



# 2023 Ambassador Guide



# Welcome To ReAction

- 01 The Perfect Affiliate
- 02 The ReAction Story
- 03 The ReAction Brand
- 04 How to Talk...
- 05 FDA Statement
- 06 Do's & Don'ts
- 07 Contact



# The Perfect Affiliate.

Who we want to represent the  
ReAction Full Cryosonic  
Extract™ brand.

## **The ReAction Standard**

ReAction sets the standard. We are beyond CBD...  
We expect all ReAction Distributors to strive and  
represent the brand as if they are an extension to  
the ReAction EnTourage.

## **Fresh, Accurate Content**

We ask that every ReAction Distributor promotes  
fresh, updated product content such as photo/video  
assets, accurate and approved copy, and lastly  
making sure all banners, swipe ups, links, and  
referral links to your personalized website.

## **CBD Advocacy**

There is a lot of misinformation out there. The  
ReAction EnTourage strives to help advocate,  
educate, and encourage others about the  
incredible benefits of FCE™ and the booming  
industry. We ask that our affiliate share that same  
passion to those among their communities.



# The ReAction Story

**THE SCIENCE. THE COMMITMENT. THE PEOPLE.**

By growing indoors and optimizing and automating control of the environment we are able to completely eliminate the need for pesticides. We grow in a sterile environment. The only way to grow "sterile" is to grow without soil and its inherent pathogens. Aeroponics is the key and our patent pending, automated closed environment grow system is unmatched in the industry.

Aeroponics is the process of growing plants suspended in air without soil or other grow media, and provides an environment for clean, efficient, and rapid plant production.

Our patent pending CryoSonic™ Extraction Process uses pure ethanol and sub-zero temperatures combined with Ultrasonic sound waves to extract all the compounds found in the plant.... exactly as they exist naturally in the plant. All 120+ known cannabinoids, flavonoids, amino acids, proteins, terpenes, etc. are extracted and maintained in their original form for maximum therapeutic effect.

Founded out of a need to create a better quality of life for people just like us...

# The ReAction Brand

Let's face the truth... our lives are hectic. We are sometimes burdened with hour long commutes to complete last minute deadlines and pressing agendas just to find out that the work we started needs to be rerouted again. It's work life without balance, but in the mist of the chaos, we have found balance with a solution deeply rooted in nature.

ReAction is a new option and is based on one of the oldest natural occurring plants on earth. It's curative powers reach parts of us other so-called solutions can't. Instill a sense of calm... enjoy the freedom to focus on our wellness from a new perspective... a healthier outlook as to what successful living really is.

At ReAction, we know every drop of goodness that goes into our FCE™ products counts towards something greater. That every moment is part of a greater movement. One that helps guide us, shape us and ultimately makes us better. A greater consciousness and reality of wellness awaits. We believe the key to unlocking this potential is to... Create Balance Daily.





# We are ReAction FCETM

## 01 Balanced

We're in the business of creating balance and wellness holistically. Our voice should be visualized as ripples in the ocean turning into amplifying waves.

**DO:** Use a consistently balanced voice that puts people at ease to feel inspired.

**DON'T:** Use a tone of voice that puts ReAction positioned as a fad, "here today gone tomorrow", or make lofty claims that come off as too good to be true.

## 02 Trusted

We're the leading Industry advocate. Our knowledge, years of experience, and passion regarding the industry should enhance our credibility and convey confidence.

**DO:** Keep it short, simple and sincere whilst ensuring its long enough to inform. We're the authority, but we don't have to sound authoritative. **DON'T:** Come off as know-it-all or condescending. We never take a negative approach when communicating.

## 03 Inclusive

Our consumers come from all walks of life and we are equally open to their questions and their stories. Don't just be welcoming, be engaging and foster the CBD narrative in your audience.

**DO:** Be bright, sociable and use language that demonstrates a relaxed nature, allowing others to join in.

**DON'T:** Sound loud or obnoxious, exclusive or disengaged from the CBD community.

# 'THE"LOGO

Our primary logo is strong and vibrant. The "R" represents strength and cleanliness.





# MISUSE

The ReAction logo should be used in a consistent manner and never altered in any of the following ways.





How to talk  
about our  
products.



# The FDA Statement

ReAction must adhere to the regulations established by the Food & Drug Administration (FDA) and the Federal Trade Commission (FTC).

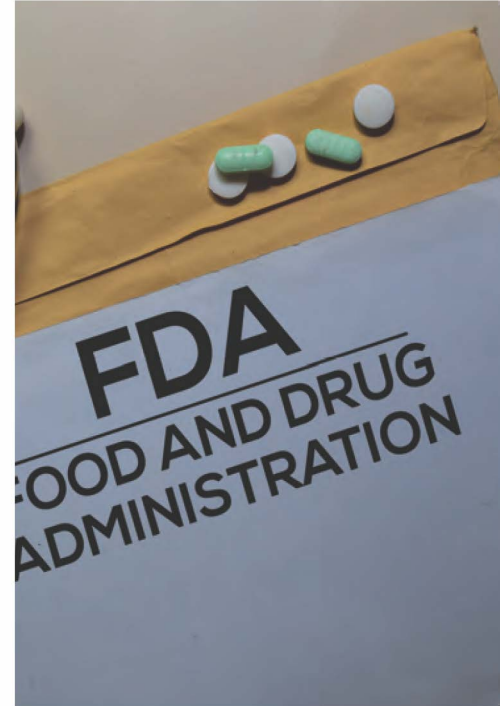
These government agencies are constantly monitoring what we say and do. The next few slides are here to provide product information so **YOU** can effectively communicate, while complying with these agencies, about our products to your customers and targeted audience.

**Most Important:** ReAction products are not intended to diagnose, treat, cure or prevent any disease. As such, any advertising for our brand and products cannot make such claims.

We also ask that our affiliates stray from making any structure/function claims which is describing the role of a nutrient or ingredient on the structure or function of the human body.

We strongly suggest adding the statement below to the footer of your web-site. (You must include the thin box around statement)

\* This product has not been evaluated by the Food & Drug Administration and is not intended to diagnose, treat, cure, or prevent any disease.





## Medical benefits claims:

No medical benefits should be claimed, and blogs should not be written about such benefits even if medical journals or links are supplied. Specific diseases should not be mentioned.



## Consumer Reviews:

We love hearing from our consumers about how they have enjoyed our products. However, consumer reviews can be challenging because consumers sometimes make claims that we cannot endorse, support, or even approve. We ask that you avoid posting any consumer reviews that violate the FDA statement, the rules we have laid out above to medical claims, and lastly the benefits of CBD when referencing structural or functional effects.



## Medical claims for products with other ingredients:

If a product contains certain ingredients that are well-known to show benefits, claims can be made about the product but not the CBD itself.

# Acceptable Words & Phrases

- Restorative
- General well-being
- Create Balance
- Full Cryosonic Extract
- Increase wellness
- Maintain calmness
- Hemp supplement
- Suggested use
- Any suggestions to add it directly to food and drink.
- Results
- Studies have shown...(as long as they don't violate medical/structure/function claims)



# Unacceptable Words & Phrases

- Dose
- Dosage
- Therapeutic
- Disease
- Treats (verb as in "to help with something")
- Healthy
- 0%THC
- NoTHC
- THC -Free
- Edible(s), as related to gummies or chocolates
- Treats (Noun, as in "gummy treats")
  - Snack
  - Food
  - Medicine



# If you have any questions...

We are very excited to partner with you in this journey! You are now an extension of the ReAction EnTourage and will be treated as such. While the industry grows... we will be with you the entire way. We take the FDA policies and FTC regulations seriously and expect you to do the same.

For any additional questions. Please contact us at <https://ftrglobal.zendesk.com/hc/en-us/requests/new>





# Thank you

