

A message on compliant sharing

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To our Young Living family,

This is a great time to be a part of Young Living. The growth is tremendous and so many members are experiencing the reality of our vision of wellness, purpose, and abundance. Gary and I love hearing your stories and are truly thrilled for your success.

As we grow, many facets of our business are critical to our continued success; and as frustrating as it may be, certain aspects of caution must also be taken seriously and strictly adhered to in order to preserve what we all enjoy.

There has been a lot of confusion about what we can and can't say, as well as what is proper, ethical, and legal in what we promote and do. In our enthusiasm and excitement, we often get carried away without thinking about long-range consequences. We hear so many different things, and it seems that everyone has a different opinion or way of interpreting what comes from Young Living in the Policies and Procedures, Compliance, Resolutions, and like it or not, from Legal.

I could be the most frustrated of all. But having been a distributor for over 10 years before coming to Young Living, I know how you feel, your drive to help other people, and most surely the thought process of the reality in which we live.

I am not writing this to tell you how to run your business or what you do in the privacy of your own home, but I want you to understand how Gary and I view this sharing/business building enterprise in which we are all engaged.

In just a few short years, the information about essential oils has grown from "snake oil potions

and lotions” into the mainstream of health and well-being, looking beautiful, and enticing others with a tantalizing aroma, besides that of food flavoring, household cleaning, animal care, and maintaining a pure and refreshing environment.

This lifestyle is what we want to preserve, and we do that by consciously following the rules. Whose rules? The rules of the agencies that govern our society. That means the FDA, FTC, Environmental Protection Agencies, etc.

The FDA DOES NOT REGULATE WHAT WE BUY OR READ IN BOOKS OR ON THE INTERNET FOR OUR PERSONAL EDUCATION. The FDA cares about what we DO with that information and how we disseminate it when we are promoting and selling Young Living products.

Our products support the well-being of body systems, cleanse and beautify, promote healthy living; and the Young Living business can lead to prosperity and the fun of entertainment and travel.

- We are NOT in the business of curing disease through diagnosing and prescribing.
- You CANNOT promote our products as the solution for any malady or dysfunction in the body.
- You CANNOT promote our products as a cure-all or a way to overcome physical and emotional diseases.

We cannot deny the power of Mother Nature, but it is not for us to say what that power can or will do.

I never wanted to be in that authoritative place and tell people what to do. When someone would ask me what to do for anything, I would simply say, “I don’t know. Only your body knows what you need.” When you use a natural product, you have to use the products as you see fit and allow the body to determine what the benefit will be. That is the end of the story.

There are hundreds of resource papers, books, videos, instruments, gadgets, etc., that are vastly interesting and educational. There are vendors who supply wonderful educational materials, but these are only for your personal use. If these materials make claims that promote the “art of curing,” they cannot be used for building your business. This information is for your education and your personal use only, but it cannot be shared publicly or through

social media, email, Internet, etc.

This is where Young Living becomes involved and takes a strong stand. If members are found making claims or using information from any third-party information to build their business, their membership will be at risk.

- The first warning will allow a short time for the unacceptable or non-compliant information/advertising to be taken down and stopped.
- The second warning will put the account on hold with perhaps disciplinary action as determined by Young Living.
- The third time, the account will be terminated.

We are grateful for the majority of our members who have been diligent in following our guidelines. We ask that all of you be vigilant in setting an example and teaching those in your organizations how to share Young Living the proper way. We must support and help each other. We cannot allow a few careless or unknowing members to jeopardize what we have.

Of course, you can send educational information or direct people to where they can do their own research. Make sure you are not sending product with the information in hopes that they will buy product. That would be a violation that would come under the scrutiny of Young Living Conduct. Do not mix the two.

It is up to the people receiving the material to determine what value it has to them. The information is interesting to you, but it may not be to them; so don't presume to build your business this way. It isn't necessary and you have to assume that individuals receiving information are able to think for themselves. It's all about education. The information available is voluminous, so just let people be their own guide.

We love our essential oils and our many supplements and food products, and our family would not like to be without them. Essential oils are beautiful for the skin, the home, and the environment. They are invigorating, mind-elevating, and spiritually uplifting. That alone is plenty on which to build a business.

Remember, if you sponsor one person into Young Living, you have become a leader and have the opportunity to teach and light the fire within to help someone else become successful. For most new people, that is the beginning of an exciting, new adventure. That is the essence of

growth. We love you all and look forward to seeing you at the farm, convention, or somewhere in our travels.

May your hearts be filled with Joy as we join together to spread the mission of Young Living to the world.

With heartfelt appreciation and thanks,

Mary and Gary

Attachment

- [Third-Party Materials](#)



Third-Party Materials

Young Living's Conduct Success team exists to help all Young Living members adhere to government regulations and maintain the company's standard of quality and compliance, so every member can successfully and safely share Young Living products. Recently, our team has received specific questions about when it's appropriate to use third-party materials. To help answer these questions without offering legal counsel, we've compiled some information to help members navigate this topic. Product Compliance According to Young Living's Policies and Procedures, an inappropriate or noncompliant product claim may include:

- An inaccurate and/or impermissible claim that Young Living products are intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease
- A false or misleading statement about Young Living products
- A defaming or untruthful statement about Young Living products

Third-Party Materials and Compliance

Members sometimes ask: “What if I have books or other third-party materials that discuss how to use products for diseases or ailments of the body?”

Young Living’s policies do not restrict books and third-party materials members choose to purchase, gift, read, or possess, as long as they are distinctly separate from a Young Living business. However, that means that when you share third-party materials—such as books, articles, and brochures—while promoting Young Living, the materials must contain only compliant product claims.

Please remember that Young Living cannot review all third-party materials to see whether or not they are compliant. If material is reported as noncompliant and it’s used to promote Young Living products, Young Living will investigate it further.

Guidelines for Sharing Third-Party Materials

While promoting or selling Young Living products, the following materials and channels should contain only compliant product claims and information:

- Brochures
- Social media
 - Emails
 - Webinars
- Events, training, or teaching connected with the sale of Young Living products
- Recorded events that promote the sale of Young Living products
- Media interviews that discuss Young Living products

If you have further questions regarding channels or materials not mentioned here or questions regarding your activities and the guidelines listed, we encourage you to seek professional counsel and a specialized opinion from someone versed in FDA and FTC regulations. Thank you for all you do to support Young Living and our efforts to set an industry standard for compliance. Every member’s effort plays a part in our success and future!

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