



Quick Tips and Guide for Marketing and Sharing Your Jordan Essentials' Products

We love our products! We know they provide the support needed for healthy skin and a healthy life. Many of us have incredible stories of how they have improved our health and enhanced our well-being. When sharing about Jordan Essentials' products, it is important to remember that we do not claim to cure or prevent any illness or disease, and, as Independent Consultants, we are not trained to diagnose, treat, cure or prevent any illness or diseases. Our products are not a replacement for medications or the seeking of appropriate health care.

Words to Avoid

Verbal, written testimony and on images, **we cannot say or imply by word or image** that our products:

- Treat
- Cure
- Diagnosis

Words to Use Instead:

- Support
- Assist
- Aid
- Maintain
- Help
- Ease
- Soothe
- Cleanse

Use Qualifiers

Along with those powerful words, we also can use support words - qualifiers - when talking about specific conditions. These qualifiers distinguish between a temporary condition and the treatment of a disease or illness.

- Minor
- Occasional
- Normal
- Moderate
- Regular

Examples of what we can say:

- Reduces irritability
- Promotes calmness
- Reduces the appearance of fine lines
- Reduces occasional anxiety
- Relieves minor pain and soreness
- For occasional stomach discomfort
- Known for improving mental alertness
- Nourishes skin and helps reduce itching
- Eases and loosens tight muscles
- Supports joint health
- Fights against odor-causing bacteria
- Helps reduce skin inflammation
- Helps lessen skin redness