

YOUNG LIVING 25 HOT WORDS

Young Living has compiled a list of 25 “Hot Words” that must be avoided when discussing Young Living products. We’re asking for every member to do some spring cleaning and remove all of these words and any description of them from your personal website, Facebook, Twitter, YouTube, Pinterest, blog, website, or any other marketing pages or materials you produce or control. This includes comment sections, any links to your pages, or other pages that discuss the Hot Words or give descriptions of these words as they relate to any type of disease or abnormal condition of the body and are directly connected to essential oils and claims that essential oils can be used to diagnose, cure, mitigate, treat, or prevent any disease or abnormal condition of the body.

In the next column you will find the 25 Hot Words that are most commonly used. In addition to removing these exact words from the locations mentioned above, **please do not try to restate, describe, or imply the hot word without actually using it.** Each of these words and the idea of them are still to be completely avoided, even if you are simply using a description or linking to a description of it.

Additionally, please immediately remove any and all product claims from your Facebook, Twitter, YouTube, Pinterest, blog, website, or any other marketing pages or materials you control. Be sure to share this list with your organization and set a good example by removing all of these Hot Words

and/or descriptions of them from your pages and materials, including any links to pages that share Young Living products and that contain the following Hot Words:

- ADD/ADHD
- Alzheimer’s
- Antibacterial
- Antidepressant
- Anti-inflammatory
- Antimicrobial
- Antiseptic
- Antiviral
- Arthritis
- Autism
- Burns
- Cancer
- Cysts
- Diabetes
- Ebola
- Fibromyalgia
- High Blood Pressure
- Insomnia
- Measles
- MMR
- MRSA
- MS
- OCD/PANDAS
- Parkinson’s disease
- PTSD
- Comparison or substitution for any OTC or Rx Drugs

Keep in mind this is not an all-inclusive list of diseases that you should not mention in your marketing. Please avoid all product claims that discuss disease and instead focus on wellness, purpose, and abundance.

For any further information or questions, please contact our conduct team at conduct@youngliving.com.