

# Information on health and income claims in Scandinavia

With a presence in over 160 countries, it's important to be aware of the rules of doing business around the globe.

Below you will find information about a few things that you need to keep in mind when presenting the products and business opportunity locally during the Global Rally in Stockholm.

- PLEASE DON'T MAKE ANY MEDICAL CLAIMS ABOUT FOREVER'S PRODUCTS
- USE ONLY SWEDISH APPROVED HEALTH CLAIMS TO SHARE FOREVER'S PRODUCTS
- NO EXAGGERATED INCOME CLAIMS ARE ALLOWED

## MEDICAL AND HEALTH CLAIMS

In Sweden, the applicable laws regarding product claims are EU-law and local regulations. Forever's products are classified as food, food additives and cosmetics and are not allowed to be marketed with medical claims or unapproved nutritional or health claims.

Medical claims stating that the products can be used to treat, prevent or cure diseases and other medical conditions, or have any kind of medical effects, are strictly forbidden for both humans and animals.

Only nutritional and health claims that have been approved and registered in the EU can be made in the Swedish market. Nutritional and health claims are focused on the beneficial nutritional properties or health benefits that the products can induce. **Examples in English of claims that can be used in conjunction with each product are available on [www.foreverliving.se](http://www.foreverliving.se) in the menu "Products".**

## INCOME CLAIMS

The company and individual FBO are not allowed to give exaggerated expectations about the actual or potential income and earnings that can be generated from the Forever business. Every statement about income and earnings must be based on documented facts. Furthermore, the stated examples must not be based on exceptional, particularly successful cases, but should reflect an average outcome during a sufficiently long period of time to be considered realistic.

Any public display of Chairman's Bonus checks should be accompanied by the following disclaimer: *The results of this FBO was accomplished through the unbridled efforts and labour of these people and their team. Revenue is not guaranteed and is entirely dependent on personal commitment, perseverance, developed skills and level of activity.*