

Tranont's Do's & Don'ts

Do

- **Do educate more.** Educating isn't just telling people about Tranont Products, its providing valuable information whether they buy your product or not.
- **Do be genuine and ethical.** Make sure your claims are true and compliant with Tranont policy.
- **Do explain the structure of the product.** Helping people understand the ingredients and how they function helps them make informed decisions.
- **Do use the FDA disclaimer** on all marketing materials and claims.

Don't

- **Don't use words such as "disease," "illness," "cure," "treat," "Prevent," "chronic," "repair," etc.**
- **Don't refer to any disease or illness, such as cancer, diabetes, autism, cold, flu, etc.**
- **Don't recommend the products as a substitute for a drug or therapy.**
- **Don't imply disease claims through pictures or graphics.**

Definitions

Disease Claim: Implying or stating that Tranont products can diagnose, treat, cure, or prevent a disease or illness. This can also be referred to as an inappropriate product claim.

Disease or Illness: Damage to an organ, part, structure or system of the body such that it does not function properly.

FDA Disclaimer: "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease."

Structure/Function Claim: A structure/function claim may describe the role of a nutrient or dietary ingredient intended to affect the normal structure or function of the human body, for example, "calcium builds strong bones."

When sharing the Tranont life enzyme blend and all other Tranont products, we all must abide by all FDA and FTC regulations. Although the FDA does not have pre-approved claims, they do permit claims such as "structure/function claims", as long as the FDA disclaimer is included. The disclaimer must state that the claims have not been evaluated by the FDA. The disclaimer must also state that the product is not intended to "diagnose, treat, cure or prevent any disease". All product claims must not be misleading and tell the Truth. The FTC strictly regulates misleading claims, anything that implies unrealistic expectations will be flagged.

We have put together a list of the health products and the functions of their ingredients. Notice that the FDA disclaimer laws apply to our advertising as well. When sharing Tranont, this information could be used as long as the FDA disclaimer follows.



Tranont Health Products Explained

[Life] Details

Why are enzymes vital for breaking foods down?

By nature, all living foods have enzymes in it. Through our cooking practices, we deactivate these naturally occurring enzymes and call on our body's supply of enzymes to do ALL the work. This can be overwhelming!

Tranont Health contains a broad array of vegetarian enzymes for every meal and snack.

Amylase enzyme - breaks down carbohydrates (i.e. pastas, breads, cookies, bagels, oats) into simple sugars for energy*

Protease I, II and Peptidase enzymes - breaks down the various bonds in protein (i.e. meats, nuts, beans, seeds) into amino acids used for building blocks*

Lipase enzyme - specific enzyme to break down fats (found in meats, dressings, oils, dairy) into fatty acids that the body uses for energy, hormone production*

Invertase - breaks down table sugar that is found in almost all processed foods*

Cellulase enzyme - breaks down cell walls of plants to release phytonutrients and fiber*

Lactase enzyme - breaks down milk sugar, lactose, that is found in dairy products*

Maltase enzyme - breaks down malt sugar into two glucose molecules*

Hemicellulase enzyme complex - breaks down sugar molecules found in beans and legumes*

[Vibe] Details

Why [Vibe]? B vitamins play a major role in enzyme activity and influence the production of energy within cells, naturally, without the addiction, jitters or withdrawals.

During times of high stress, mood swings, brain fog and exhaustion, our body is demanding high quality nutrients.

Along with B vitamins, [Vibe] is uniquely blended with Yerbe mate, Ginkgo biloba, DMAE, Rhodiola and Huperzine A for mental clarity, physical adaptation and additional metabolic support. [Vibe] even contains a little touch of theobromine derived from Cocoa (chocolate) for a steady good feeling.

Directions: Take 1 capsule in the morning and 1 in the early afternoon. May take an additional capsule for desired results or as directed by a health professional. Always take with food. With the increase of blood flow near the skin, you may experience a niacin flush that lasts a few minutes.

[Balance] Details

Tranont Health [Balance] is a "foundation product" along with [Life] Enzyme Support. While [Life] helps you to extract the most from your meals, [Balance] helps to replenish your meals with minerals, antioxidants and vitamins for a strong foundation for health.

What makes [Balance]'s minerals unique?

[Balance]'s minerals are special organic mineral elements known as mineral amino acid chelates. Created using science and a patented technology, these chelates gives the body the ultimate chance to absorb for the best biological advantage. Science makes all the difference.

[Balance]'s vitamin C is derived from Acerola cherries, giving you the best form for absorption over synthetic or isolated varieties found in other products. [Balance] also contains a blend of foods to boost phytonutrient intake, along with a blend of nutrients (grape seed, grape skin and pine bark extract) with antioxidant properties. Antioxidants help to support healthy cellular function throughout the body.

Proprietary Enzymatic Blend

The final touch is the addition of a blend of vegetarian enzymes to support the breakdown of the food components within the formulation.

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TRANONT
CHARGE LIFE

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