

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

————— NutriSwish —————

✓ What you CAN say about...

✓ General Product Benefits

- "Supports healthy immune function."
- "Promotes clean, sustained energy throughout the day."
- "Helps your body recover more efficiently from daily stress."
- "Assists in cognitive clarity and mental performance."
- "Encourages better rest and recovery."
- "HydraStat™ technology enhances ingredient absorption for fast-acting support."
- "Convenient liquid formula for daily wellness on the go."

✓ Ingredient-Focused Statements

- "Glutathione is known as the body's master antioxidant."
- "L-Cysteine supports natural glutathione production."
- "Curcumin offers antioxidant support and helps maintain joint health."
- "Vitamin C plays a role in immune system health and focus."
- "Our formula works synergistically to support cellular wellness."

✓ Lifestyle/Experience Testimonials (Safe)

- "I feel more energized and clear-headed during the day."
- "My recovery time after workouts feels shorter."
- "I sleep more soundly and wake up refreshed."
- "I love the simplicity of the swish-and-go format."

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."

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✗ 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/Drug-Like Claims

- "Cures inflammation or arthritis."
- "Treats autoimmune disorders or chronic fatigue."
- "Prevents illness or infection."
- "Boosts white blood cell count to fight disease."
- "Replaces your immune medication."
- "Repairs DNA damage or detoxes the liver."

🚫 Misleading or Medical Claims in Testimonials

- "My autoimmune symptoms disappeared after using NutriSwish."
- "I stopped taking my medication once I started using this."
- "Healed my joint pain in two days."
- "Cured my long COVID symptoms."

🚫 Unsupported or High-Risk Phrases

- "Clinically proven to regenerate cells."
- "More effective than prescription supplements."
- "Works better than IV treatments for inflammation."
- "Cures brain fog and anxiety."

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

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✓ MORE COMPLIANT PRODUCT BENEFITS

🧡 Immune Support

- Supports a strong and resilient immune system.
- Helps maintain a healthy immune response.
- Provides antioxidant support to help the body defend itself.
- Vitamin C contributes to natural immune function.
- Great for daily immune wellness, especially during busy seasons.

🧠 Cognitive & Mental Clarity

- Encourages mental focus and sharp thinking.
- Supports clarity during long workdays or mentally demanding tasks.
- Helps reduce occasional brain fog caused by stress or lack of sleep.
- Promotes better cognitive performance when you need it most.
- Designed to support everyday mental function.

⚡ Energy & Vitality

- Promotes clean, sustained energy without stimulants.
- Helps you feel more naturally energized throughout the day.
- Encourages a steady, productive flow without the crash.
- Great for supporting daily energy levels without caffeine.
- L-cysteine and glutathione support cellular energy production.

🛡️ Cellular Health & Antioxidant Support

- Glutathione helps neutralize free radicals for better cell health.
- Protects your body from oxidative stress.
- Antioxidants help your cells function more efficiently.
- Supports your body's natural detoxification pathways.
- A daily boost for your cellular defense system.

🏃♂️ Recovery & Physical Wellness

- Helps your body bounce back after workouts or physical stress.
- May reduce the time it takes to feel recovered after exertion.
- Encourages a faster return to daily activity.
- Supports muscle comfort and post-exercise wellness.
- Perfect for active lifestyles or high-performance routines.

🌙 Sleep & Rest Support

- Encourages deeper, more restful sleep.*
- Helps the body wind down naturally at the end of the day.

- Supports relaxation so you can recharge overnight.
- Helps promote more restorative rest as part of your wellness routine.
- A great nighttime companion for daily recovery.

*Only if not paired with claims about treating insomnia or sleep disorders.

Ingredient Highlights (Educational)

- Glutathione is known as the body's "master antioxidant" and is vital for protecting cells.
- Curcumin supports joint comfort and overall antioxidant balance.
- L-Cysteine is a building block of natural glutathione production.
- Vitamin C enhances the body's immune defense and focus.
- Formulated with HydraStat™ technology to improve absorption and effectiveness.

Everyday Wellness

- A simple way to support your overall wellness in just 30 seconds a day.
- Your daily antioxidant boost—just swish and go!
- An easy, mess-free way to get key nutrients—no pills or powders.
- Designed to support your mind and body with just one daily habit.
- Supports overall vitality, clarity, and resilience—any time, anywhere.