



**RELEASE FORM**

I, \_\_\_\_\_, authorize JUSURU INTERNATIONAL and those acting pursuant to its authority to make use of my appearance on:

**CAMPAIGN:** Before and After/ Testimonials

1. I understand I am not to receive compensation for these images and/or any testimonials.
2. I understand that all such images and/or testimonials, in whatever medium, shall remain the property of JUSURU INTERNATIONAL.
3. I grant JUSURU INTERNATIONAL, and its designees and successors, the right to use my images and/or testimonials in its productions; to edit, mix, duplicate, alter, use or reuse, in whole or in part,; to transfer onto other media, including, but not limited to, website videotape, film, photographs, slides, digitally, or otherwise.
4. I grant JUSURU INTERNATIONAL the right to broadcast, market, promote, and distribute the images and/or testimonials, in whole or in part, alone or as part of its finished product.
5. I grant permission to JUSURU INTERNATIONAL to use my name, likeness, and biographical materials, for promotional, education or publicity purposes.
6. I release JUSURU INTERNATIONAL, and those acting pursuant to its authority from any and all claims, known or unknown, arising out of or in any way connected with the uses described in this agreement.

I acknowledge that any before and after image and/or testimony I provide for JUSURU INTERNATIONAL is my personal image and/or testimony and experience that is truthful and to the best of my knowledge. I have read this agreement and fully understand the terms of this release.

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
Street City State Zip

**Phone No.:** \_\_\_\_\_

**Participant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please provide the information above, sign, and date,

**Forward this form along with the before and after image and/or testimonial by email to support@jusuru.com or FAX to Jusuru Support at 714-678-1998.**



A diverse group of smiling business professionals in an office setting, including a woman in the foreground and several men and women behind her.

## DO's and DON'Ts OF TESTIMONIAL CLAIMS

### PRODUCT CLAIMS – DO's and DON'Ts

A compliant testimonial is one that avoids making claims about curing any medical condition or disease and follows the DO's and DON'Ts guidelines set forth generally below. **Regardless of how you feel the product has helped you with any medical condition or disease, federal regulations prohibit us as marketers of dietary supplements from making medical and disease claims in connection with the promotion or sale of our products. Medical and health claims are the territory of drugs which are more highly regulated and tested for treating medical and disease conditions. Dietary supplements are permitted to promote structure/function claims, such as “the product promotes healthy joints and skin.”**

Even where our product may support healthier hair, nails, gums, and eyes, our current claims are limited to the joints and skin: such as, added mobility, increased activity, decreased joint discomfort, reduced wrinkles, and promoted younger looking skin. Many independent distributors do not monitor the regulatory restrictions applicable to our dietary supplement products, or to the consequences of violating the federal regulation. We at Jusuru corporate do keep track of the regulations and the consequences for violations, which is why we also make an effort to regulate the promotional activities of our distributors and insist on regulatory compliance. Careless violations only undermine the foundation of business growth for all participants. For further illustration, below are a few samples of approved testimonials, which may help guide you in creating your own Jusuru testimonial.

#### DO's

- “I feel better!”
- “My skin looks amazing”
- “The discomfort of my joints has been drastically relieved”
- “My mobility has increased” or “I have increased mobility”
- “I have the ability to be more active than what I was before”
- “For many years I had joint discomfort, and after taking Liquid BioCell my discomfort has been drastically reduced”
- “I noticed my hair, nails and gums seem healthier”

# DO's and DON'Ts OF TESTIMONIAL CLAIMS

## DO's (continued)

- "My hair seems thicker, shinier"
- "I feel like I look younger"
- "I feel younger"
- "I look years younger"
- "People say I look younger"
- "I can go up the stairs now"
- "Liquid BioCell reduced my lines, wrinkles, and crows feet"
- "Liquid BioCell decreased my skin's dryness without the use of topical moisturizers"

## DON'Ts

- "Liquid BioCell gave me the ability to take me off my medication"
- "I'm off pain medication" or "I'm no longer taking Rx" or "I reduced medication"
- "Liquid BioCell prevented me from going into surgery"
- "I no longer need surgery"
- "I avoided surgery"
- "I have no more pain"
- "I no longer need a walker"
- "It cured my (medical condition or disease)"
- "Knees/joints regenerated" OR "tissues/nerves regenerated"
- "I had stiff joints"
- "Relieved stiffness"
- "Cured my aching joints"
- "It regrew my cartilage"
- "Numbness decreased"
- "All issues have corrected themselves"
- "Made my eyesight better"
- "No longer need glasses"
- Any statements about weight loss
- Any statements using the word "pain"
- Any statements using the name of a medical condition or disease

## General/Guiding Rule of Thumb:

- Don't oversell
- Keep it short and powerful
- Keep it simple
- Under-promise/over-deliver
- Keep it focused on our clinical support on joints and skin health. When talking about the product itself, language that is used on the Jusuru website or in its marketing materials can and should be used.
- While we know that our customers have experienced so much more than we can share, if you share anything beyond what we can support through our clinical trials, your testimony is non-compliant with Jusuru policies which are designed to catch problems before they become federal regulatory violations.

# DO's and DON'Ts OF TESTIMONIAL CLAIMS

## LEGAL APPROVALS FOR BEFORE & AFTER PICTURES/TESTIMONIALS

- Before and after pictures and testimonials must be submitted to corporate before using.
- Each image is required to have an FDA disclaimer and a signed release form by the person in the photograph, giving permission to use the photograph prior to use.
- Testimonials are required to be submitted in writing along with a signed release form by the person giving the testimonial. This provides permission to use the testimonial.
- Release forms can be found as a quick link on the overview page in your iRep Office. Also, the Hello Beautiful App is a great way to have compliant before and after photos.
- Testimonials must illustrate a general expectation and not merely a rare instance or result.
- Testimonials made by persons with an interest in the sale of product require certain disclosures to avoid regulatory violations.

## DEFINITION OF A CLAIM & TESTIMONIAL

The Food and Drug Administration is clear that you cannot make claims that a product can prevent, diagnose, treat or cure any disease, and testimonials are considered product claims.

## WHO REGULATES CLAIMS?

The FTC (Federal Trade Commission) and the FDA (Food and Drug Administration) are federal government agencies that work together to regulate and enforce laws on product advertising and labeling.

- “Supplement marketers are cautioned that the FTC will require both strong **scientific support** and careful presentation for such claims”

## Why is this Important for You to Know?

Taken directly from the FTC website:

- “Supplement marketers should ensure that anyone involved in promoting products is familiar with basic FTC advertising principles. The FTC has taken action not just against supplement manufacturers, but also, in appropriate circumstances, against ad agencies, **distributors**, retailers, catalog companies, infomercial producers and others involved in deceptive promotions. Therefore, all parties who participate directly or indirectly in the marketing of dietary supplements have an obligation to make sure that claims are presented truthfully, and to **check the adequacy of the support behind those claims.**”
  - **You could be held legally and financially liable** (to at least two federal government agencies) for any claim that is not presented truthfully and for which does not have scientific support behind such claims.
  - Please reference Jusuru's Policy and Procedures, Section VII for more information on marketing the Product and the Opportunity.
  - Jusuru provides before and after pictures and testimonials which have scientific evidence to help support such claims. Visit [www.Jusuru.com](http://www.Jusuru.com). [www.LiquidBioCell.com](http://www.LiquidBioCell.com), [www.LiquidBioCellResults.com](http://www.LiquidBioCellResults.com)

# DO's and DON'Ts OF TESTIMONIAL CLAIMS

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## Final Comment

As marketers of dietary supplements, we all need to be aware of a growing trend in the food and dietary supplement industry, to hold persons and companies accountable for their advertising claims related to what we eat and take to support our health. There are far too many companies that fabricate sensational claims and they have drawn the attention of both federal regulators and independent organizations, and lobby groups striving to eliminate sensational and misleading advertising in the food and dietary supplement industry.

At Jusuru, we believe the elimination of misleading advertising within the industry benefits our mutual business interest because of the quality of our products. It is also an opportunity for each of us to exhibit leadership in our industry by being on the front edge of this growing important trend for label and claim accountability. We hope you join us in building a solid foundation for our mutual business success by diligent compliance with advertising regulation.

## QUESTIONS?

Contact [support@jusuru.com](mailto:support@jusuru.com)