



THE CONTENT
CREATOR'S GUIDE TO
TRANQUIL
EARTH CBD



HEY THERE, BLOGGER!

We here at Tranquil Earth CBD are thrilled to have you as part of our affiliate marketing network and want to help you succeed.

As I'm sure you know, CBD is a hot topic right now in the health and wellness sphere. Because of the regulations established by the Food & Drug Administration (FDA) and Federal Trade Commission (FTC), we thought we'd give you some tips on how to write about CBD and our products while adhering to those legal guidelines. These government agencies monitor how CBD is talked about, but don't worry—we just want to make it easy for you to communicate with your readers in a way that protects us both.



THE MAIN TAKEAWAY

Tranquil Earth CBD products are not dietary supplements or unapproved drugs. Our products are not intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease. Instead, say that our CBD supports, helps, and maintains various aspects of wellness. Below are some do's and don'ts of general terminology surrounding CBD.


DO:

- Use general language like:
 - Support a sense of calm
 - Help manage everyday stresses
 - Promote healthy exercise recovery
- Talk about other natural ingredients in products (e.g. beeswax, lavender, coconut oil)
- Add a footnote about the definition of "THC-free" or "0% THC" somewhere on your blog or on each post where those terms are used (feel free to steal ours!).

DON'T:

- Make health or product claims. You should not refer to:
 - Therapeutic aspects of a product
 - Disorders or diseases
 - Diagnosis, treatment, or cure
 - Prevention
 - Any unwell state
- Promote products as conventional foods. Avoid adjectives related to food and taste and terms such as "snack"





TALKING POINTS FOR TRANQUIL EARTH CBD PRODUCTS

**All of our products are derived from USA-grown hemp.
Other highlights include:**

- Extensive third-party testing for quality and content
- Fully-traceable CBD, from the hemp plant to the product
- Highest-quality ingredients





TRANQUIL EARTH ISOLATE TINCTURES

Our isolate tinctures set us apart from other CBD brands out there because they have no bitter or earthy aftertaste.

Feel free to talk about how our isolate tinctures:

- Are made with superior CBD isolate and contain 0% THC*
- Support a sense of calm
- Help you manage everyday stresses
- Promote healthy exercise recovery
- Come in 250, 500, 1000, and 1500mg strengths and two flavors—Serene Berry and Orange Bliss. Mint and Pure flavors coming soon!

*THC-free or 0% THC is defined as being below the level of detection using valid scientific, analytical tools.

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TRANQUIL EARTH BROAD SPECTRUM TINCTURES

Our broad spectrum tinctures set us apart from other CBD brands out there because they have no bitter or earthy aftertaste.

Feel free to talk about how our broad spectrum tinctures:

- Are made with superior broad spectrum CBD and contain 0% THC*
- Support a sense of calm
- Help you manage everyday stresses
- Promote healthy exercise recovery
- Come in 750 and 1500mg strengths and two flavors—Serene Berry and Orange Bliss. Mint and Pure flavors coming soon!

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TRANQUIL EARTH VAPEABLES

Similarly to our tinctures, **Tranquil Earth CBD vapeables** stand out from the crowd because of the flavor extracts we use.

Our vapeables:

- Don't smell like combustible flower products
- Are made with superior CBD isolate and contain 0% THC*
- Support a sense of calm
- Promote healthy exercise recovery
- Comes in 500mg in two flavors—Serene Berry and Orange Bliss. Mint flavor and 1000mg strengths coming soon!

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TRANQUIL EARTH GUMMIES

Our gummies are our newest offering and are quickly becoming a favorite. Be careful when talking about the taste of these, as **this is where you need to avoid language that could be seen as marketing them as food.** Companies have been issued warnings by the FDA for calling gummies “delicious...CBD snacks,” “a tasty treat,” “yummy,” and other food-related words and descriptions. Do **not** refer to them as gummy bears.

Instead, say that our gummies:

- Are a convenient method of ingesting CBD
- Are made with superior CBD isolate and contain 0% THC*
- Help you manage everyday stresses
- Promote healthy exercise recovery
- Come in regular and sour varieties

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TRANQUIL EARTH TOPICALS

We offer topicals for every need. Our Amethyst Body Butter and Amethyst Lotion are great for bringing the spa home, while our Nano CBD Muscle Rub and Nano CBD Roll-On support healthy exercise recovery.

DO:

- Focus on moisturizing, rejuvenating, and restoring skin
- Mention that our Amethyst Body Butter and Nano CBD Muscle Rub are customer favorites
- Talk about natural ingredients like aloe vera, coconut oil, shea butter, lavender, and argan oil in our Amethyst Lotion & Body Butter; or menthol, arnica, and beeswax in our Nano CBD Muscle Rub and Roll-On

DON'T:

- Refer to calming effects or sleep
- Talk about it entering the bloodstream or affecting the brain
- Say THC-free. Our topicals are made with full-spectrum CBD, so **we can only refer to them as having less than 0.3% THC.**





OTHER REQUIREMENTS

- Consumer reviews should be separate from the content you create. Though they can be extremely helpful to readers, customers may make claims that we as a company cannot endorse or approve. You must also clearly mark them as consumer reviews.
- The FTC mandates that sponsored content be disclosed as such and clearly stated to viewers. You may want to include a statement similar to the following on each post: “This post contains affiliate links. The author may receive compensation for purchases made through links on this page.”
 - When posting on social media, you should include the word “AD” or “SPONSORED” in captions so that you are not in violation of these guidelines.





OTHER REQUIREMENTS

- On any post about Tranquil Earth CBD, you should have a statement similar to the following near the bottom of the page:
 - Due to federal regulations, we cannot claim whether or not CBD products can help with specific ailments. The CBD products mentioned in this post are not FDA defined/ categorized as medications, dietary supplements, nor cosmetics. These products are not for use by or for sale to persons under the age of 18. CBD should be used only as directed on the label. It should not be used if you are pregnant or nursing. A doctor's advice should be sought before using CBD. Please consult with a physician before use if you have a serious medical condition or use prescription medications. **CBD products are not intended to diagnose, treat, cure, or prevent any disease.**





OTHER REQUIREMENTS

We'll be checking in periodically to ensure all content about Tranquil Earth CBD follows the above guidelines and is up-to-date with the correct logo, product image, etc. Failure to comply will result in immediate termination of your affiliate agreement with us.

It's important to us at Tranquil Earth CBD to make sure we adhere to the FDA and FTC regulations, so we thank you for helping us do that.





THANK YOU!

If you have any questions or concerns, please don't hesitate to reach out! I'm happy to help in any way that I can.

Again, thank you for your participation in our affiliate marketing network. We are looking forward to growing alongside you!

Warmly,
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