

## Sharing your ASEA product experience



As you share ASEA® products and grow your business, having clear, reliable guidance matters—that’s where this sheet comes in. Developed by the ASEA Compliance Department, it offers practical direction around company and industry standards so that you can share your ASEA favorites accurately and responsibly.

In the sections that follow, we’ll cover two key topics that impact how ASEA products can be shared: supplement product regulation and structure/function claims.

### Supplement product regulation

In the United States, two organizations play a key role in regulating the supplement industry: the Food and Drug Administration (FDA) and the Federal Trade Commission (FTC).

The FDA focuses on what can be said about a product, including product labeling and health-related claims. The FTC oversees advertising and marketing to ensure claims are truthful, accurate, and not misleading.

### Structure function claims

Dietary supplement regulations limit the types of claims that can be made about products. Approved claims focus on **structure/function benefits**.

Structure/function claims describe how a nutrient or ingredient supports the normal structure or function of the human body. These statements focus on maintaining or supporting an already healthy state of being—not addressing diseases, injuries, or medical conditions. For this reason, specific diseases or unhealthy conditions should never be named, described, or implied.

When sharing approved structure/function claims, the FDA also requires the following disclaimer to be included:

**“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.”**

What type of statements can I make about ASEA products?

#### ASEA® Redox Cell Signaling Supplement

(Also referred to as *ASEA Drink*)

- Helps maintain cardio health.
- Improves gut health and digestion.
- Improves immune system health.
- Helps maintain a healthy inflammatory response.

#### REDOXGold

- Soothes muscles and joints.
- Targets recovery pathways for fast-acting relief.

#### RENU28

- Helps reduce the appearance of cellulite and wrinkles.
- Improves the appearance of skin smoothness.

#### ASEA® Performance

- Promotes a feeling of calmness and uplifts mood.
- Balances cell energy for sustained stamina.
- Aids in improved attention and long-term memory.
- Hydrates skin, smooths skin texture, and supports skin’s elasticity.

#### RENUAdvanced

- Helps maintain balanced skin hydration for beautiful skin.
- Helps reduce the look of fine lines and wrinkles for youthful skin.
- Protects the skin from environmental stressors that may cause dry skin.

#### ASEA® VIA

- Fills in the gaps in your diet.
- Supports optimal health.
- Unlocks your body’s natural potential.

High risk words and phrases.

- Any explicitly named disease, injury, or diagnosed condition.
- Any description of a disease, injury, or diagnosed condition.
- Immunity against virus.
- Prevent or Prevents
- Cure
- Heal
- Treat
- Kills

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