



THE WINNER'S
— CIRCLE —

■ Winner's Circle Global Compliance Coaching Guide

Curiosity is your best friend and compliance is your safety net. Together, they protect your credibility, your business, and The Winner's Circle brand.

Here's how to share your story online in a way that is effective, compliant, and easy to duplicate across the U.S., Australia, and Canada.

■ The Golden Rule

Share your experience. Do not make a claim.

Say things like:

- "I noticed..."
- "I've been feeling..."
- "My favorite part is..."
- "I didn't expect to see this difference..."

Instead of saying:

- "It reduced my pain."
- "It fixed my digestion."
- "It cured my brain fog."
- "It healed my inflammation."

■ What to Avoid

Even if you have had amazing results, avoid using words like:

cure, treat, prevent, heal, reverse, fix, reduce inflammation, improve memory, lower cholesterol, balance hormones, and similar phrases.

These are considered medical or structure/function claims. Keep your focus on sharing what you noticed or how you felt, not what it did.

■ Keep It Personal and Conversational

People connect with your story, not a science lesson.

Example:

"I started adding this to my smoothie each morning, and I can't believe how much better I feel throughout the day."

That is compliant, believable, and curiosity-driven.

■ Curiosity Builds Connection

Your goal is not to convince anyone. It is to create enough interest that someone reaches out to learn more.

Try simple calls to action like:

- "Drop a ■ if you want the scoop."
- "DM me 'glow' and I'll share what I've been using."
- "Comment ■ if you're curious what's working for me."

■ Regional Guidelines

United States (FDA / FTC)

Follow truth-in-advertising standards. Do not make health claims or guarantee outcomes. Share personal experiences and let curiosity start the conversation.

Australia (TGA)

The Therapeutic Goods Administration has very strict rules. Avoid referencing any physical or medical conditions. Use lifestyle-focused language instead such as "I feel more mobile" or "I have more pep in my step."

Canada (Health Canada)

Health Canada regulates all health-related product claims. Avoid saying anything that sounds like a product can diagnose, treat, or prevent a condition. Instead, focus on general wellness experiences such as feeling balanced, energized, or more comfortable.

■ One Final Check

Before you post, ask yourself:

Does this create curiosity, or does it make a claim?

If it sparks curiosity without promising results, you are good to go.

■ Bottom Line

Curiosity opens doors. Claims close them. Stay real, stay relatable, and lead with integrity. That is the Winner's Circle way. ■