

# Redeem™

THERAPEUTICS

Affiliate Program Guidelines  
Partners in Health  
Partners in Business





CBD is gaining interest and popularity daily and as such, more and more people want to learn about it and its health benefits. Currently, CBD is addressed as a dietary supplement, therefore, we must adhere to the regulations established by the Food & Drug Administration (FDA) and the Federal Trade Commission (FTC). As a result, what we say about these products is monitored by government agencies. To help you navigate the current landscape, we created this guide to make it easy for you to know how you can communicate to your audience and remain compliant at the same time. It is critical that as an Affiliate Partner of Redeem, you understand and feel good about the following guidelines.

## BRAND AND PRODUCTS

As dietary supplements, Redeem Therapeutics™ products are not intended to diagnose, treat, cure or prevent any disease. As such, any advertisement for our brand and products cannot make such claims. With that in mind, here are some permissible things to say.



## KEY TERMINOLOGY & OVERALL HEALTH BENEFITS

### HUMAN TINCTURES

Use phrases with words like “supports, helps, maintains” (as in, helps to maintain a strong foundation.)

- Supports a sense of calm for focus\*
- Helps maintain the management of normal, everyday stresses\*
- Helps support recovery from exercise-induced inflammation\*
- Helps limit or control muscle spasms\*
- Maintains even temperament\*

When discussing claims on behalf of products for humans, you must include an asterisk (\*) at the end of the phrase, which must refer readers to this Dietary Supplement Health and Education Act (DSHEA) statement at the bottom of the post:

**\*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.**

Include a thin box around the statement and make sure text is in bold to ensure you're compliant.

### TOPICALS

- Helps relieve inflammation caused by arthritis or injury\*
- Supports workout recovery and revitalization\*
- Deeply penetrating to the source of your pain\*
- Pleasantly soothing, effective formulation
- THC-Free, providing peace of mind

### PET TINCTURES

When writing about our pet supplements, there is no DSHEA statement needed.

- Helps to relieve anxiety
- Maintains even temperament for improved behavior
- Helps control pain by reducing inflammation from arthritis or injury
- Helps balance appetite
- Helps regulate sleep
- Supports seizure reduction in severity and frequency
- Helps manage skin conditions

Help us spread the good word about CBD and its benefits and get a little something for yourself. We want you to help us reach out to the world.



## FOR OUR AFFILIATES

### 25% COMMISSION ON REFERRAL SALE TOTAL RETAIL PRICE

- Promote your favorite Redeem products on your business website or social media page and get rewarded for all referral sales. This is the most aggressive affiliate commission in the CBD space.

### 15% DISCOUNT TO OFFER YOUR REFERRALS

- A personalized discount code/coupon will be provided to you to incentivize your followers to purchase Redeem products through your business website or social media page.

### NO COOKIE EXPIRATION DATE

- Any user that comes from your website or social media page to RedeemRx.com and makes a purchase, you earn a commission on the sale(s). This is a huge differentiator! Most cookies are 30-day duration. We feel it is critical for you to be rewarded for your long-term efforts.

### UNLIMITED REFERRAL NETWORKING

- Again, if a user comes from your website or social media page to RedeemRx.com and makes a purchase, you earn a commission on the sale(s) – regardless of how far removed they are from you in your network.

Human CBD claims are tricky and it's critical to avoid making specific medical claims about CBD. Our identity is linked with being safety and system conscious, it is helpful to mention our manufacturing adheres to FDA-regulated cGMP (Good Manufacturing Practice) protocols. This commitment to quality and consistency makes Redeem Therapeutics™ a brand to trust.



## HUMAN TINCTURES



### OPTIMAL SPECTRUM

#### OPTIMAL SPECTRUM

When companies claim to be “Full Spectrum,” they assert that whole-plant extract is better than just CBD isolate on its own. We agree.

“Optimal Spectrum” just takes whole-plant extracts to the next level. We test for concentrations and add cannabinoids and terpenes back to the solution as needed. This means your oil has the same robust potency every time. Our oils are “Full Spectrum” in that they contain the full panel of cannabinoids and terpenes from the plant. It is “Optimal Spectrum” because we balance these cannabinoids and terpenes to create a consistently batched product from harvest to harvest, bottle to bottle.

#### PRODUCT CONSISTENCY

“Optimal Spectrum” is your assurance that your CBD oil will contain the same ingredients and strength from one bottle to the next.

#### QUALITY PRODUCTION

While we strive to be an alternative to pharmaceuticals, we also aim to mirror their rigorous methods. Our processes are precise. Facilities are tightly controlled. This is achieved by following the basics of “current Good Manufacturing Practices” (cGMP). You can rest assured – your oil has been crafted using the highest of standards.

#### CERTIFIED TESTING

Each batch of our hemp extract is sent off to an independent (third-party) cannabis testing facility. They form reports (Certificate of Analysis – COA) detailing the cannabinoid and terpene content of the CBD oil and publish these on their website. Orders come with access to this data to give you a thorough understanding of what is in your bottle.

#### HEMP PURITY

Grown in the foothills of the Appalachian Mountains of North Carolina on a USDA Certified Organic farm, our hemp plants are farmed without any herbicides or pesticides and within the strict guidelines of USDA Certified Organic standards. Each plant is also verified free of heavy metal contaminants. This hemp is as natural as it gets.

## TOPICAL PAIN CREAMS



#### DO SAY

- CBD Topical Pain Cream
- Topical Pain Cream
- Pain Cream
- CBD Pain Cream
- ...and most any derivative with “pain cream”



#### DON'T SAY

- CBD Topical Cream
- Topical Cream
- CBD Cream
- ...and most any derivative WITHOUT “pain cream”



## PET PRODUCTS

Pet products can be talked about more loosely with regards to medical claims. The DSHEA statements are not required when making claims on pet products as they are for human products. Redeem manufactures our pet oils using olive oil to prevent any potential problems canines and felines might have digesting MCT oil. Otherwise we use the same hemp extracts, so pet owners can feel equally safe offering their little and not-so-little ones a safe product formulated to support their health and wellness.

### PET TINCTURES

We're excited to bring the power of Redeem Therapeutics™' Optimal Spectrum CBD to canines of all sizes. Does your dog struggle with anxiety, arthritis, pain or appetite issues? If so, our new Hemp Extract for Dogs may be just the thing. And it's bacon flavored. Let's not forget about cats! Does your cat struggle with anxiety, arthritis, pain or appetite issues? Cats might not be as vocal about their issues, but they deserve to be looked after the same. Our cat tincture comes in chicken flavor. **We recommend using our products on mature dogs and cats, not puppies or kittens.** Remember, when writing about our pet supplements, there is no DSHEA statement needed.



#### DO SAY

- All-natural
- Grain free
- Soy free
- Non-GMO
- Made with USA-grown hemp



### WHAT ARE SOME OF THE PET WELLNESS ISSUES OUR CUSTOMERS USE CBD FOR?

- Anxiety, temperament, and behavior problems
- Pain and inflammation from arthritis or injury
- Helps regulate appetite
- Helps regulate sleep
- Supports reduction in seizure severity and frequency
- Supports good skin health, aids in treating some skin conditions
- Supports relief from external irritations
- Supports general comfort

### Is CBD safe for pets?

Talk to your veterinarian before giving your pet any supplement. Though CBD has little to no known side effects in recommended dosages, it can interact with medications to enhance or diminish their effectiveness. As with any wellness product, look for companies that follow current Good Manufacturing Practices (cGMP) and provide test results to back up the purity and potency of their products.

Although, CBD is a burgeoning and unregulated industry, there are still some things to remember and be aware of whenever talking about it, promoting it or recommending it.

## THE DOS AND DON'Ts



### DO SAY

- Helps relieve anxiety and everyday stress\*
- Supports reducing inflammation from arthritis or injury\*
- Helps regulate appetite\*
- Helps maintain sleep cycle\*
- Helpful reducing muscle spasms\*



### DON'T SAY

- Medicinal/Medical
- Clinical/Diagnose
- Prevent/Prevention
- Treat/Cure
- Ailments
- 100% Natural
- Any disease state linked with product use

**A reminder:** When discussing products for humans, you must include an asterisk (\*) at the end of the phrase, which must refer readers to this Dietary Supplement Health and Education Act (DSHEA) statement at the bottom of the post:

**\*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.**

Include a thin box around the statement and make sure text is in bold to ensure you're compliant.

Though CBD has little to no known side effects in recommended dosages, it can interact with medications to enhance or diminish their effectiveness. Consult your physician before use if you are pregnant, nursing, or are taking any medications. As with any wellness product, look for companies that follow current Good Manufacturing Practices (cGMP) and provide test results to back up the purity and potency of their products.

Consumer reviews are a great tool to provide information during the purchase process. They can be a challenge for Redeem Therapeutics™, however, because consumers sometimes make claims that we cannot endorse, support or approve.





## REVIEWS AND TESTIMONIALS

If there are consumer reviews on your digital platforms, it is imperative that the following guidelines are followed:

- Consumer reviews need to be separated from any review made by the Affiliate.
- On a separate page at minimum.
- Reviews must be clearly identified as consumer reviews.
- The page featuring consumer reviews cannot include any links to our website or to the page featuring the Affiliate's review.
- The following copy must be included before the consumer reviews are displayed:

“The following reviews are made by consumers. Redeem Therapeutics™ has not evaluated (and therefore does not endorse, support, or approve) the reviews or recommendations made by consumers. These statements have not been evaluated by the Food and Drug Administration. Redeem Therapeutics™ products are not intended to diagnose, treat, cure or prevent any disease.”

## PARTNERSHIP AND COMMUNICATION

When we evaluate our affiliates' communications, we're looking at the following areas to understand how the Redeem Therapeutics™ brand and its products are being included in your narrative:

- The type of content being posted about CBD, hemp extracts, any associated claims about how or why to use them, or the benefits from them.
- The way the Redeem Therapeutics™ brand and its products are referenced in relation to statements about CBD and/or other products and brands.
- The statements made about our brand within your content, including user-generated reviews, and how you choose to leverage your content and user-generated content across platforms.
- All Redeem Therapeutics™ content is up to date (logo, product images, etc.)

Please note that if a non-compliant claim is made specific to the Redeem Therapeutics™ brand and/or products, your Redeem Therapeutics™ Affiliate status will be terminated immediately. Wow, that's strict. Trust us, we know. But complying with the FDA and FTC is the name of the game.

If you have any questions, let us know. We have helpful people knowledgeable on the ins and outs of the restrictions and are happy to help you navigate through them. Also, you'll get the gist of what is acceptable and not by taking some time to look through our social posts and blogs.

These communication rules not only apply because we're a hemp product but are the rules for all supplements. Supplements cannot make claims that they treat, cure, mitigate, diagnose or prevent diseases. We know that not everyone follows the guidelines, but know that we do, and that compliance with FDA and FTC regulations is a top priority for Redeem Therapeutics™. Thank you for taking this as seriously as we do.