

OVERVIEW

Do's and Don'ts

DO'S (ACCEPTABLE STATEMENTS/ACTIONS)

- Less is more! Focus on the experience with the product. Focus on the flavors and how great they taste, how/when you use it, convenience of the RTDs and Gummies while gaming, etc.
- DO always include #ad or #sponsored as the first hashtag in your list of hashtags. Also include #XPSportsPartner and #IAmMadeToPlay in Static Posts and Stories (Twitter, Instagram).
- DO include #ad at the start of all Instagram story videos.
- In general, ONLY stick to the claims you see on the product labels and listed below and do not veer away from them.
- Dietary supplements are not intended for people under 18 years of age.
- Follow directions for use on all dietary supplements.
- XP Sports products are convenient and a great option for busy people who are on-the-go!

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DO NOT'S (UNACCEPTABLE STATEMENTS/ACTIONS)

- DO NOT state that people under 18 years of age can use dietary supplements.
- DO NOT make any claims about personal weight loss or any kind of weight loss or fat loss in general.
- DO NOT make any claims about appetite suppression, reducing hunger cravings.
- DO NOT make any claims about cognition, cognitive function, the brain, brain health, mood or memory.
- DO NOT make any health claims or claims about the diagnosing, curing, prevention or treatment of ANY disease or condition.
- DO NOT mention obesity and related health conditions such as diabetes, high blood pressure, high cholesterol, metabolic syndrome, etc.
- DO NOT mention other clinical conditions related to obesity or being overweight (eg. anxiety, depression, anorexia, bulimia).
- DO NOT show use of multiple products at one time or in one sitting.
- DO NOT make any claims about stress tolerance.
- Do not refer to any XP Sports products as medicines.

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DO NOT'S (UNACCEPTABLE STATEMENTS/ACTIONS)

- DO NOT compare the effectiveness of products.
- Do NOT use unlicensed music; if unsure, consult with lovate.
- Do NOT include any political, religious, or socio-economic messaging into your post captions.
- DO NOT include other company's logos, brands or marks in your posts/videos/photos. This means in the background, on your clothing, appliances, products, water bottles, etc. If you are playing a game do not show any logos.
- DO NOT recommend that a XP Sports dietary supplement is suitable for children. Do not provide XP Sports dietary supplements to children or non-adults in any video or photo.
- DO NOT make any statements that dietary supplements have no "side effects". (Note: Don't talk about side effects.)
- DO NOT mention mechanisms of action in relation to any ingredient within XP Sports products.
- DO NOT state that XP Sports products (or any of the ingredients contained within) are "natural" or "all natural."
- DO NOT mention or discuss any competitor brands.
- DO NOT use profanity.
- DO NOT make any statements that dietary supplements (one or all) are "safe".