



SNiP NUTRIGENOMICS: PERMISSIBLE MARKETING

SNiP Nutrigenomics delivers DNA-personalized nutrition, cracking the code to a healthier you. Your genes and testimonial are unique, and we encourage you to share your story while upholding community standards and regulatory requirements.

We must add that these guidelines protect the SNiP Nutrigenomics brand and community. By not upholding our community standards, account holders are subject to disciplinary action such as suspension and, in extreme situations, termination. The goal of this document is to support you in understanding regulatory requirements so that together, we can continue the pursuit of a healthy lifestyle. Please report any non-compliant or deceptive posts, including statements regarding COVID-19/ CORONAVIRUS, to compliance@snipnutrition.com.

MEDICAL CLAIMS:

Due to FDA and FTC requirements, medical claims, whether direct, indirect, or implied, directly violate SNiP Nutrigenomics Policies and Procedures. As for all supplement companies, SNiP Nutrigenomics products cannot be promoted as aiding, preventing, curing, or treating any medical conditions/ diseases or as a replacement for pharmaceutical medical treatment/ over-the-counter care. This includes using any medical condition, treatment, or prescription medicine as part of your personal story.

EXAMPLES OF PERSONALIZED & PERMISSIBLE:

- "CODE Complex is unique to me! I no longer wonder if I'm taking the right supplement or the right amount."
- "I started taking my custom supplements, and it has simplified my daily vitamin routine!"
- "Before taking CODE Complex, I was tired all the time. Thanks to my DNA-customized supplement, I have more energy to take on my busy lifestyle."
- "The DNA reports were insightful. In addition to a quality supplement made just for me, I have lifestyle tips that help keep me on track to my optimal health."

EXAMPLES OF IMPERMISSIBLE STATEMENTS:

- "I have balanced my thyroid and no longer need my prescription thanks to DNA insights and taking CODE Complex."
- "I avoid disease and sickness by taking my customized supplement."
- "I received my yearly blood work from my doctor, and all of my levels have improved. Thank you to my customized supplement from SNiP Nutrigenomics."
- "I struggled with chronic fatigue and inflammation. I no longer have pain or inflammation in my body. #SNiP"
- "SNiP Nutrigenomics has healed my body from my chronic illness I have fought for years. #naturalhealing"

INCOME & LIFESTYLE CLAIMS:

To avoid any chance of deception, SNiP Nutrigenomics wellness professionals, retailers and affiliates should be honest that financial success associated with any product sales requires substantial hard work and long-term commitment. Wellness professionals, retailers and affiliates shall not make income projections, claims, or guarantees which can be misleading or unsubstantiated while presenting or promoting SNiP Nutrigenomics programs with prospective partners or customers. Include a link to the Income Disclosure Statement in your social media platform's Intro/ About section if you are promoting SNiP Nutrigenomics as a business opportunity.

Link to the SNiP Nutrigenomics Income Disclosure Statement → <https://bit.ly/3lzoUKM>

EXAMPLES OF PERSONALIZED & PERMISSIBLE:

- "This company has given me the opportunity to earn extra income by sharing a product that supports my daily healthy habits. The SNiP community is as unique as the product."
- "The difference in what tomorrow brings is the time and hard work you put into your business on a consistent basis to help you reach your goals!"

- “Message me if you would like to learn more about how hard work and determination can help you build your business foundation while taking the guesswork out of supplementation.”

EXAMPLES OF IMPERMISSIBLE STATEMENTS:

- “I have finally found an easy way to improve my family’s financial situation thanks to SNiP Nutrigenomics.”
- “I am amazed at the ease of building this business. This product sells itself.”
- “I would like to share what can keep you healthy and add financial freedom to your life. Message me for details!”
- Lifestyle Claims – Visual images that depict a lavish lifestyle on a platform that promotes the business can give the impression of a certain hypothetical outcome and can be just as deceptive as specific income earnings.

SNIP NUTRIGENOMICS’S INTELLECTUAL PROPERTY

SNiP Nutrigenomics’s Intellectual Property and protected materials - such as trade names, trademarks, service names, and logo - are of great value to SNiP Nutrigenomics and are not to be used in Internet domain names (URL), e-mail addresses, titles of social media pages, web pages, or blogs. Using these terms is representative of an Official Corporate SNiP Nutrigenomics site or page and is misleading to the public. Instead, any platform on which an independent wellness professional, retailer or affiliate uses to promote SNiP Nutrigenomics products or affiliate opportunity must identify as an “Independent Affiliate with SNiP Nutrigenomics.”

PERSONALIZED & PERMISSIBLE USE (Examples):

- “(FULL NAME) Independent Wellness Professional with SNiP Nutrigenomics”
- “(FULL NAME) Independent Retailer with SNiP Nutrigenomics”
- “(FULL NAME) Independent Affiliate with SNiP Nutrigenomics”
- “(FULL NAME) Independent Wellness Professional for SNiP Nutrigenomics”
- “(FULL NAME) Independent Retailer for SNiP Nutrigenomics”
- “(FULL NAME) Independent Affiliate for SNiP Nutrigenomics”
- “(FULL NAME) Independent SNiP Wellness Professional”
- “(FULL NAME) Independent SNiP Retailer”
- “(FULL NAME) Independent SNiP Affiliate”
- “(FULL NAME) Independent SNiP Nutrigenomics Wellness Professional”
- “(FULL NAME) Independent SNiP Nutrigenomics Retailer”
- “(FULL NAME) Independent SNiP Nutrigenomics Affiliate”

COVID-19/CORONAVIRUS:

To remain compliant with FTC regulations, please refrain from using the words “covid,” “COVID-19,” “corona,” “coronavirus,” “immunity,” “virus,” or any similar phrases in all marketing and communication regarding SNiP Nutrigenomics. While the SNiP Nutrigenomics DNA customized product can support healthy immune function, it is not intended to treat or cure any illness and should not be promoted in that regard.

EXAMPLES OF IMPERMISSIBLE STATEMENTS/CONTENT:

- “Dealing with the long-term effects of coronavirus? You need personalized nutrition.”
- “SNiP Nutrigenomics is the best defense against the common cold, flu season, and the coronavirus.”
- “CODE Complex is a great way to improve your immune system and help fight off COVID-19 and other illnesses.”
- The use of Hashtags (#Corona, #COVID, #Virus, #Rona, #Pandemic, etc.) in a SNiP post.

TESTIMONIAL DISCLAIMER:

You may post your own testimonials and those of others who have given you express written permission to do so. Testimonials must be truthful, fair, and not misleading. Please do not use “weight loss” or medical claims in any description in which results are shared. All personal testimonials and pictures shared must include a statement that you are an “Independent Affiliate with SNiP Nutrigenomics,” and all testimonials should include the following conspicuous disclaimer: The results depicted in the photo (or described in the testimonial) are unique to the individual and achieved only through dedication to a specific diet and exercise regimen in conjunction with SNiP Nutrigenomics dietary supplements. Results may vary.