

TOTAL LIFE CHANGES, LLC
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A Better Business Starts with Best Practices.

Essential Information for Total Life Changes Independent Business Owners

"I will have the moral courage to make my actions consistent with my knowledge of right and wrong."

We believe in supporting TLC Independent Business Owners (IBO's) by working together to advocate the utmost ethical standards. We are committed to maintaining the integrity of Total Life Changes and its global network of IBO's. All TLC IBO's must comply with all local, state, and federal laws and regulations that pertain to their TLC business. IBO's shall not engage in any practice or activity that could discredit Total Life Changes, LLC.

**WHAT
YOU
NEED
TO
KNOW?**



Total Life Changes' IBO's...

SHOULD:

- ✓ Share personal testimonials about TLC products.
- ✓ Share what you have been able to do as a result of the TLC business opportunity to enhance your life, but only make statements that are lawful, truthful and not misleading.
- ✓ Be aware that product statements made on product labels and in corporate marketing materials are the only approved claims you may use in describing the purpose or benefit of a product.
- ✓ Use required disclaimers when making statements about the products or business opportunity.
- ✓ Recommend that consumers consult a physician before making changes in their diet or exercise regimen.
- ✓ Always stress that proper nutrition is vital to overall good health.

"You don't build a business --you build people-- and then people build the business."

Total Life Changes IBO's...

SHOULD NOT:

- ✓ Falsify or embellish any personal testimonies as a direct result from TLC products.
- ✓ Make any oral or written medical, therapeutic or curative claims about TLC products.
- ✓ Misrepresent, in any way, quality, performance, price or availability of TLC products.
- ✓ Describe any TLC product as approved by the FDA.

Weight Loss Claims

Total Life Changes IBO's...

SHOULD:

"The first step in the evolution of ethics is a sense of solidarity with other human beings."



- ✓ Recommend that customers consult a physician before undertaking changes in their diet.
- ✓ Include the required 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."

- ✓ All weight-loss claims and representations, including testimonials, MUST be accompanied by the approved weight-loss disclaimer.
- ✓ Never claim that TLC products alone are the sole reason for weight loss.
- ✓ Stress that a healthy diet and regular exercise are part of a complete weight-management program.
- ✓ Acknowledge that everyone's body is different, so the rate of weight loss varies from one person to another.

Total Life Changes IBO's...

SHOULD NOT:

- ✓ Misrepresent your personal experiences and results.
- ✓ Suggest that consuming the product is the only requirement toward weight loss.
- ✓ Suggest that consumers use the products in a manner that is inconsistent with label instructions.
- ✓ Imply that TLC products *guarantee* substantial or rapid weight loss.

Income/Lifestyle Claims



Income & lifestyle claims, like those involving homes, vacations, cars, and personal testimonials about earnings or lifestyle are considered income claims.

Full Income Disclaimer

Total Life Changes makes an effort to accurately represent all the products and services offered on this website. We also offer an affiliate program, which pays a commission for referring sales. Total Life Changes pays a commission pursuant to the current compensation plan. As with any compensation plan, your results may vary, and will be based on your individual aptitude, business experience, knowledge, and level of aspiration. There are no guarantees concerning the level of success you may experience. Any testimonials and examples used may represent exceptional results, which do not apply to the average purchaser or affiliate, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, commitment, desire and enthusiasm. There is no assurance that examples of past earnings can be duplicated in the future.

Total Life Changes cannot guarantee your future results or success. There are some unknown risks in any business and on the Internet that we cannot foresee, which may reduce the results you experience. Total Life Changes is not responsible for your actions. The use of our products, services and information should be based on your own due diligence and you agree that Total Life Changes is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our products, services and information.

Branded Use of Total Life Changes (TLC) name:

“Incomes presented are not typical. Incomes applicable to the individuals (or examples) depicted and are not average.”

Unbranded alternate for formats less than six square inches:

“Incomes presented are not typical.”

Total Life Changes IBO’s...

SHOULD:

“When the power of love overcomes the love of power, the world will be a peaceful place.”

- ✓ Share your personal, truthful income/lifestyle testimonials.
- ✓ Include the required income disclaimer with any branded or unbranded mention or depiction of earnings/lifestyle claims.
- ✓ Be prepared to provide evidence that your testimonial is truthful to TLC, and the U.S. Federal Trade Commission.

Total Life Changes IBO’s...

SHOULD NOT:

- ✓ Promise results or build expectations of a specific income.
- ✓ Misrepresent any oral, written, or visual representations of wealth or lifestyle.
- ✓ Misrepresent personal experiences and results.

Home-Based Business Claims

Total Life Changes IBO’s are self-employed, independent contractors and may not claim, represent or imply that they are employed by, speak for, or provide any kind of consulting services to Total Life Changes, LLC.

Total Life Changes IBO's...

SHOULD:

- ✓ Acknowledge that TLC IBO's are self-employed, independent business owners.
- ✓ Acknowledge that results may vary and are dependent upon individual efforts.
- ✓ Always be truthful when promoting Total Life Changes' business opportunity.

Total Life Changes IBO's...

SHOULD NOT:

- ✓ Imply that the business can be operated exclusively in the home.
- ✓ Use words that relate to employment, such as "salary", "job", or "paid vacations."
- ✓ Speak on behalf of Total Life Changes, LLC.

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