

# curalin

FDA & FTC Guidelines  
for marketing  
by **curalife**



# FDA and FTC Guidelines DOs & DON'Ts

Following these guidelines will help you create compliant content and copy for marketing Curalin.

Make sure to stay within the boundaries of FDA and FTC regulations that are outlined in this document.

The main principle is focusing on promoting general health and maintaining healthy states while avoiding direct claims about treating or managing specific conditions like diabetes.



# DOs

**curalife**

Background

**Wellness** company

**curalin**

Descriptive  
names

**Supplement**

**Herbal,  
Botanical,  
Natural**

**DOs**

**curalin**

Descriptive  
names for  
formula and  
ingredients

**Active Compound of:**

**[Botanicals, Herbals,  
Spices, Herbs,  
Plants] extracts.**

# DOs

## curalin

Position Curalin as a **supplement to maintain an existing healthy state.**

**Use this formula:**

### **Curalin helps**

**[maintain, promote, support, keep, sustain]**

**[healthy, balanced, low, good]**

**[blood sugar levels, glucose levels]**

**[blood sugar levels, glucose levels]**

**[blood sugar levels, glucose levels]**

## curalin

Position Curalin as a **supplement to maintain an existing healthy state.**

## Examples:

1

**Curalin helps maintain healthy blood sugar levels.**

2

**Curalin promotes balanced glucose levels.**

# DOs

## curalin

Emphasize  
'**general health**'  
positioning  
related to  
diabetes side  
effects

**Use this formula:**

**Curalin [promotes,  
encourages,  
supports]  
[restful sleep, a  
healthy feeling  
nervous system,  
good vision]**

# DOs

## curalin

Emphasize  
'**general health**'  
positioning  
related to  
diabetes side  
effects

## Examples:

1

**Curalin encourages restful sleep for a refreshed mind and body.**

2

**Curalin supports good vision for a clear view of life.**



**DOs**

**curalin**

Highlight **general health benefits not tightly tied** to diabetes:

**Use this formula:**

**Curalin [Reduce cravings, improve energy]**

## curalin

Highlight **general health benefits not tightly tied** to diabetes:

### Examples:

1

**Curalin assists in reducing cravings for a healthier lifestyle.**

2

**Curalin boosts energy levels for improved daily performance.**

# DOs

## curalin

Imply that Curalin can **improve a symptom of diabetes without naming it directly**

**Use this formula:**

Approved	Not
Healthy bathroom habits	Frequent urination
Healthy feeling nervous system	Neuropathy
Mental sharpness	Blurry

# DOs

## curalin

Imply that Curalin can **improve a symptom of diabetes** without naming it directly

## Examples:

1

**Curalin promotes healthy bathroom habits for better well-being.**

2

**Curalin supports a healthy feeling nervous system for enhanced physical sensation.**

**DOs**

**curalin**

Testimonials and  
reviews

**Use this formula:**

Use compliant  
testimonials,  
**avoiding specific  
numerical results  
or non-compliant  
words like  
'reduction' or  
'A1C'.**

## curalin

Testimonials and reviews

### Examples:

1

Since starting Curalin,  
**I feel more energetic and balanced** throughout the day.

2

Curalin has been **a great addition to my daily routine,** and I've noticed improvements **in my overall wellness.**

# DOs

## curalin

Recommend  
intake based on  
the clinical study

### Use this formula:

Take everyday  
2 capsules,  
3 times a day,  
after each meal,  
up to 6 a day.

# DOs

## curalin

Recommend intake based on the clinical study

## Examples:

1

**For optimal results**, take 2 capsules of Curalin 3 times daily.

2

Our clinical study suggests taking 2 Curalin capsules, 3 times a day for maximum benefits.



# DOs

# curalin

Safety first

**Use this formula:**

Curalin is safe to take  
alongside  
prescription  
medications, with  
doctor consultation

## curalin

Safety first

### Examples:

1

**Curalin can be safely taken with your prescription medications;** however, consult your doctor before starting any new supplement.

2

Always consult your healthcare provider before combining **Curalin with your current medications to ensure safety.**

# DOs

## curalin

Replace drug-related terms with **compliant alternatives**

**Use this formula:**

Approved	Not
No Negative effects	No Side-effects
Capsules	Pills
Active compound	Active ingredients

## curalin

Replace drug-related terms with **compliant alternatives**

### Examples:

1

**Curalin's active compounds are specifically designed to work quickly and efficiently.**

2

**Curalin capsules have minimal negative effects, making them suitable for long-term use.**

# DOs

## curalin

Clinically tested

**Use this formula:**

**Curalin is [clinically tested, clinically studied, 2-4x more effective than a placebo, safe, effective, has a very favorable safety profile]**

## curalin

Clinically tested

### Examples:

1

**Curalin is clinically studied and proven to be 2-4x more effective than a placebo.**

2

**Our research shows that Curalin is safe, effective, and has a very favorable safety profile.**

# DON'Ts

**Do Not**

**Position Curalife as a  
company that helps  
people with chronic  
conditions**



**Do Not**

**Discuss clinical results in the context of lowering blood sugar or reducing diabetes symptoms.**

**Not  
approved**

## Examples:

1

~~Curalife - the leading company in managing chronic conditions.~~

2

~~Curalife: dedicated to helping people with chronic illnesses live better lives.~~

3

~~Our clinical study shows Curalin significantly lowers blood sugar levels.~~

4

~~Curalin has been proven to reduce diabetes symptoms in clinical trials.~~

**Do Not**

**Call Curalin a  
complementary  
or add-on therapy.**

**Do Not**  
say  
that  
Curalin

**Lowers**  
**Reduces**  
**Improves**  
**Betters**  
**Balances**  
**Controls**  
**Manages**

**Do Not**  
say that  
Curalin  
affects

**Glucose**

**Blood sugar**

**A1C**

**Diabetes type 2**

**Do Not**

**Relate Curalin usage to  
specific blood sugar  
levels**

**Do Not**  
Imply that  
Curalin can  
improve

**Frequent urination**

**Neuropathy**

**Blurry vision**

**A1C**

**Diabetes Symptoms**

**Not  
Approved**

## Examples:

1

~~Curalin lowers your blood sugar levels.~~

2

~~Curalin controls your type 2 diabetes.~~

3

~~Curalin reduces frequent urination caused by diabetes.~~

4

~~Curalin improves diabetic neuropathy.~~

5

~~Curalin is a perfect complementary therapy for diabetes management.~~

6

~~Add Curalin as an add-on therapy to your diabetes treatment plan.~~



**Do Not**

**Post, reshare, or engage  
with testimonials  
discussing blood sugar  
reduction, A1C,  
medication usage, or  
diabetes treatment.**

**Do Not**

**Place Shop, Loyalty, or RAF  
links in assets or emails  
mentioning diabetes, A1C, or  
the Winning Type 2 Diabetes  
Together community.**

**Not  
Approved**

## Examples:

1

**A testimonial stating,** "Curalin helped me lower my A1C by 2 points."

2

**A testimonial claiming,** "Curalin allowed me to stop taking my diabetes medication."

3

An email that discusses diabetes and includes a Shop link for Curalin.

4

A blog post discussing A1C and featuring a Loyalty program link.

5

Combining Hashtags:

~~#diabetesawareness~~ #Curalin

~~#diabetestreatment~~ #RAF

# Thank You

We look forward to collaborating  
with you as our partner in health!

**curalife**

For any questions, please contact  
our team at [professionals@curalife.com](mailto:professionals@curalife.com)