



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking



Types of Statements

A. Earnings/Lifestyle

B. Health/Medical

C. Weight Loss



Video and additional tools are available at: TotalLifeChanges.com/Training

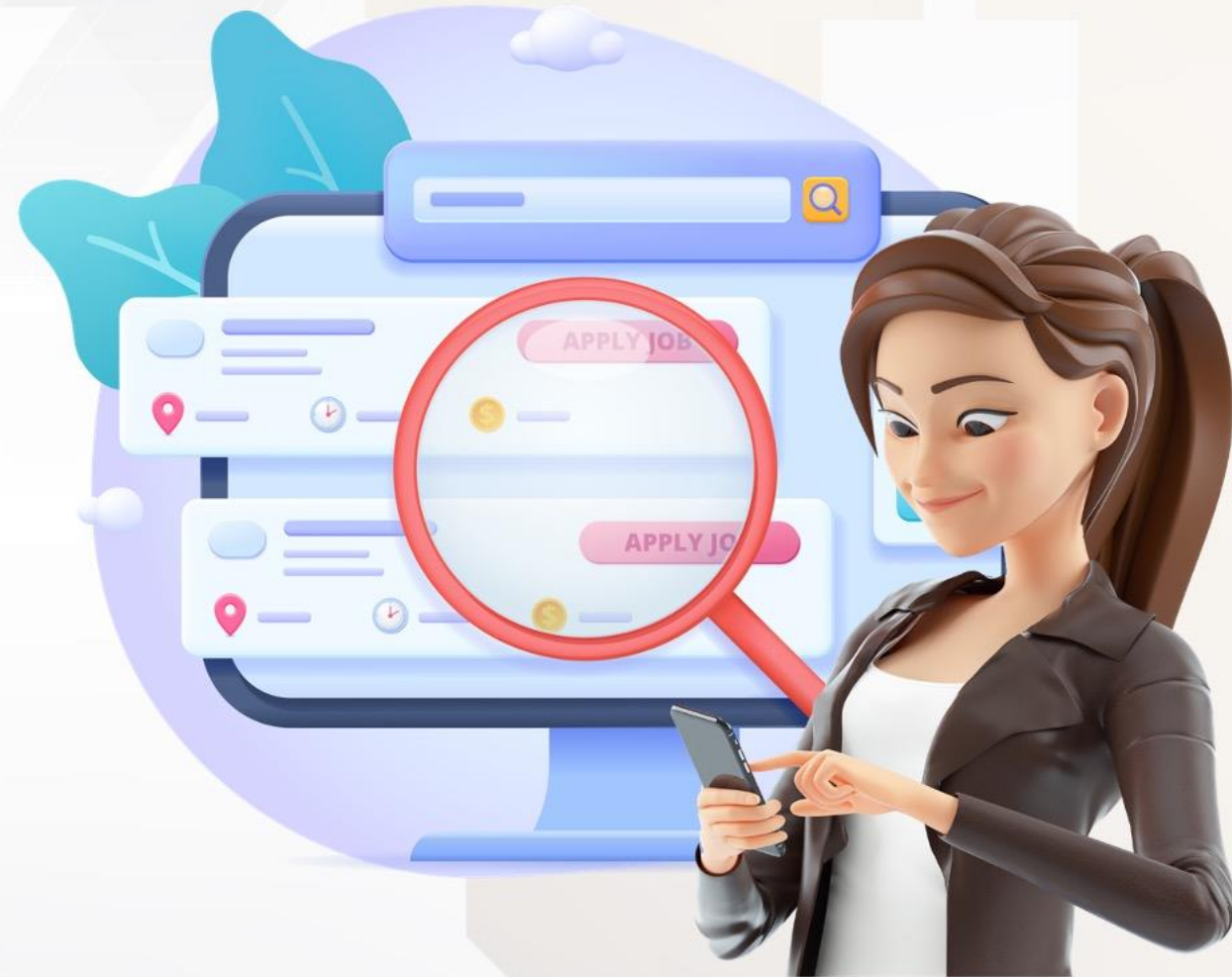
Who Is Looking?

A. FTC

B. TinA

C. FDA

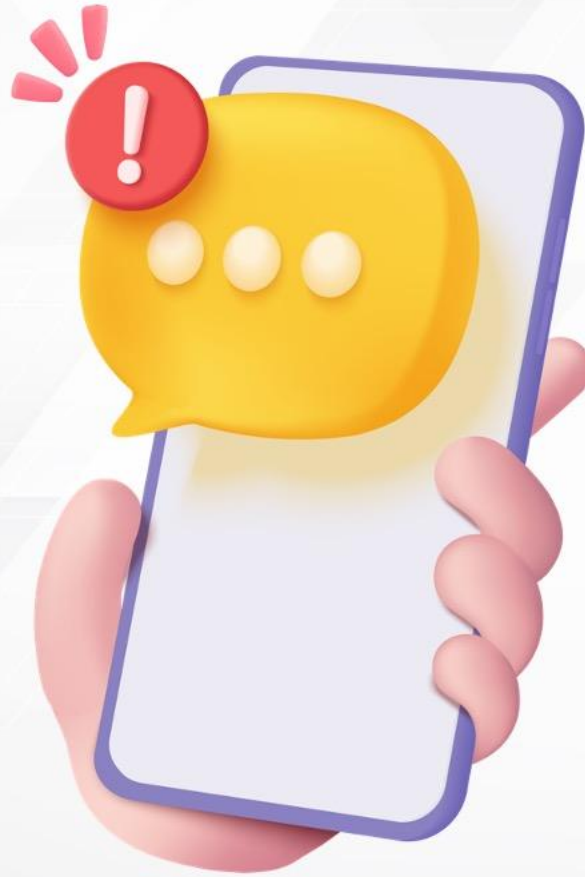
D. Other Consumer Advocacy
Groups



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Get Your “Buts” Out of Here



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Disclaimers

Income Disclaimer: Earnings depicted are atypical and unique to each individual. Earning requires time and hard work and is not guaranteed. Of the US LCs who earned compensation in 2023, the average annual earnings, before expenses, were \$966.44. Fifty percent (50%) of the LCs who earned compensation made more than \$84.00, while the other half made less. For more information about typical earnings, see our full earnings disclosure statement at https://totallifechanges.com/wp-content/uploads/2024/01/TLC_Income-Disclosure-Statement-v2.pdf

Health/Medical Disclaimer: This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Not intended for use by children. If you are pregnant, nursing, or taking medications, consult your physician prior to use.

Weight Loss Disclaimer: When used in combination with a low calorie, balanced diet, and regular physical activity, this product may aid in healthy weight management.

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Keep It General

A. Supplemental or Additional

B. Approved Claims/FYF

C. Water/Diet/Exercise



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 TOTAL LIFE CHANGES®

COMPLIANCE HOT WORDS

<input type="text"/> 1 <input type="text"/>	<input type="text"/> 7 <input type="text"/>
<input type="text"/> 2 <input type="text"/>	<input type="text"/> 8 <input type="text"/>
<input type="text"/> 3 <input type="text"/>	<input type="text"/> 9 <input type="text"/>
<input type="text"/> 4 <input type="text"/>	<input type="text"/>
<input type="text"/> 5 <input type="text"/>	<input type="text"/>
<input type="text"/> 6 <input type="text"/>	<input type="text"/>

COMPLIANCE HOT WORDS

DETOX	<input type="text"/>	7	<input type="text"/>
<input type="text"/>	2	<input type="text"/>	<input type="text"/>
<input type="text"/>	3	<input type="text"/>	<input type="text"/>
<input type="text"/>	4	<input type="text"/>	<input type="text"/>
<input type="text"/>	5	<input type="text"/>	<input type="text"/>
<input type="text"/>	6	<input type="text"/>	<input type="text"/>

COMPLIANCE HOT WORDS

DETOX	<input type="text"/> 7 <input type="text"/>
LOSE 5 LBS IN 5 DAYS	<input type="text"/> 8 <input type="text"/>
<input type="text"/> 3 <input type="text"/>	<input type="text"/> 9 <input type="text"/>
<input type="text"/> 4 <input type="text"/>	<input type="text"/>
<input type="text"/> 5 <input type="text"/>	<input type="text"/>
<input type="text"/> 6 <input type="text"/>	<input type="text"/>

COMPLIANCE HOT WORDS

DETOX

7

LOSE 5 LBS IN 5 DAYS

8

LIPO IN A BOTTLE

9

4

5

6

COMPLIANCE HOT WORDS

DETOX

7

LOSE 5 LBS IN 5 DAYS

8

LIPO IN A BOTTLE

9

TÉ CHUPAPANZA

5

6

COMPLIANCE HOT WORDS

DETOX

7

LOSE 5 LBS IN 5 DAYS

8

LIPO IN A BOTTLE

9

TÉ CHUPAPANZA

NATURAL/ORGANIC

6

COMPLIANCE HOT WORDS

DETOX

7

LOSE 5 LBS IN 5 DAYS

8

LIPO IN A BOTTLE

9

TÉ CHUPAPANZA

NATURAL/ORGANIC

BOOST

COMPLIANCE HOT WORDS

DETOX	RESIDUAL/PASSIVE
LOSE 5 LBS IN 5 DAYS	<input type="text"/> 8 <input type="text"/>
LIPO IN A BOTTLE	<input type="text"/> 9 <input type="text"/>
TÉ CHUPAPANZA	<input type="text"/>
NATURAL/ORGANIC	<input type="text"/>
BOOST	<input type="text"/>

COMPLIANCE HOT WORDS

DETOX

RESIDUAL/PASSIVE

LOSE 5 LBS IN 5 DAYS

FINANCIAL FREEDOM

LIPO IN A BOTTLE

9

TÉ CHUPAPANZA

NATURAL/ORGANIC

BOOST

COMPLIANCE HOT WORDS

DETOX

RESIDUAL/PASSIVE

LOSE 5 LBS IN 5 DAYS

FINANCIAL FREEDOM

LIPO IN A BOTTLE

GUARANTEED

TÉ CHUPAPANZA

NATURAL/ORGANIC

BOOST

So What Can We Say?

Instead of Detox... Cleanse

Video and additional tools are available at: TotalLifeChanges.com/Training

 TOTAL LIFE CHANGES®

So What Can We Say?

Instead of Detox... Cleanse

TikTok Advertising Policies: Industry Entry - North America, South America, Europe, Asia (18+)

Prohibited

- Ads promoting weight loss/management fasting products or services.
- Ads promoting weight loss/management supplements (including fat burning pills, appetite suppressants, **weight loss or detox teas** or lollipops).

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So What Can We Say?

**Instead of Lose 5 lbs. in 5 days...
Lose 5 lbs.**

Video and additional tools are available at: TotalLifeChanges.com/Training

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So What Can We Say?

**Instead of Lipo in a bottle...
Resolution Drops**

Video and additional tools are available at: TotalLifeChanges.com/Training

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So What Can We Say?

**Instead of Te Chupapanza...
Te Limpiador**

Video and additional tools are available at: TotalLifeChanges.com/Training

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So What Can We Say?

Instead of Natural/Organic...
These claims can only be made if
Total Life Changes makes them.

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So What Can We Say?

**Instead of Boost...
Support**

Video and additional tools are available at: TotalLifeChanges.com/Training

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So What Can We Say?

**Instead of Residual/Passive...
Supplemental**

Video and additional tools are available at: TotalLifeChanges.com/Training

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So What Can We Say?

Instead of Financial Freedom...

???

Video and additional tools are available at: TotalLifeChanges.com/Training

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So What Can We Say?

Instead of Guarantee...
Explain possibilities

Video and additional tools are available at: TotalLifeChanges.com/Training

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Resources

A. Slide Decks

B. LC Advertising Policy

C. Red Word List



<https://totallifechanges.zendesk.com/hc/en-us/categories/18679548770843-Resources>

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 TOTAL LIFE CHANGES®

Weekly Homework Assignment

March 22, 2024

Using social media, inspire a new customer to purchase a week's supply of Iaso® Tea for \$25.



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