



TRANONT
CHANGE LIFE



Sharing Tranont Health the Right Way

As Tranont grows and continues to establish itself as a leader in health and wealth education, it's more important than ever for our customers and Associates to share their passion for our products in a compliant way. As a health education company, U.S. regulations and laws govern how we market our products and opportunities. These rules have been created and are regulated by the Food and Drug Administration (FDA) and the Federal Trade Commission (FTC).

To help empower and educate you on how to share the Tranont Health products the right way, we have provided the most frequently asked questions on this topic, and our official answers. Refer to this document as often as you need to stay educated.

As a Tranont Associate, why should FDA regulations be important to me?

FDA Rules and Regulations apply to all industries or companies based in the United States that distribute health products, including Tranont. These laws govern how Tranont and its Associates can promote products. In order for Tranont to remain in good standing with the FDA, Tranont Associates need to stay compliant with FDA Laws.

Does Tranont have its own rules about inappropriate product claims?

Yes we do. We abide by FDA regulations and discourage our Tranont Associates from claiming our health products can diagnose, treat, cure, or prevent any disease. All product claims should also be followed by the FDA disclaimer.

What is the 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 any disease."

What is an example of an inappropriate product claim?

An inappropriate product claim is a statement or assertion that Tranont Health products can diagnose, treat, cure or prevent any sort of disease. For example, the following claims would be considered non-compliant and inappropriate:

"These products were developed to improve your health and prevent future diseases."

"Just by taking the digestive enzyme, your body will immediately start healing itself."

"Take these enzymes and you won't have any more problems with diabetes."

If I have scientific research proving or implying that a Tranont product may be used to diagnose, treat, cure, or prevent a disease, can I share that with customers?

Unfortunately, no. Even if the scientific community made a connection between a Tranont Health product and a certain disease, the FDA would still prohibit Tranont from claiming our products can diagnose, treat, cure or prevent any disease.



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Are Tranont Associates allowed to share personal experiences or testimonials about the products?

Yes, as long as the statement is true and does not include inappropriate product claims (i.e. Tranont products can diagnose, treat, cure, or prevent any type of disease). The following testimonials are considered inappropriate product claims:

"I haven't needed to take my diabetes medicine, and it's all thanks to the Tranont products!"

"We have used the Tranont products so much, they are actually fighting stomach cancer."

"We were able to replace our entire medicine cabinet with the Tranont products!"

This rule applies to any setting in which a Tranont Associate is promoting Tranont services or products. If you are sharing a personal experience, include the disclaimer:

"*These results are not typical. Results may vary."

So how can I share Tranont products the right way?

Although these rules make it seem like we are limited on sharing the products, we have overview presentation trainings and marketing tools available for Tranont Associates to share. See the Training section on the Tranont Portal or contact Associate Support for more information on tools available for sharing Tranont.

Does the FDA allow any other types of claims for dietary enzymes or other products?

Yes! There are a few categories of claims that are permitted, including structure/function claims. Structure/function claims may describe the role of a nutrient or dietary ingredient and its intended effect on the human body. For example, "calcium builds strong bones." You are always welcome to explain the ingredients and how they work, however, all claims need to be accompanied with the FDA disclaimer.

What is sufficient information for purposes of a product claim?

The FDA and FTC require that all product claims be supported by "competent and reliable scientific evidence" at the time product claims are made. This requirement applies to all claims, including earnings claims, structure/function claims, general well-being claims, and product claims. A Tranont Associate's personal experience with the product alone is not sufficient for purposes of product claims.

Does Tranont have a list of suggested product claims Associates may use when promoting Tranont and its products?

Yes, we have "Tranont's Do's and Don'ts." It's a quick claims guide provided to help Associates stay educated on how to share the products.

What else can I discuss when promoting Tranont and its products?

You are free to share your personal views and experiences with Tranont products as long as you comply with the rules we've gone over in this document.

Am I able to use non-Tranont reference materials to promote my business?

Tranont Associates are free to use reference materials when promoting Tranont and its products, as long as those materials do not contain inappropriate product claims.

May I use a non-compliant third-party reference material when promoting Tranont and its products?

This will most likely be viewed as inappropriate by the FDA, as you shouldn't suggest that Tranont products may be used to diagnose, treat, cure, or prevent disease.

Are there specific words I should avoid using when promoting the products?

Please do not state that the products can diagnose, treat, cure, or prevent any disease or any other illness.

Which tools and reference materials should I use when promoting Tranont and its products?

Tranont has a variety of marketing tools available on our website and back office, as well as our Tranont YouTube channel. You are free to use anything Tranont posts or shares to promote your own Tranont business. Call in to Associate Support for more information on training tools available on your Tranont Portal.

Has Tranont provided detailed training on the rules discussed in this guide?

Yes, our overview presentation trainings and compliance certification provide detailed training and examples. They also provide positive statements that can be used while sharing Tranont.

Am I free to say anything I want about the Tranont products in the privacy of my own home?

FDA laws and regulations apply even when sharing Tranont in the privacy of your own home. These rules apply every time someone is promoting Tranont products or services. Rules about inappropriate products claims apply equally at a large event at a convention center or at a small gathering in your own home.

If I host events, meetings or discussions on a private internet forum, such as a private Facebook page, am I free to say anything I want about Tranont and its products?

FDA laws and regulations apply every time Tranont products are shared or promoted, regardless of location. If you are hosting a conversation on a private internet forum that contains inappropriate product claims about Tranont products, then you are violating these rules.

What about my rights to freedom of speech under the United States Constitution?

The First Amendment to the Constitution of the United States protects the freedom of speech of citizens of the United States, however, that protection is limited depending on the type of speech. When we speak about commercial enterprises, such as the direct sales industry and our health products, the FDA has authority from the United States Congress to regulate the types of product claims that may be used when promoting a dietary supplement.

Is Tranont the only network marketing company that must abide by these rules?

No, we aren't. All network marketing companies are required to abide by the regulations set by the FDA, FTC, and FCC. Tranont strongly encourages all network marketing companies to abide by these laws for the improvement of the industry.

Do the Executives of Tranont support these rules?

Yes, they do. All Tranont Executives fully support a culture of compliance and ethics. It was their joint decision to put together a compliance department to help Tranont reach its goal of being fully compliant with Federal regulations. We want to come together to change the world one household at a time.

What will happen to my Tranont account if I do not comply with these rules?

Tranont may suspend your account (access to the account will be denied and commissions will not be paid out) and pending an investigation, Tranont may terminate the account.

Where can I review all of Tranont's policies?

All the rules that govern Tranont and its Associates can be found in the Tranont Policy Manual. A copy of the policy is available for all Associates through the tools tab on your Tranont Portal.

Do these rules apply to Tranont Associates living outside of the United States?

If you are promoting Tranont and its products outside of the United States but the audience includes or reaches U.S. citizens, you should comply with all of the rules discussed in this document, in addition to local regulations.

If you are promoting Tranont products outside of the United States and the audience does not include or reach U.S. citizens, these rules do not apply. In that case, you should comply with the local advertising laws and regulations of the host country. However, all claims about Tranont products should be true and not misleading.

What if I find ways to get around the rules discussed in this document?

Tranont desires to have a company culture of compliance and ethics. In order to create and sustain that culture, we all must comply with the law. It is impossible to anticipate every scenario you'll experience as you share Tranont with your community and the world, so we have simply tried to explain a few of the rules governing your Tranont business.

What can I do to help Tranont in creating a company culture of compliance and ethics?

First, apply the guidance and regulations in this document to your Tranont business. Second, assist your team and organizations in applying these rules to their business and marketing materials. Third, watch for any additional training information that Tranont releases in the near future. Finally, if you have any suggestions on how we can better educate our Tranont Associates, please let us know by contacting compliance@tranont.com.

Who can I contact for additional information or training about these rules?

We encourage Associates to reach out to their sponsor for training on these issues. If you do not know who your current sponsor is, please reach out to Associate Support and we'll provide that information. If additional training is needed, you can contact compliance@tranont.com.