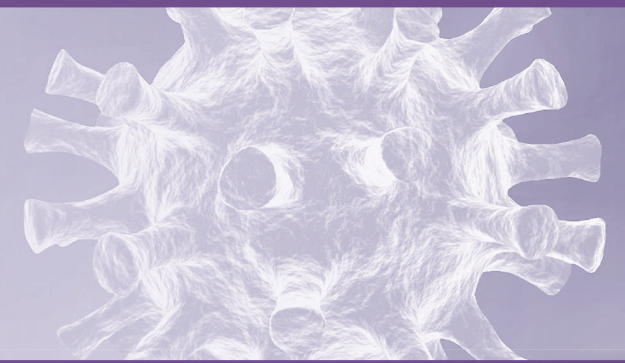


THE OPTICS: WHEN COVID-19 CHANGED THE WORLD

COVID-19

Has Changed the World As We Know It



NEW WORK METHODS

- Working from home
- Virtual meetings and gatherings



NEW HABITS

- Wearing masks
- Touching elbows instead of shaking hands
- Social distancing: staying 6 ft away from each other
- Quarantining
- School at home
- Sanitizing everything



INCREASED NEED FOR SELF-REGULATION

- FTC Task Force actively looking for unsupported online claims that products treat or prevent the coronavirus



THE FTC SAYS:

- Any coronavirus-related prevention or treatment claims are not supported by competent and reliable scientific evidence.

You must immediately cease making all such claims.

- If you or your distributors suggest or imply coronavirus prevention or treatment claims, you will attract scrutiny from the FTC.
- The FTC has already sent dozens of warning letters to health and wellness companies, including 10 direct selling companies.



NO LIFESTYLE CLAIMS!
NO HEALTH CLAIMS!



DIRECT SELLING HEROES

Companies making hand sanitizer:

MARY KAY®

Amway

MONAT

Companies donating money and food:

ADVOCARE
WE BUILD CHAMPIONS®

dōTERRA®

HERBALIFE
NUTRITION

JEUNESSE®

MÖDERE™

plexus®

PRIMERICA®