



2021 Affiliate Guide



The Perfect Affiliate

Who we want to represent
the Blue Moon Hemp brand.

The Blue Moon Hemp Standard

Blue Moon Hemp has been setting the CBD quality standard since 2016 and we expect for all Blue Moon Hemp affiliates to strive and represent the brand as if they are an extension of the Blue Moon Hemp family.

Fresh, Accurate Content

We ask that every Blue Moon Hemp affiliate promotes fresh, updated product content such as photo/video assets, accurate and approved copy, and making sure banners, swipe up links, and referral links to bluemoonhemp.com stay updated and valid.

CBD Advocacy

There is a lot of misinformation out there. The Blue Moon Hemp family strives to help advocate, educate and encourage others about the incredible benefits of CBD and the booming industry. We ask that our affiliates share the same passion of those among their communities.

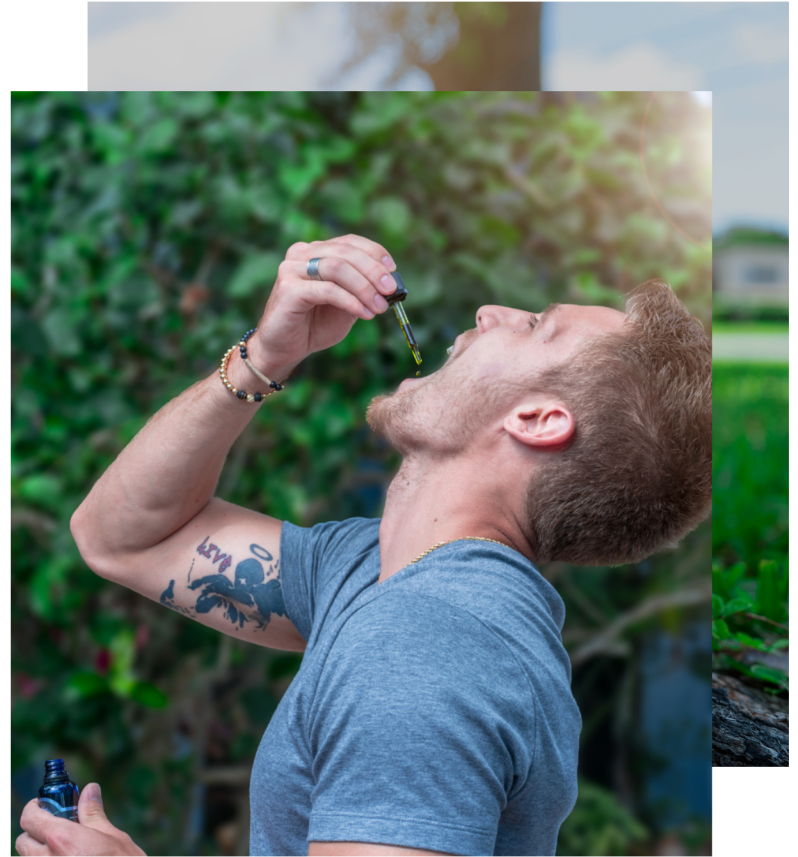


The Blue Moon Hemp Brand

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

Blue Moon Hemp is a new alternative, based on one of the oldest natural occurring plants on earth. It reaches parts of us that other so-called solutions can't. Instilling a sense of calm. Giving us the freedom to focus on our wellness from a new perspective. Providing a healthier outlook as to what successful living really is.

At Blue Moon Hemp, we know that every drop of goodness that goes into our CBD 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 balance your body and balance your life.



We are Blue Moon Hemp

01 Balanced

We're in the business of creating daily balance and reimagining 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 CBD in the position 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 advocate for CBD. 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 a know-it-all or condescending. We never take a negative approach when communicating.

02 Inclusive

Our customers 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.



We're So Excited!

CBD is a hot health topic right now. More and more people are excited to learn about it and its health benefits, and so we're jazzed to have you help spread positive information.

Let's start by running through some details.

As a dietary supplement, we must adhere to the regulations established by the Food & Drug Administration (FDA) and the Federal Trade Commission (FTC). This means that **the way we talk about our product is monitored by government agencies**. But not to worry—we created this guide to make it super easy for you to know how you can communicate to your audience.

If you understand and feel good about the guidelines below, then you're well suited to be a Blue Moon Hemp affiliate. You've seen most of these details in the Terms & Conditions from our Affiliate Program, but let's recap, shall we?



Our Products

As dietary supplements, Blue Moon Hemp products are not intended to diagnose, treat, cure or prevent any disease. As such, any advertisement for our brand and products cannot make such claims. With that in mind, here are some permissible things you can say.

Key Phrasing for our Brand and Overall Health Benefits

- Supports, helps, maintains (as in, Helps to maintain a strong foundation.)
- Balance your body. Balance your life.
- We focus on bringing you the highest quality hemp extract available on the market by working with local US farmers.

How to Talk About Oils:

- Helps support a sense of calm for focus*
- Helps support the management of normal, everyday stresses*
- Helps support recovery from exercise-induced inflammation*

How to Talk About Topicals:

- Helps maintain optimal skin moisturization
- Helps maintain skin revitalization and conditioning
- Helps support recovery from exercise-induced inflammation*
- Helps support muscle & joint health*



How to Talk About Gummies:

- Support relief from everyday stressors*
- Ease normal anxiety*
- Encourage relaxation, without drowsiness*
- Good for relaxation.*

How to Talk About Gummies w/Melatonin:

- Supports regular sleep cycles*
- A better and more sound sleep*
- Formulated with natural ingredients to help you get the rest you need when you need it.*
- Melatonin promotes natural sleep patterns and is a commonly used nighttime sleep aid.*

How to Talk About eLiquids:

- Infused with Hemp Extract containing natural occurring CBD
- Non-psychoactive, contains non-detactable levels of THC (<0.001%)
- Follow suggested use and warnings on product page at [bluemoonhemp.com](https://www.bluemoonhemp.com)

How to Talk About Pets:

- Support for healthy hips and joints
- Helps support a sense of calm
- Maintain healthy bone and joint functions
- Support a healthy inflammatory response



The No-no's

- Therapeutic
- Medicinal/Medical
- Clinical/Diagnose
- Prevent/Prevention
- Treat/Cure
- Ailments
- 100% Natural
- Pain
- Inflammation (If talking about recovery from exercise, such as "exercise-induced inflammation," then that's ok.)
- Any disease state linked with product use
- And don't refer to Blue Moon Hemp as a strain

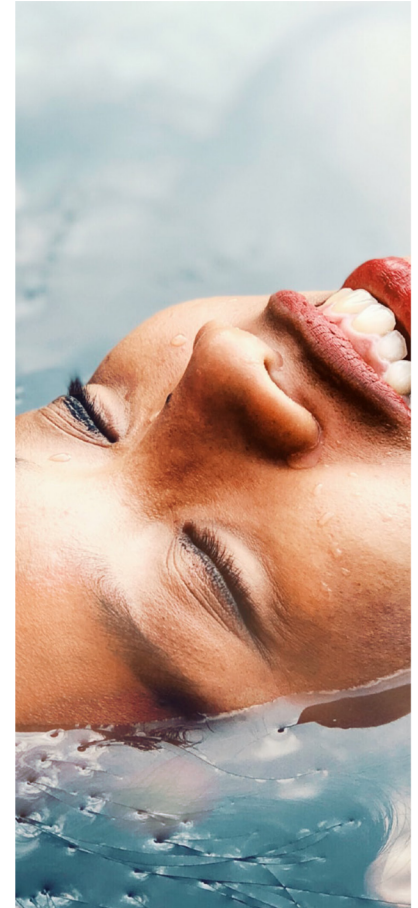
Yes You Can Say This:

Here are things you can say about Blue Moon Hemp products:

1. Helps support a sense of calm for focus*
2. Helps support management of normal, everyday stresses*
3. Helps support recovery from exercise-induced inflammation*

But...

...you must include an asterisk (*) at the end of the phrase, which must refer readers to the Dietary Supplement Health and Education Act (DSHEA) statement at the bottom of the post. (see next page)



The FDA Statement

Blue Moon Hemp 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 target audience.

Most important: Blue Moon Hemp products are not intended to diagnose, treat, cure, or prevent any disease. As such, any advertisement 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 highly recommend posting the following statement in the footer of your website:

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

You must include a thin box around the statement to ensure you're compliant.



Consumer Reviews

Consumer reviews are a great tool to provide information during the purchase process. They can be a challenge for Blue Moon Hemp, however, because consumers sometimes make claims that we cannot endorse, support or approve. If there are consumer reviews on your digital platforms, it is imperative that the following guidelines are followed:

- Consumer reviews need to be separated from any review made by the affiliate. On a separate page at minimum.
- Reviews must be clearly identified as consumer reviews.
- The page featuring consumer reviews cannot include any links to our website or to the page featuring the Affiliate's review.
- The following copy must be included before the consumer reviews are displayed:

The following reviews are made by consumers. Blue Moon Hemp has not evaluated (and therefore does not endorse, support, or approve) the reviews or recommendations made by consumers.

These statements have not been evaluated by the Food and Drug Administration. Blue Moon Hemp products are not intended to diagnose, treat, cure or prevent any disease.





Balance your body. Balance your life.

Acceptable Words and Phrases

- Restorative
- General well-being
- Create balance
- Increased wellness
- Maintain calmness
- Hemp Supplement
- Non detectable THC (<0.001%), non-psychoactive
- Suggested use
- Any suggestions to add it to food or drinks
- Results...
- Studies have shown (As long as they don't violate medical/structure/function claims)

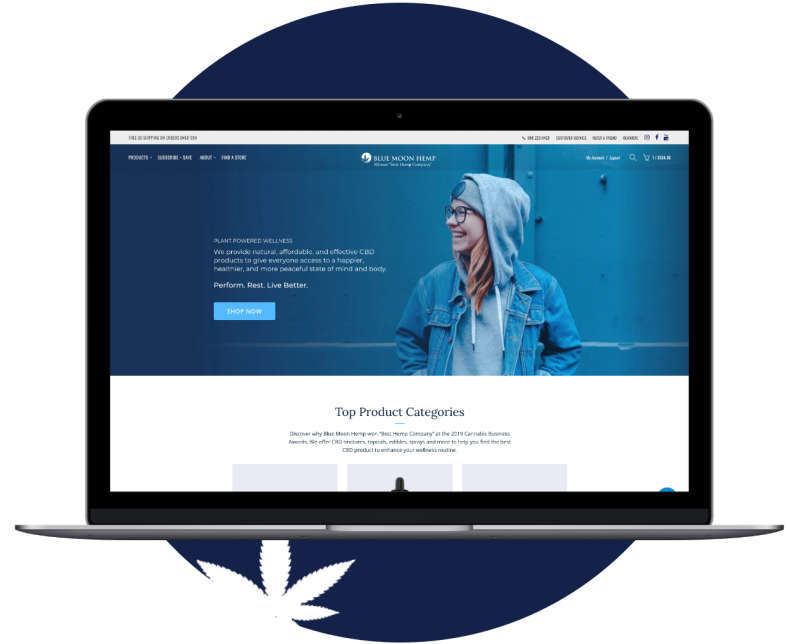
Unacceptable Words and Phrases

- Dose
- Dosage
- Therapeutic
- Disease
- Treats (verb, as in "to help with something")
- Healthy
- 0% THC
- No THC
- THC-Free
- Edibles
- Medicine
- Sublingually

Let us know if you have any questions

We are excited to partner with you in this journey! You are now an extension of the Blue Moon Hemp family and will be treated as such. While the CBD 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.

And, we'll leave you with a fun fact: If you think we have strict communication rules because we're a hemp product, that's actually not the case. These are the rules for all supplements. Supplements cannot make claims that they treat, cure, mitigate, diagnose or prevent diseases. We know that not everyone follows the guidelines, but know that we do, and that compliance is top priority for us. Thank you for taking this as seriously as we do.



Thank
you!

