

HOW TO CREATE YOUR POSTS WITH LIVE CONSCIOUS PRODUCTS

Posting Requirements

In order to get credit and earn a free product every 30 days, you must first create and post an Instagram post to your timeline (Instagram Stories will not count). Valid posts must include the following:

- #LiveConsciousPartner #WakeUpToWellness in the caption
- Tag @welveconscious in the caption and in your photo and or Reels.

Content Tips

- We want to see you in action with our products! Think mixing up matcha lattes or snapping selfies with your protein smoothies!
- Photos should align with the Live Conscious aesthetic – bright + vibrant!
- Product color should be true to form and reflect what's on our website.
- Front of label imagery should be clear and visible.
- When shooting content, use the normal camera feature versus shooting on Instagram to make it as high-resolution as possible.
- Avoid logos of other brands - no visible branding on your clothes and no recognizable branded items in the background.
- And most importantly, keep it fun, keep it vibrant and make it you! We can't wait to see how our products push you further. Don't forget to tag **@WeLiveConscious** and use the hashtag **#LiveConsciousPartner** and **#WakeUpToWellness** at the end of your caption!

See below for some inspiration:



WHAT YOU CAN SAY IN YOUR CAPTION

- Live Conscious products are an easy addition to your daily routine.
- Live Conscious products are incredibly versatile and can be mixed into water, beverages, smoothies and food recipes.
- You can additionally mention to your followers that if they want a plus-ed up version of this formula with added beauty benefits like biotin they can get Beyond Collagen!
- Collagen plays a major role in our bodies including skin, hair, nails, bones and joints. Our bodies cannot synthesize enough collagen on their own and our diets today contain minimal collagen**
- Collagen helps support the following (list of approved structure/function claims):
 - Helps support joint and bone health**
 - Helps promote a youthful appearance**
 - Helps support athletic performance**
 - Helps support hair, skin and nail health**
 - Helps support overall wellness**
- You can refer to collagen as: “ingestible collagen”, “collagen supplementation” or “collagen nutrition”.
- Our Protein comes in two flavors: Vanilla Dream (only 80 calories!) and Cosmic Cacao (only 70 calories!) with 15 grams of plant protein per serving.
- Our proteins are plant-based, organic, and like all our products cruelty-free.
- They include 4 types of plant protein: Pea, Rice, Sacha Inchi, and Pumpkin Blend.
- Live Conscious Beyond Greens is a mix of echinacea, rhodiola, milk thistle, probiotics, and four varieties of powerful mushrooms (including Lion’s Mane and Reishi).
- Can help support a healthy immune system, gut health, and whole body detoxification*
- Posts including mention of collagen’s / any product’s benefits must include two asterisks (**) and the following statement: **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.

WHAT YOU CAN'T SAY IN YOUR CAPTION

- Posts cannot make structure/function claims in copy of imagery besides what is listed in this document.
- Posts cannot use the words “heals, cures, fixes, anti-aging, etc.”, and cannot use disease words, including, but not limited to: helps to cure arthritis, helps your arthritis, cancer, hair loss, etc.
- Do not use the words inflammation, inflammatory, or any derivative of “inflamm”.
- Do not refer to any products other than their branded name as listed in this doc and our website.
- You cannot use ANY structure/function claims associated with our products.

FTC GUIDELINES

- In an effort to adhere to FTC regulations, all posts submitted or created using gifted Live Conscious products must include #LiveConsciousInfluencer in the post's caption.
- Posts will be monitored for proper disclosure and any users who do not adhere to these guidelines will be subject to profile suspension or deactivation.