeopardize the success and longevity of our business for all Coaches. Therefore, a Coach's violation of these Guidelines may result in the forfeiture of commissions and bonuses, fines, or termination of the Beyond Slim Independent Coach Agreement. We ask that all Coaches help us monitor social media activity and report violations to [compliance@beyondslim.com](mailto:compliance@beyondslim.com) to ensure correct business building principles are being used and taught by all Coaches.

Please review Beyond Slim's complete Coach Policies for further information.