

DOS AND DON'TS

Practical guidelines for presenting your 4Life business



Let's secure our business together!

4Life and its products are available in over 50 countries. People join 4Life for a variety of reasons. Many enroll to enjoy the health benefits of exclusive 4Life Transfer Factor™ products. Some people sign up to earn part-time income. Others join 4Life to build full-time business. Whatever is your reason, we are honored to have you as part of us. Thank you for honoring the legal regulations under which the company operates in Europe.

4Life encompasses two industries—dietary supplements and direct sales. Both industries have specific regulations to which 4Life complies. Although you are an Affiliate, you are an extension of 4Life. That means you must comply with these regulations. 4Life and 4Life Affiliates have enjoyed an excellent reputation of integrity around the world for many years. As we comply with these important regulations, we ensure our continued success.

We have included compliance training sections in this document, so that you can comply with regulations and help us continue to fulfill the 4Life mission of being a reference in the industry.

Dos and Don'ts On the product



Do explain how the products make you **feel better** in your daily life and improve your performance in sport.



Do recommend the products to people who are in **good health**.

If one of your customers has a medical condition, do advise them to seek medical care as soon as possible before recommending any product.



Do explain the importance of maintaining an **active lifestyle** and a **healthy diet**.

Do mention that 4Life products will not help you lose weight without a balanced diet and an active lifestyle.



Do read the **labels**. Most 4Life products should not be given to children.

Follow the recommended dose of all products.

PEOPLE'S ACCOUNTS



Don't say that the products have helped you overcome any kind of medical condition, however mild or severe.

And remember: 4Life products do not prevent, treat or cure any illness.

HEALTH COMES FIRST!



Don't recommend or prescribe the products to people with a medical condition without first consulting their doctor.

Don't use the word "miraculous" to define 4Life products.

And remember: 4Life supplements are very high quality products that support general well-being, but they do not diagnose, treat or cure any illness.

ACTIVE LIFESTYLE



Don't promote 4Life products as a substitute for a healthy diet and an active lifestyle.

Don't guarantee that 4Life products will ensure easy weight loss.

PAY ATTENTION TO THE LABELS



Don't give the products to pregnant or breastfeeding women without first consulting a doctor.

Dos and Don'ts On social media

As you build a social media presence, always use common sense. When you share something, it's a small representation of who you are. You love 4Life. Don't be shy about it! Thoughtfully write your posts with correct grammar and spelling, and be ready to engage your followers in a respectful and meaningful way:



Do make professional posts.

When writing about the benefits of our products, do make sure to state only what is permitted within the European Union.

Do be honest. Do post relevant information.

Do talk about your new healthy lifestyle, your diet and exercise routines and how you combine them with some of our products.

Do talk about the product characteristics, such as their texture and delicious flavours.

Do get inspiration from the content of our Product Profile Sheet or from the 4Life Style Magazine to talk about our products.



Don't breach copyright when using images.

Don't make posts mentioning or promising a "quick", "easy", "quick and effective", "risk-free", "effort-free solution" or talk about a "scientific discovery" or "miracle product".

Don't make claims stating that 4Life can be used to treat, cure or prevent illnesses.

Don't say that our products make you lose weight.

Don't promote our products as a substitute for any medication.

Don't include accounts from people or doctors claiming that 4Life products provide "amazing results".

Don't recommend doses or uses other than those indicated on product labels.

If you have any questions about your obligations with regard to these legal requirements, please contact compliance@4life.com.

Dos and Don'ts On the Business

EXCESS STOCK PURCHASES



Do buy the products you need for your own personal consumption and to meet your customers' needs.

And remember: you don't need to stock up. Preferred Customers receive their purchases at home.



Don't buy products in bulk for the sole purpose of **qualifying for commissions**, bonuses or advancing to a higher rank.

COMPENSATION PLAN INCOME



You may provide illustrative information about income using the **4Life Income Disclosure** table below.



Don't create high expectations or quote any guaranteed sums that can be earned as a 4Life distributor.

And remember: Income will always depend on the number of products that each distributor is able to sell.

2021*

	Monthly commission payments			Average annual commissions	Percent of Affiliates who earned a commission
	Average	Lower	High		
Associate	\$42	<\$10	\$3,811	\$504	54.6%
Builder	\$101	<\$10	\$3,065	\$1,212	17.3%
Builder Elite	\$176	<\$10	\$2,263	*	14.4%
Diamond	\$499	\$11	\$5,895	\$5,988	7.6%
Diamond Elite	\$891	\$149	\$4,854	*	2.6%
Presidential	\$2,519	\$169	\$16,593	\$30,228	2.5%
Bronze	\$7,897	\$1,521	\$62,948	\$94,764	<1%
Bronze Elite	\$10,231	\$3,236	\$45,768	*	<1%
Silver	\$8,568	\$6,869	\$9,700	*	<1%
Silver Elite	\$17,108	\$11,181	\$34,833	*	<1%
Gold	\$39,886	\$11,255	\$221,351	\$478,632	<1%
Gold Elite	\$55,390	\$37,301	\$80,717	*	<1%
Platinum	\$162,114	\$77,578	\$343,895	\$1,945,368	<1%
Platinum Elite	\$280,821	\$207,212	\$356,437	*	<1%

* The income statistics below are for all Affiliates who received a commission payment from 4Life from January 1, 2021 through December 31, 2021. These amounts do not represent Affiliate profits, as they do not consider expenses incurred by Affiliates in the promotion and operation of their businesses. Also, these figures do not include retail profit earned by Affiliates from reselling 4Life products. The earnings of the Affiliates in this chart are not necessarily representative of the income, if any, that a 4Life Affiliate can or will earn through his or her participation in the 4Life Life Rewards Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with 4Life results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend upon how effectively you exercise these qualities.

Useful links

Marketing materials available on the Media Library

4Life Europe is committed to providing its Affiliates and consumers only with marketing materials that include validated information about our products. Therefore, you can be sure that all the documents available on the Media Library comply with the EU legal framework, and that any of their statements reflects what 4Life or any Affiliate can state in Europe.

[Visit the Media Library](#)



European Food Safety Authority

The European Food Safety Authority (EFSA) is a scientifically-oriented organization that protects and informs consumers by ensuring that all the information released about food is scientifically approved. As a company and when you speak on behalf of it, we have an obligation to abide by all the EFSA regulations affecting our food supplements.

[Find out more about EFSA](#)

Statements according to the market

4Life has offices in 25 markets, and in each one of them the company must comply with local regulations in force. For this reason, there are some differences between the information you can find on the same product if you check out material issued from the United States* or from Europe.

4Life Europe belongs to AFEPADI (Spanish Association of Dietetic and Food Supplement Companies), which offers us guidelines for the correct development of our activity.

[Find out more about AFEPADI](#)

4Life Transfer Factor™ guarantee

4Life is committed to maintaining the highest quality standards. We certify all the supplements containing 4Life Transfer Factor™ and we strive to develop products of maximum effectiveness. We focus on carefully designing each of our products and maintaining optimal levels for their manufacture. When you buy 4Life Transfer Factor, you can be sure that you are buying the best. In fact, we guarantee it!

[See guarantee](#)

Policies and procedures

[Learn more](#)

* Statements not allowed in the European Union framework.

