

HOW TO TALK ABOUT GENESIS PURE PRODUCTS

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Core

Liquid Cleanse

You Can Say:

- The ingredient cascara sagrada has been traditionally used to support healthy bowel activity and support the body's primary channel of elimination.*
- Liquid, vegetarian formula with no excipients, binders, or preservatives.
- Sugar and dairy free.
- No harsh, artificial ingredients.

You Can NOT Say:

- Treats chronic constipation.
- Prevents any disease or can replace any medical treatment.
- Can be used long-term. Traditionally cascara sagrada has only been used for 7-10 days at a time. Some practitioners may recommend its use for longer periods and you may choose to use it for longer periods under your doctor's supervision. In marketing this product, however, you can only recommend that this product be used for 7-10 days at time.

GoYin

You Can Say:

- Based on traditional Asian herbal practices to help you achieve balance through a blend of warming and cooling fruits and herbs including: astragalus, goji, jujube date, gac, hawthorn, schisandra, tangerine, and ginger.*

You Can NOT Say:

- Balances mood or hormones.
- Provides antioxidant support.

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HOW TO TALK ABOUT GENESIS PURE PRODUCTS

Daily Build

You Can Say:

- Liquid daily multi-vitamin.
- Includes superfruits and supergreens like sea vegetables, acai, goji, alfalfa, and spirulina.
- Formulated with a blend of essential amino acids, antioxidants, vitamins, and minerals to help promote health and vitality.*
- Contains nutrients that may support the immune system and overall health of the body.*

You Can NOT Say:

- Can make up for poor diet or other unhealthy lifestyles.
- Can help cure disease or prevent illness.
- Helps detoxify the body.

Daily Basics

Alkaline Water

You Can Say:

- Helps to improve alkalinity of most water.*
- Reduces the oxidative potential of most water, meaning the water contains fewer oxidative molecules and free radicals.*
- No added sugars, preservatives, or artificial ingredients.

You Can NOT Say:

- All beverages can be alkalized by Alkaline Water Concentrate. (It should be marketed for use in water only.)
- It is an anti-oxidant and will reduce oxidation in your body.
- It will make your body more alkaline.

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Coral Calcium

You Can Say:

- Liquid calcium supplement.
- Coral Calcium compliments Daily Build for those who are not getting adequate calcium and magnesium from their diet alone.*
- Contains minerals and vitamins which support strong bones and teeth.*
- Calcium is known to support strong bones and teeth; but also supports nerve and muscle function.
- Magnesium supports protein synthesis, muscle and nerve function.*
- Contains selenium, which has been shown to support the body's own process of neutralizing free radicals.*
- The coral used in Coral Calcium is harvested in an environmentally conscious manner to maintain the integrity of coral reefs and the surrounding marine environment.

You Can NOT Say:

- Treats or prevents insomnia, osteoporosis, diabetes, blood pressure, or other health conditions.

Greens

You Can Say:

- Contains some of the most beneficial superfoods, botanicals, superfruits, and mushrooms available.*
- Versatile product that can be consumed by itself or combined with other Genesis PURE products, foods, or juices.
- Contains no preservatives or added sugar.

You Can NOT Say:

- Contains THE MOST beneficial superfoods, botanicals and mushrooms available.
- A replacement for fruits and vegetables in the diet.
- Is "certified" organic.
- Is gluten-free.
- Safe for everyone.

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Mila

You Can Say:

- Good source of ALA omega-3 fatty acids.
- It is a source of naturally-occurring fiber, which may support digestive health.*
- One serving of Mila contains 3g of protein and also contains other important nutrients like niacin, manganese, magnesium and phosphorus.
- Gluten-free, trans-fat-free, and sugar-free.
- Mila is a food and can be incorporated into your favorite dishes or consumed on its own.

You Can NOT Say:

- Cures or prevents any disease.
- Cures or treats chronic constipation or other digestive disorders.
- Causes or assists weight loss.

Sulfur

You Can Say:

- Contains no fillers, binders, preservatives, artificial ingredients, or excipients.
- Non-GMO, dairy-free, gluten-free, and vegan.
- Supports joint health.*
- May help reduce oxidative stress in the body.*

You Can NOT Say:

- Treats arthritis.
- Reduces or alleviates pain, especially in the joints.
- Replaces or allows you to reduce your arthritis or pain medication prescribed by your doctor.
- Treats or cures any disease.

Probiotic

You Can Say:

- Probiotics are thought to be important to overall health and wellness.*
- Provides a variety of bacteria, which may help support digestive health.*
- Contains prebiotics to help foster beneficial bacterial growth.*
- Uses a proprietary technology intended to help protect bacteria from the harsh environment of the stomach.*

You Can NOT Say:

- Provides immune support.
- Treats or cures disease.

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Energy Support

ENERGY

You Can Say:

- Contains ingredients that may support mental clarity.*
- May help improve focus.*
- May help minimize fatigue.*
- Contains herbs, vitamins, and minerals to support overall health and well-being.*
- No preservatives.
- No sugars – naturally sweetened with stevia.

You Can NOT Say:

- It treats ADD, ADHD or any other disease.
- Caffeine in this product is safe for those with diseases or conditions that restrict caffeine consumption.

PURE Café

You Can Say:

- Great tasting coffee beverage containing only 56 calories per serving.
- Contains green coffee bean extract, Garcinia cambogia, Caralluma fimbriata and other herbal extracts.
- May help improve focus.*
- May help minimize fatigue.*
- No added preservatives.

You Can NOT Say:

- It treats ADD, ADHD or any other disease.
- Caffeine in this product is safe for those with diseases or conditions that restrict caffeine consumption.
- It will cause or promote weight loss without alterations in diet or exercise.

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Superfruits

Açaí

You Can Say:

- Known by some as the “beauty berry”.*
- Contains the whole acai berry (skin, meat, and seeds).
- Not diluted with any other fruit juices.
- Packaged in glass bottles to help preserve product freshness.
- Contains no added sugar or preservatives.

You Can NOT Say:

- It contains a specific nutrient content.
- It contains antioxidants.
- It will improve hair, skin, or nails,
- It will reduce signs of aging.
- It will treat or cure any disease.

Açaí Plus

You Can Say:

- All the benefits of our original Açaí product.*
- Contains additional powdered Açaí and minerals for a more concentrated product.

You Can NOT Say:

- It contains a specific nutrient content.
- It contains antioxidants.
- It will improve hair, skin, or nails,
- It will reduce signs of aging.
- It will treat or cure any disease.

Noni

You Can Say:

- Used traditionally in the Polynesian islands as a food and nourishing tonic.*
- Packaged in glass bottles to help preserve product freshness.
- Contains no added sugar or preservatives.
- Not diluted with any other fruit juices.

You Can NOT Say:

- It contains a specific nutrient or antioxidant content.
- It treats diabetes, high cholesterol, heart disease, or other health conditions.
- It improves digestion or immune function.

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Mangosteen

You Can Say:

- An important part of traditional herbal practices from Southeast Asia.*
- Packaged in glass bottles to help preserve product freshness.
- Contains no added sugar or preservatives.
- Not diluted with any other fruit juices.

You Can NOT Say:

- It has specific nutrient or antioxidant content.
- It treats arthritis or other inflammatory diseases or conditions.
- It can replace antihistamine medications or treat allergic conditions.

Goji

You Can Say:

- Known by some as the “happy berry” and some evidence suggests that Goji juice may promote feelings of well-being.*
- Packaged in glass bottles to help preserve product freshness.
- Not diluted with any other fruit juices.
- Contains no added sugar or preservatives.

You Can NOT Say:

- It has specific nutrient or antioxidant content.
- It replaces antidepressant medications or treats depression.
- It alters hormone levels or treats symptoms of menopause or sexual dysfunction.
- It treats cardiovascular disease, kidney disease, or other health conditions.

Fusion

You Can Say:

- Blend of our Açai, Goji, Mangosteen and Noni superfruit juices.
- Pleasant tasting way to consume superfruit juices.

You Can NOT Say:

- Contains equal amounts of the other superfruit juices.
- Treats or cures any disease.

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HealthTrim®

Complete Shake

You Can Say:

- Contains 20 g of protein.
- Good source of fiber, vitamins and minerals.*
- Contains superfruits, superfoods, and a variety of herbs.
- Naturally sweetened with stevia and only 140-155 calories per serving.

You Can NOT Say:

- It will cause or promote weight loss without changing diet and exercise regimen.
- It prevents or treats any disease.

Control

You Can Say:

- Research suggests that some of the ingredients in this product may support thermogenesis.*
- Contains four blends of natural herbs and botanicals to provide nutritional support.*
- No added sugars or preservatives.

You Can NOT Say:

- It will cause weight loss without changing diet and exercise regimen.
- It reduces or curbs appetite or eliminates cravings.
- It promotes feelings of fullness.
- It prevents or treats any disease.

Fasting Solution

You Can Say:

- Provides electrolytes and nutrients intended to support the fasting process.*
- Contains B-vitamins, which are essential for the conversion of food into usable energy.*
- Contains no added sugars and naturally sweetened with stevia.

You Can NOT Say:

- Enhances or promotes weight loss.
- Increases metabolism.
- Reduces hunger cravings.

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Ionic Blend

You Can Say:

- Provides vitamins, minerals, and trace minerals to promote overall health and well-being.*
- Contains a nourishing blend of herbs, botanicals, and superfruits.*
- Provides natural sources of energy, including black strap molasses, goji juice, and mangosteen fruit puree.*

You Can NOT Say:

- It enhances weight loss.
- It increases metabolism.
- It reduces hunger cravings.

Metabolic Boost

You Can Say:

- Contains ingredients from sources of naturally-occurring caffeine and may help support metabolism and mental focus.*
- Contains a blend of essential nutrients, as well as some amino acids, herbs, and botanicals.*
- Contains no added sugars or preservatives.

You Can NOT Say:

- Enhances weight loss.
- Reduces hunger cravings.

Appetite Chews

You Can Say:

- Rich chocolate flavor.
- 500 mg of calcium.
- Low in calories.
- Sugar free and naturally sweetened with the help of stevia.
- No added preservatives.

You Can NOT Say:

- Reduces hunger cravings.
- Promotes fullness.
- Enhances weight loss.
- Treats, prevents or cures any disease.

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GPS Line

Recovery

You Can Say:

- Contains ingredients like protein and creatine to nutritionally support athletic performance and post-exercise muscle recovery.*
- Rich chocolate taste.
- Contains no artificial colors, flavors, sweeteners or preservatives.
- Provides essential vitamins, minerals, and branched chain amino acids.

You Can NOT Say:

- Contains optimal ratio of protein to carbohydrate.
- Reduces soreness after exercise.
- Speeds recovery time after exercise.
- Treats, prevents or cures any disease.

Pro-Arginine

You Can Say:

- Contains l-arginine and other amino acids, which are intended to nutritionally support exercise performance.*
- Good source of the antioxidant vitamin C.
- Contains no artificial colors, flavors, sweeteners or preservatives.

You Can NOT Say:

- It will enhance cardiovascular endurance.
- It will increase human growth hormone levels.
- It will cause weight loss or muscle gain.
- It will significantly improve your workout performance.
- It will improve blood flow to the body's extremities.
- It will treat, prevent or cure cardiovascular disease or any other condition.

CAUTION: Do not take GPS Pro-Arginine, if you have cardiovascular disease or have suffered from a heart attack. As always, consult with your healthcare provider if you have a medical condition or are taking prescription medications.

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Hydration

You Can Say:

- Nutritionally supports the replenishment of vital fluids and electrolytes lost during strenuous exercise.*
- Includes a blend of amino acids, vitamin C, B-vitamins, herbs and trace minerals.
- Contains no artificial colors, flavors, sweeteners or preservatives.

You Can NOT Say:

- It treats, prevents or cures any disease.

E²

You Can Say:

- Provides B vitamins, chromium, and amino acids.
- Good source of antioxidant vitamin C.
- Contains no artificial colors, flavor, sweeteners, or preservatives.
- Contains B vitamins and caffeine intended to nutritionally support metabolism*
- Natural sources of caffeine support mental focus.*

You Can NOT Say:

- It improves exercise performance.
- It prevents, treats or cures any disease.

Moomiyo Edge

You Can Say:

- Contains moomiyo extract, which has traditionally been used as an adaptogen and rejuvenating tonic.*
- Contains other adaptogenic herbs traditionally used to help the body adapt to physical stressors like golden root extract, codonopsis, reishi, and cordyceps.*
- Good source of the antioxidant vitamin C.

You Can NOT Say:

- It increases muscle gain.
- It improves exercise performance.
- It treats, prevents or cures any disease.

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Support

Green Coffee Bean

You Can Say:

- Contains 50% chlorogenic acid.
- Contains a comparable amount of chlorogenic acid to other Green Coffee Bean products used in weight management research.*
- Contains BioPerine®, which may help with the absorption of certain nutrients.*
- Vegetarian product.

You Can NOT Say:

- It is gluten-free.
- It will cause or promote weight loss.
- It burns fat or burns fat faster.
- It treats hypertension or helps manage blood sugar levels or diabetes.

Immune⁶

You Can Say:

- Contains essential nutrients like vitamins C and D, and selenium, which are thought to provide additional support to your health.*
- Provides antioxidant support.*
- Contains other ingredients like IP-6 (inositol hexaphosphate), graviola and black raspberry.
- Vegetarian product.

You Can NOT Say:

- It prevents colds, flu, or other illnesses.
- It can be used instead of antibiotics or other prescribed medications.
- It treats or prevents cancer or cancer recurrence.
- It enhances energy.

CardioClean

You Can Say:

- Liquid dietary supplement.
- Contains essential nutrients, traditional herbs, and proprietary blends.*

You Can NOT Say:

- Lowers blood pressure or cholesterol.
- Prevents heart attack or stroke.
- Improves cardiovascular function.

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Silver

You Can Say:

- Silver is widely used for its beneficial properties in both the supplement and food industries.*
- Traditionally Silver has been taken orally or applied topically.
- Uses SilverSol technology to produce nano particles of silver.

You Can NOT Say:

- Silver enhances immune function.
- Silver cures infections
- Silver is a replacement for antibiotics or other prescribed medications.

Cell Water

You Can Say:

- Cell Water helps add minerals back to your distilled or reverse osmosis water.*
- Because the water is void of minerals, you may not be receiving the minerals your body needs to maintain good health.*

You Can NOT Say:

- It enhances absorption of nutrients.
- It improves hydration of the body.
- It detoxifies the body.
- It increases energy.
- It is beneficial for all water.

Fruit and Fiber Mix

You Can Say:

- Fiber is an often neglected, yet essential part of a balanced diet.*
- Fruit & Fiber Mix is a blend of both soluble and insoluble fiber.
- Contains a variety of beneficial vitamins, minerals, fruits, berries, herbs, and other plants.*

You Can NOT Say:

- Treats chronic constipation or any other digestive disorder.
- Using the product will cause weight loss.

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Youth Renew

Cleanser

You Can Say:

- Helps to cleanse and balance, the skin.
- Helps clean dirt and residue from skin.
- Helps nourish the skin with macadamia nut oil and superfruits.

You Can NOT Say:

- You will look younger from using this product.
- It will get rid of wrinkles.
- It treats skin conditions such as acne, eczema, psoriasis, or any other skin disorder.

Scrub

You Can Say:

- Gently exfoliates skin with jojoba beads.
- Contains natural pumpkin enzymes to enhance the exfoliation process by helping break down dull, dead cells.
- Use 1-2 times per week for best results.

You Can NOT Say:

- You will look younger from using this product.
- It will get rid of wrinkles.
- It treats skin conditions such as acne, eczema, psoriasis or any other skin disorder.

Toner

You Can Say:

- Mild, pH-balancing, and alcohol-free.
- Helps support skin elasticity and, collagen production.
- Use twice daily, following Youth Renew Cleanser or Scrub for best results.

You Can NOT Say:

- You will look younger from using this product.
- It will get rid of wrinkles.
- It treats skin conditions such as acne, eczema, psoriasis, or any other skin disorder.

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Serum

You Can Say:

- Contains an innovative “3-fold exfoliation process” from mushroom extract, pumpkin enzyme and yeast extract.
- Provides gentle exfoliation that works with the change in pH as it penetrates your skin.
- Use twice daily, following Youth Renew Toner for best results.

You Can NOT Say:

- You will look younger from using this product.
- It will get rid of wrinkles.
- It treats skin conditions such as acne, eczema, psoriasis, or any other skin disorder.

Moisturizer

You Can Say:

- May help create a smooth, supple-looking complexion.
- Includes active ingredients like exfoliating pumpkin enzymes, hydrating galactoarabinan from the larch tree, and cell-supporting plant stem cells.
- Provides hours of hydration.
- Does not contain sunscreen (SPF).
- Use once or twice daily, following Youth Renew Serum for best results.

You Can NOT Say:

- You will look younger from using this product.
- It will get rid of wrinkles.
- It treats skin conditions such as acne, eczema, psoriasis or any other skin disorder.

Essential Oils

Bergamot

You Can Say:

- When used with other aromatherapy scents, may help promote a calming effect.

You Can NOT Say:

- Can relieve anxiety, depression, ADD, ADHD or treat or cure any disease.

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HOW TO TALK ABOUT GENESIS PURE PRODUCTS

Boost8

You Can Say:

- Meticulously crafted blend of 8, powerful, organic essential oils: clove, cinnamon, frankincense, rosemary, basil, bay laurel leaf, bergamot, and thyme.
- Some the essential oils are distilled from plants that have traditionally been used to support immune health.
- In vitro, several essential oils in Immune have been shown to possess antibacterial, antiviral, or antifungal activities.

You Can NOT Say:

- Prevents or treats colds, flu, or any other disease.
- Improves immune function.
- It will kill bacteria, viruses, or parasites in the body.

Breeze7

You Can Say:

- Including 7, refreshing, organic essential oils: cypress, eucalyptus, ravintsara, thyme, myrtle leaf, lavender, and frankincense.
- Formulated with essential oils that have traditionally been used aromatically to support respiratory health.
- Camphor, a constituent of ravintsara, is commonly used topically and aromatically to support the health of the respiratory system during times of illness.

You Can NOT Say:

- It will cure asthma or replace any asthma medications.
- It will reduce mucus, phlegm, or other respiratory secretions.
- It will act as an antihistamine or decongestant.
- It will treat any symptom of the common cold or reduce the duration of illness.

Clove

You Can Say:

- Valued for its medicinal and culinary properties, clove was highly sought after in the spice trade during medieval times.
- Traditionally used as a topical analgesic; modern scientific studies have confirmed the analgesic properties of its primary constituent eugenol.
- In traditional Chinese herbal practices, clove oil has been used to soothe digestive complaints.
- In vitro, clove has demonstrated antibacterial activity against a wide range of bacteria.
- In vitro, clove has demonstrated antifungal activity against a wide range of fungi including candida albicans.

You Can NOT Say:

- Treats asthma, headache, sexual dysfunction, or diabetes.

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- Increases circulation, metabolism, or oxygenation of the body.
- Can be used in place of prescribed dental treatment or medication.

Ease8

You Can Say:

- A blend of 8, revitalizing, organic essential oils: eucalyptus, peppermint, cypress, wintergreen, lavender, blue tansy, blue chamomile, and helichrysum.
- Formulated with essential oils which have traditionally been applied topically to soothe joints and promote joint health.
- The aroma of lavender has been shown to reduce the perception of pain and discomfort.

You Can NOT Say:

- It will prevent or cure rheumatoid or osteoarthritis.
- It has anti-inflammatory effects on the body.
- It will treat muscle or joint injuries.

Eucalyptus

You Can Say:

- Traditionally used to enhance the health of the respiratory system.
- Known as the "oil of respiration" in holistic aromatherapy practice.
- Applied topically to help soothe joints and muscles.

You Can NOT Say:

- It will treat or cure asthma or bronchitis.
- It will treat or cure arthritis.
- It will treat or cure disease.

Grapefruit

You Can Say:

- May help revitalize, invigorate and uplift.
- May help clean and purify the skin.

You Can NOT Say:

- It will treat or cure acne.
- It will treat or cure mood disorders like anxiety or depression, or any other disease.

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Lavender

You Can Say:

- Traditionally consumed to support digestion.
- Aromatically, relieve tension and support feelings of wellbeing, especially at night.
- Aromatic use and topical application may promote relaxation.

You Can NOT Say:

- Will help with insomnia
- Will help with mood disturbances, like anxiety or depression.
- Will treat or cure disease.

Lemon

You Can Say:

- May help invigorate your senses.
- Help purify the air.
- Acts as non-toxic cleaning booster.

You can NOT Say:

- It will treat or cure any disease.

Orange

You Can Say:

- May help you unwind and promote feelings of tranquility.

You Can NOT Say:

- It will treat or cure anxiety, depression, ADD, ADHD or any other disease.

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Oregano

You Can Say:

- Referred to as “joy of the mountains” in ancient Greece and held as a symbol of joy and happiness.
- In the middle ages, oregano leaves were often chewed to promote healthy digestion.
- In the middle ages, oregano leaves were believed to promote respiratory health.
- Traditionally, 1-3 drops oregano oil has been taken orally to support respiratory health.
- Topically, may support sterility in wounds and reduce the appearance of scars if applied during healing.
- In vitro studies have demonstrated strong antibacterial effects against a variety of bacterial strains.
- In vitro studies have demonstrated strong antifungal effects against a variety of fungal strains including candida albicans.
- Oregano essential oil is used in the food industry to improve the flavor in many foods.

You Can NOT Say:

- Treats headaches, asthma, rheumatoid arthritis, liver disease, or the flu.
- Treats bacterial or parasitic infections.
- Regulates menstrual cycle, reduces symptoms of menopause, or otherwise affects hormone balance.

Peppermint

You Can Say:

- Traditionally used to freshen breath.
- Traditionally used to support digestion.
- May help with alertness and task performance.

You Can NOT Say:

- It will treat or cure digestive disorders like colic or heartburn.
- It will treat or cure migraines.
- It will treat or cure infections.
- It will treat or cure disease.

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Tea Tree Oil

You Can Say:

- Tea tree is often used to promote the appearance of a healthy complexion.
- Tea tree oil functions as a topical antiseptic with efficacy for a wide variety of bacteria and fungi.
- Traditionally, tea tree essential oil was used topically by Australian aborigines to promote healing of bruises and prevent infection.

You Can NOT Say:

- Stimulates the immune system or may be used in place of medications intended to treat immunodeficiency conditions.
- Treats herpes, rashes, warts, acne, lice, athlete's foot, or other dermatological diseases.
- Treats respiratory diseases.

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