

What you CAN and CAN'T say about the product?

Neumi Skin

✓ What you CAN say about...

✓ General Product Benefits

- "Helps support healthy, glowing skin."
- "Hydrates and nourishes skin for a refreshed look."
- "Promotes a more even and radiant skin tone."
- "Improves the appearance of fine lines and wrinkles."
- "Encourages smoother skin texture."
- "Visibly tightens and firms the skin."
- "Helps minimize the appearance of pores."
- "Protects skin against environmental stressors."
- "Great for use under or over makeup for daily support."

✓ Ingredient-Based Benefits (Cosmetic Support)

- "Glutathione is known to brighten and support skin clarity."
- "Collagen helps support skin elasticity and moisture."
- "Hyaluronic Acid provides deep hydration and plumps the skin."
- "Curcumin supports clearer-looking skin and helps refine texture."
- "Powered by HydraStat™ technology for better ingredient absorption."

✓ User Experience Testimonials (Appearance-Focused)

- "My skin feels softer and looks more radiant."
- "I noticed my skin looks smoother and more hydrated."
- "I love how it absorbs quickly without leaving a residue."
- "My makeup sits better since using Neumi Skin regularly."

🔄 Tip:

📝 Use words like:

✓ *supports, promotes, helps maintain, promotes, encourages, may help, etc.*

!! Use disclaimers when needed:

"These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease."

What you CAN and CAN'T say about the product?

Neumi Skin

✗ What you CAN'T say...

These are **medical, drug-like, or disease treatment claims** that should **not** be used in any form of communication, especially in testimonials, ads, or training materials.

🚫 Disease or Treatment Claims

- "Cures acne or rosacea."
- "Treats eczema, psoriasis, or dermatitis."
- "Heals sunburn, scars, or wounds."
- "Reverses skin cancer or removes dark spots permanently."
- "Prevents infections or kills bacteria."
- "Stops breakouts caused by hormonal imbalance."
- "Repairs damaged skin cells or regenerates tissue."

🚫 Medical or Drug-Like Language

- "Clinically proven to reverse aging."
- "Rebuilds collagen under the skin."
- "Regenerates cells or boosts immune skin function."
- "Corrects pigmentation disorders or skin trauma."

🚫 Sensitive or Misleading Testimonials

- "My acne is gone because of this product."
- "I stopped using prescription cream once I started using Neumi Skin."
- "Healed my eczema naturally."
- "It worked better than my dermatologist's treatment."

✗ **Avoid words like:** *treats, cures, prevents, mitigates, balance, improves, heals, reverses aging, etc.*

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✓ MORE COMPLIANT PRODUCT BENEFITS

💧 Hydration & Moisture Support

- "Helps keep skin feeling deeply hydrated throughout the day."
- "Boosts moisture retention for softer, more supple skin."
- "Supports a smooth, refreshed appearance by locking in hydration."
- "Leaves skin feeling plump and dewy without heaviness."
- "Ideal for dry, stressed, or tired-looking skin."

☀️ Radiance & Brightening

- "Enhances the appearance of naturally radiant skin."
- "Supports a brighter, more even-looking skin tone."
- "Helps reduce the look of dull or tired skin."
- "Encourages a healthy glow with continued use."
- "Promotes clarity for visibly refreshed skin."

👩♀️ Anti-Aging Appearance Support

- "Softens the look of fine lines and early signs of aging."
- "Helps maintain skin elasticity and a youthful bounce."
- "Minimizes the appearance of wrinkles with daily use."
- "Supports smoother, firmer-looking skin over time."
- "Great addition to your daily anti-aging skincare routine."

👩♀️ Texture & Tone Refinement

- "Visibly smooths skin texture for a polished look."
- "Helps reduce the look of uneven or rough skin."
- "Refines skin's surface to support a softer feel."
- "Leaves skin looking healthier and more even-toned."
- "Assists in creating a more uniform skin appearance."

🛡️ Environmental & Lifestyle Defense

- "Helps protect skin from everyday environmental stressors."
- "Provides support against visible effects of pollution or sun exposure (non-SPF)."
- "Works well under makeup to keep skin refreshed all day."
- "Soothes skin exposed to harsh climates."
- "Keeps skin feeling calm and resilient throughout the day."

✨ Makeup-Friendly Benefits

- "Can be used under or over makeup without disrupting your look."
- "Refreshes skin throughout the day with a light, breathable mist."

- "Helps set your makeup with a dewy finish."
- "Doesn't clog pores or leave behind sticky residue."
- "Perfect for a quick skin refresh on the go."

Ingredient-Focused Support (Educational Style)

- "Glutathione supports bright, healthy-looking skin with antioxidant properties."
- "Hyaluronic Acid helps retain moisture for a plump and smooth appearance."
- "Collagen supports elasticity, giving the skin a firmer look and feel."
- "Curcumin is known for calming and soothing stressed-out skin."
- "Advanced HydraStat™ delivery system ensures fast absorption and results."