

SHARING YOUNG LIVING THE COMPLIANT WAY

SHARING YOUNG LIVING THE COMPLIANT WAY PART 1: THE RULES

Section 1: Sharing YL the Compliant Way - The Rules

1. There are differences between commercial speech and free speech:

- Free speech is protected by the constitution; however, this does not apply when you are selling a product or a service
- Commercial speech regulations restrict what you can say if you are selling a product or a service
- The FDA regulates commercial speech as it relates to pharmaceutical medications, essential oils, nutritional supplements, and foods
- The natural supplement manufacturers, herbal companies, and alternative healthcare providers are regulated by the FDA

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2. Network marketing and the direct sales industry:

- Young Living is a direct sales company that compensates its members for sharing and referring their products via network marketing
- This business structure requires all members of a direct marketing company to follow the commercial speech rules and regulations
- “Independent educators” are exempt under the free-speech rules and can only provide educational materials such as books or workshops – For example, the essential oil reference guides

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3. Independent education versus compliant education:

- Independent education cannot represent a particular manufacturer’s product, logo, or trade-marked name (such as Thieves® or Raven™)
- Independent education can use studies that reference diseases and treatments
- Young Living compliant education cannot reference studies, diseases, or treatments
- Young Living compliant education represents their products with FDA approved labeling and uses

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4. Healthcare providers that diagnose in the direct sales industry:

- Licensed healthcare providers (Chiropractors, Acupuncturists, and Naturopaths) are regulated by their individual licensing boards and can only diagnose within their scope of practice
- Medical doctors, nurse practitioners, and physician assistants can diagnose diseases under their scope of practice
- Diagnosing a disease has a significant impact on insurance
- Avoid self-diagnosing a disease and discourage others from self-diagnosing due to the energetic imprint of owning a disease

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5. Healthcare providers that treat in the direct sales industry:

- Licensed healthcare providers (Chiropractors, Acupuncturists, and Naturopaths) are regulated by their individual licensing boards and can only treat within their scope of practice
- Medical doctors, nurse practitioners, and physician assistants can treat diseases under their scope of practice
- Treating a disease without a medical license is illegal
- Treating a disease with essential oils would cause them to be reclassified as a drug and limited to MD's or other licensed providers

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6. Supporting vs Treating:

- Supporting systems of the body is FDA compliant, sounds better, and has a higher frequency than treating a disease
- Cardiovascular and circulatory system: includes the heart, veins, arteries, capillaries, and blood
- Digestive system: includes the mouth, esophagus, stomach, and small and large intestines (the colon)
- Endocrine system: includes the hypothalamus, pituitary, pineal, thyroid, adrenals, ovaries, testes, pancreas, and other misc. glands

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7. Supporting vs Treating continued:

- Exocrine system: includes the salivary glands, skin, hair, nails, sweat glands, and mammary glands
- Lymphatic system: includes the lymph nodes and the lymphatic vessels that support the immune system
- Muscular-Skeletal system: includes the muscles, tendons, ligaments, and bones
- Nervous system: includes the sensory and motor nerves, the brain, and the cerebral-spinal fluid

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8. Supporting vs Treating continued:

- Renal and Urinary systems: includes the kidneys, bladder, prostate, and urethra
- Reproductive system: includes the uterus, vagina, penis, and other organs associated with reproduction
- Respiratory system: includes the lungs, trachea, sinuses, nasal cavity, pharynx, and larynx
- Simply support and strengthen different aspects of the body

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9. The imaginary bar of health and wellness:

- Imagine a bar or line with wellness above the line and illness below the line
- The easiest way to stay compliant when sharing Young Living is to stay above the bar or above the wellness line
- Young Living products can help support any body system that is already healthy and any normal and healthy response to regular life
- Young Living products cannot be marketed in any way that tells a sick or unwell person that the YL products will treat their issues

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10. The imaginary bar of disease and chronic conditions:

- Illness and chronic conditions keep people below the bar of wellness
- No holistic or natural medicine (essential oils, herbs, or supplements) can claim that they will pull a sick person up and over the bar of wellness
- If a natural medicine is proven to treat a disease, then it can be restricted and dispensed by only licensed healthcare providers who can treat that disease within their scope of practice

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11. Testimonials are subject to compliance:

- If you are using a testimonial to market your product or service then it must be in compliance – (only supporting systems of the body or above the bar of health)
- Testimonials used to market products or services cannot make reference to any diseases or symptoms of diseases
- Oil-Testimonials is a website that is not selling any products or services besides the membership site so it can provide testimonials as “independent education” <https://www.oil-testimonials.com/>

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12. Independent Research on Essential Oils:

- Independent research found in peer reviewed studies is usually not specific to a brand (on occasion you will see manufacturers funding independent research – but not usually for supplements)
- Marketing and selling Young Living products cannot be used in conjunction with studies on essential oils that are not Young Living
- Essential oil reference guides cannot be used to entice prospects to become members – however they can be given after the prospect signs up for an account as a thank you gift

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13. Using the frequency of essential oils to remain compliant:

- Everything in this universe vibrates to specific frequency
- Essential oils quickly raise the vibration or frequency of everything they come in contact with (people, animals, rooms, food.....)
- Emotions, mood, and energy respond first to changes in frequency
- The body regulates energy via the acupuncture meridian system
- Electronic devices can detect frequency in the body and choose essential oils, supplements, and herbs to balance or raise frequency

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14. Using the acupuncture meridian system to remain compliant:

- When the acupuncture meridian system is balanced, self-healing and cellular rejuvenation occurs rapidly
- Essential oils can easily balance and support the acupuncture meridian system using the Meramour Body-Feedback system
- Looking at health by analyzing the meridian system is a compliant way to market and choose essential oils
- Essential oils and supplements can be muscle tested to the acupuncture meridian system to ensure the correct ones are used

SHARING YOUNG LIVING THE COMPLIANT WAY PART 2: THE TOOLS

Section 2: Sharing YL the Compliant Way - The Tools

1. Young Living recommends using compliant marketing materials:

- Life Science Publishing provides compliant educational information for marketing and education
- <https://www.discoverlsp.com/>

Life Science Publishing carries pamphlets on everything from animals, beauty products, easy recipes, starter kit ideas, and business opportunities to market Young Living

Reference guides and “independent education” are best shared after people are enrolled for ideas on how to use their oils

Section 2: Sharing YL the Compliant Way - The Tools

2. Non-endorsed Young Living marketing materials:

- Independent distributors have created and published marketing materials through Crown Diamond Tools at Sound Concepts
- <http://crowndiamondtools.soundconcepts.com/index.php/>
- Crown Diamond Tools chose to sell out of the non-compliant educational information prior to the FDA industry review in 2015
- Many of their pamphlets were re-written to look like “independent education” and not use the Young Living branding
- “Independent education” can be used after enrollment

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Section 2: Sharing YL the Compliant Way - The Tools

3. Proper use of independent education and research studies

- People need to do their own research after they have enrolled
- <https://www.ncbi.nlm.nih.gov/pubmed>
- Medical-based peer reviewed research from around the world that is not regulated by the FDA
- The Higley Reference Guide for Essential Oils uses YL blends, supplements, and includes studies and chemistry information
- The Higley Pocket Reference Guide and App does not include the supplements or chemistry information

Section 2: Sharing YL the Compliant Way - The Tools

4. Frequency devices to choose essential oils or supplements

- Frequency devices have medical disclaimers and make sure members using the devices are aware of these disclaimers
- The iTOVi is handheld and synchronizes with a smart phone or tablet and the recommendations test beneficial using Body- Feedback techniques 95% of the time <https://www.itovi.com/>
- The Zyto Scanning devices are bulky and require laptop computers and were first in the industry <https://www.zyto.com/>
- Other frequency machines such as LifeSystems can provide scans

Section 2: Sharing YL the Compliant Way - The Tools

5. Information on the Body-Feedback Membership Site is compliant

- This information is restricted to members already enrolled in Young Living and new members will receive a private invitation
- The Body-Feedback Workshops are FDA compliant and can be shared with study groups and make-and-take workshops
- The Online Self-Care Classes allow members to evaluate and support to their own health related the meridian system
- The Business Building Membership can be shared with a study group or recommended for new members as self-study

SHARING YOUNG LIVING THE COMPLIANT WAY PART 3: WHAT TO SAY

Section 3: What to Say About YL the Compliant Way

1. Sharing YL with potential members at a home-party or workshop:

- Use only FDA compliant information endorsed by Young Living
- Focus on marketing materials that support the starter kit you are showcasing
- If time allows, add additional compliant info such as an iTOVi scan, blends based on emotions or astrology, and compliant Body-Feedback workshop info
- Remember to stay above the bar of health
- Practice sharing two or three different ways you use the oils in the starter kit that are compliant and something that everyone can use

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2. Sharing YL with potential members in an individual setting:

- Use only FDA compliant information endorsed by Young Living
- Focus on marketing materials and your personal experience that supports the starter kit you are promoting – Everyday oils, Thieves, or Ningxia Red
- Find out if the potential member is interested in additional compliant info such as an iTOVi scan, blends based on emotions or astrology, and compliant Body-Feedback workshop information
- Remember to stay above the bar of health

Section 3: What to Say About YL the Compliant Way

3. Sharing YL with anyone that would like to address health issues:

- Remind them that you not a medical doctor, but Young Living is the industry leader because of their seed to seal process and you trust their products to help you lead a healthy lifestyle
- Let them know about the independent education and the Body-Feedback self-care classes available to help them choose the best oils and products
- Ask them to contact Michelle Meramour (that's me) via contact page on the website and tell them to let me know you referred them and I will help find a Body-Feedback trained practitioner to address their concerns

Section 3: What to Say About YL the Compliant Way

4. When someone asks, I have _____(condition) can oils help me?

- Respond with, "Well I am not a doctor, but I can share with you how good I feel using my essential oils and why YL is the industry leader. If you are interested in using YL essential oils or products, my team has an online membership website that you can access to help you choose essential oils and products to support your health
- Tell them "Young Living offers a wholesale membership option like Costco and Sam's Club. Are you interested in learning how you can have a chemical- free home while supporting your health by setting up a wholesale account?"

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5. When someone asks about the frequency scan results:

- When someone asks, "What does the _____ scan mean for me?"
- Respond with, "The _____ scan is recognizing imbalances in your body based on frequencies. You can read about the recommended essential oils and products in the reference guides and determine if they might be helpful and learn what application methods to use.
- When some asks, "Are these oils going to help treat my _____ condition?"
- Respond with, "The _____ scan identifies essential oils and products that are supportive for you holistically. They do not treat individual conditions."

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6. Establishing a referral network of health professionals using Young Living:

- If you know of or meet a licensed healthcare provider, such as a medical doctor, acupuncturist, massage therapist, or chiropractor, that would like to learn more about adding Young Living to their practice please contact me at michelle@body-feedback.com to set up an introductory 15 minute 3-way conference call to determine if Young Living would be a good fit for them
- If they would like to join Young Living you can enroll them under your member number for sponsor and enroller (unless you would rather enroll them under a different member in our group)