

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

## Neuro

### ✓ What you CAN say about...

#### ✓ Focus on Product Benefits (Supportive, Not Curative)

- "Supports healthy brain function."
- "Promotes focus, attention, and mental clarity."
- "Helps protect the brain from oxidative stress."
- "Aids in maintaining cognitive performance."
- "Formulated with ingredients known to support memory and learning."
- "Encourages calm focus and relaxed alertness."
- "Backed by HydraStat™ Molecular Encapsulation Technology for better absorption."
- "Includes essential nutrients that contribute to neuronal health."
- "Perfect for those looking to optimize their mental performance."

#### ✓ Ingredient Facts (Informational, not medical)

- "Contains citicoline, a precursor to acetylcholine, important for memory."
- "Includes magnesium, crucial for neuronal health and learning."
- "L-theanine is known to promote calm while supporting alertness."
- "Caffeine naturally supports focus and mental energy."
- "Glutathione and curcumin help combat oxidative stress in the brain."

#### ✓ Consumer Testimonials (Experience-Based)

- "I feel more focused and alert during the day."
- "It's helped me stay on track when I'm working or studying."
- "After using Neuro, I've noticed better mental energy and clarity."

### Tip:

 Use words like:

✓ *supports, promotes, helps maintain, 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 **disease claims**, **medical terminology**, or **cause-effect language** suggesting the product can **treat, cure, prevent, or mitigate diseases or disorders**.

### 🚫 Disease or Mental Health Claims

- "Treats ADHD, Alzheimer's, or dementia."
- "Cures brain fog or memory loss."
- "Reverses cognitive decline."
- "Prevents strokes or brain inflammation."
- "Helps with anxiety, depression, or other mental health issues."

### 🚫 Drug-Like or Guaranteed Effects

- "Fixes neurotransmitter imbalances."
- "Heals brain inflammation."
- "Works immediately to cure mental fatigue."
- "Guaranteed to improve memory in 7 days."
- "Reduces brain plaque or boosts serotonin levels."

### 🚫 Risky or Sensitive Testimonials

- "My mom's Alzheimer's symptoms got better after using this."
- "My anxiety went away thanks to Neuro."
- "I stopped taking my ADHD medication because this worked better."

✗ **Avoid words like:** *treats, cures, improve, depression, injuries, healed, anxiety, surgeries, no longer take my medication.*

✗ **Avoid mentioning any medical condition.**

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

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## ✓ MORE COMPLIANT PRODUCT BENEFITS |

### Brain Function & Mental Performance

- "Supports optimal brain function throughout the day."
- "Helps maintain clear and sharp thinking."
- "Promotes quick information recall and learning retention."
- "Assists in staying mentally alert during long tasks."
- "Helps keep you mentally energized without a crash."
- "Encourages fast and flexible cognitive responses."

### Focus & Concentration

- "Promotes sustained focus without overstimulation."
- "Helps reduce distractions so you can stay on task."
- "Supports a calm and alert mindset during busy days."
- "Great for enhancing concentration during work or study."
- "Helps improve your attention span naturally."

### Energy & Mood Support

- "Naturally supports balanced mental energy."
- "Helps you feel mentally refreshed and ready to take on your day."
- "Promotes alertness without the jitters."
- "Encourages a sense of clarity and positive mood."
- "Supports mental stamina when you're feeling mentally drained."

### Antioxidant & Neuroprotection Benefits

- "Delivers powerful antioxidants that help protect brain cells."
- "Supports the body's natural defenses against oxidative stress."
- "Helps maintain a healthy environment for brain function."
- "Encourages healthy circulation for brain nourishment."
- "Contributes to overall neurological wellness."

### Ingredient-Driven Support (educational framing)

- "Powered by citicoline, which plays a key role in neurotransmitter function."
- "Includes magnesium and Vitamin B6, important for brain signal transmission."
- "L-Theanine promotes a calm but focused mental state."
- "Glutathione and curcumin help protect neurons from oxidative damage."
- "Caffeine and acetyl-L-carnitine provide support for mental energy and clarity."