

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

HERS

✓ What you CAN say about...

✓ General Product Benefits

- "Supports overall wellness for women in every season of life."
- "Formulated to help women feel balanced, focused, and energized."
- "Promotes a sense of calm and well-being."
- "Helps maintain healthy energy levels."
- "Supports a healthy response to life's hormonal shifts."
- "Backed by advanced HydraStat™ technology for enhanced absorption."

✓ Ingredient-Focused Support

- "Peony is traditionally known to support hormonal balance."
- "Chasteberry helps maintain a healthy menstrual cycle."
- "Dong Quai is commonly used to support women's health and comfort."
- "Maca is known to support energy, mood, and stamina."
- "Ashwagandha helps the body adapt to stress and promotes calm."
- "Black Cohosh has been used to support women through menopausal changes."

✓ Non-Medical Testimonials

- "I feel more balanced throughout the month."
- "I noticed less bloating and better mood overall."
- "This product has become part of my daily self-care routine."

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?

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✗ What you CAN'T say...

Avoid any language that **implies treatment, cure, prevention, or diagnosis** of medical or hormonal conditions. This includes **symptoms of PMS, menopause, or hormone-related disorders** stated as **treatable outcomes**.

⊘ Disease or Symptom Treatment Claims

- "Treats or cures hormonal imbalance."
- "Eliminates menopause symptoms like hot flashes or night sweats."
- "Prevents PMS or irregular periods."
- "Relieves depression or anxiety caused by hormones."
- "Corrects infertility or hormonal disorders."
- "Balances estrogen and progesterone levels."
- "Fixes thyroid issues or PCOS."

⊘ Drug-Like or Medical Language

- "Clinically proven to reduce hormonal symptoms."
- "Acts like hormone replacement therapy."
- "Targets the endocrine system to normalize hormone output."

⊘ Misleading Testimonials

- "I no longer have hot flashes thanks to Hers."
- "This cured my mood swings completely."
- "I used to need medication—now I only use Hers."

✗ **Avoid words like:** *treats, cures, prevents, mitigates, balance, improves, make better, stops, eliminates, regulate/balance hormones, etc.*

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✓ MORE COMPLIANT PRODUCT BENEFITS

🌸 Hormonal Support (without claiming hormone regulation)

- "Supports the body during natural hormonal shifts."
- "Helps maintain a sense of balance throughout the monthly cycle."
- "Encourages a more comfortable experience during hormonal transitions."
- "Designed to nurture wellness during life's changing seasons."
- "Great for supporting a woman's body before, during, and after monthly cycles."

⚖️ Mood & Emotional Wellness

- "Helps promote emotional balance during busy or stressful times."
- "Encourages a sense of calm and emotional clarity."
- "Supports overall mental well-being and mood stability."
- "May help with occasional mood fluctuations related to everyday stress."

💪 Energy & Vitality

- "Helps promote healthy energy levels without stimulants."
- "Designed to help you feel more vibrant and energized throughout the day."
- "Supports your body's natural vitality, so you can show up as your best self."
- "Encourages a refreshed feeling—even during demanding days."

💧 Comfort & Cycle Support

- "Supports your body's natural rhythm and monthly flow."
- "May help ease normal discomfort associated with monthly changes."
- "Designed to help you feel more comfortable, calm, and centered."
- "Encourages a smoother monthly experience by supporting wellness from within."

🌿 Stress & Adaptogen Support

- "Formulated with adaptogens like Ashwagandha to support the body's response to stress."
- "Helps your body adapt to physical and emotional stress naturally."
- "Supports calm energy and focus during your day."
- "Promotes resilience during hormonally charged times."

🌙 Menopause & Midlife Wellness (without claiming treatment)

- "Helps support comfort and balance during midlife transitions."
- "Encourages well-being throughout the stages of menopause."
- "Promotes graceful aging and hormonal harmony in the years ahead."
- "A supportive blend for women navigating peri- and post-menopause changes."

Ingredient-Focused Educational Benefits

- "Features Chasteberry, traditionally used to support women's wellness."
- "Peony and Dong Quai are often used to help women feel more balanced and supported."
- "Includes Black Cohosh, long trusted by women during life transitions."
- "Maca and Ashwagandha contribute to physical and mental endurance."