



Words & Claims to Avoid on Social Media

✗ Financial or Business Opportunity Claims

We cannot make promises or suggestions of wealth, earnings, or job replacement.

- Financial: financial freedom, financial wellness, financial security, financial growth
- Income: passive income, residual income, six figures, seven figures, 6/7 figures, full-time income, profit, profitable
- Wealth: wealth, wealthy, rich, millionaire, millions, millionaire mindset, generational wealth
- Work/Employment: job, employee, employment, recruit, time freedom
- Other: money, \$\$\$, luxury, luxurious, fast, quick, easy, easy money, fast results, instant, guaranteed

✗ Health, Disease, and Medical Claims

We cannot claim to diagnose, treat, cure, prevent, or mitigate any health condition.

- General: cure, treat, prevent, mitigate, reduce, boost, symptoms, illness, sick, pain relief, pain reliever, medicine, medicinal, structure, replace
- Specific Conditions: cancer, diabetes, depression, Alzheimer's, ADHD, PTSD, autism, Crohn's, fibromyalgia, thyroid, etc.
(Full list of conditions is available if needed – when in doubt, leave it out)
- Infections/Diseases: virus, bacteria, infection, flu, cold, Covid-19, corona, RSV, pneumonia
- Hormonal or Emotional: menopause, menstrual, hormone, mood, dopamine, serotonin, DHEA, stress, panic, anxiety, postpartum
- Mental Health: bipolar, schizophrenia, OCD, insomnia, sleep aids, antidepressants, melancholy, lethargy, fatigue, emotional
- Pregnancy & Children: prenatal, pregnancy, child, children, postpartum depression

✗ Skin & Appearance Claims

We cannot make cosmetic claims that suggest altering or healing the body.

- Skin Conditions: acne, rosacea, eczema, psoriasis, blotchy, rash, swelling, redness, hives
- Anti-Aging: anti-aging, age-reversing, erase, regrow, rebuild

- Other: Botox, thinning, thicken, strong, brittle, bald, balding

✗ Product Effects & Medical Language

We cannot say our products change the structure or function of the body.

- Claims to avoid: strengthen, grow, rebuild, regrow, rebuild, protect, damage, defense, immunity, inflammation, anti-inflammatory, itch, congestion, headache, sore throat
- Comparisons to drugs: Tylenol, aspirin, ibuprofen, narcotics, antibiotics, antihistamines, steroids, corticosteroids

✗ Diseases & Chronic Conditions

Avoid referring to or implying that ASEA products address any diagnosed medical condition.

Examples (not a full list):

- Alzheimer's, dementia, ADHD, autism
- Arthritis, lupus, MS, fibromyalgia
- Diabetes, IBS, UTI, PCOS, colitis, gout
- Cancer, leukemia, melanoma, lymphoma, tumor
- Stroke, heart attack, hypertension, high/low blood pressure

✓ Instead, Keep It Compliant:

Focus on **your personal experience** with energy, wellness routines, hydration, lifestyle, beauty, and support. Avoid absolutes — no "cures," "treats," or "guarantees." Think **inspiration over persuasion**.