



Ambassador Content Guidelines

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CORE BRAND IDEA

Verum Health gives everyone access to prescription-grade peptide protocols – physician-reviewed, pharmacy compounded and shipped directly to the client.

1. WHO WE ARE & WHAT WE STAND FOR

What makes us different is what we've built around the product. Most companies do one thing — we've brought together every critical component under one roof: licensed physicians, a certified compounding pharmacy, professional-grade protocols, and a seamless patient experience. Premium formulations. Real oversight. No shortcuts.

2. THE #1 RULE: MEDICAL CLAIMS

THIS IS NOT OPTIONAL – IT PROTECTS YOU AND VERUM HEALTH

You cannot make medical claims, ever. A medical claim is any statement that implies a product diagnoses, treats, cures, or prevents a disease or medical condition.

Simple test: If a doctor would need to say it in a clinical context, you cannot say it as an ambassador.

RULE OF THUMB: Personal experience = fine. Clinical promise = not fine.

3. SAY THIS, NOT THAT — LANGUAGE GUIDE

DESCRIBING THE PRODUCTS

✓ SAY THIS "Prescription-grade peptide protocols"	⊗ NOT THAT "Supplements" or "pills"
✓ SAY THIS "Compounded by a licensed 503A pharmacy"	⊗ NOT THAT "Made in a lab" (vague, sounds sketchy)
✓ SAY THIS "Physician-reviewed and prescribed"	⊗ NOT THAT "Doctor-approved" (implies blanket endorsement)
✓ SAY THIS "Clinical-grade" or "medical-grade"	⊗ NOT THAT "Pharmaceutical" (legally specific, can mislead)

DESCRIBING RESULTS

✔ SAY THIS "I noticed a difference in my recovery within the first two weeks."	⊗ NOT THAT "You'll see results in 2 weeks, guaranteed."
✔ SAY THIS "My personal experience has been really positive - here's what changed for me..."	⊗ NOT THAT "Everyone who tries this loses weight / gains muscle / sleeps better."
✔ SAY THIS "Results vary - this worked for me and I'm sharing my honest experience."	⊗ NOT THAT "This is the best thing I've ever taken." (without context)

DESCRIBING THE PROCESS

✔ SAY THIS "You fill out a physician intake form and a licensed doctor reviews your case before anything is prescribed."	⊗ NOT THAT "You just order it online, super easy."
✔ SAY THIS "A real physician reviews your intake - this isn't just clicking a button."	⊗ NOT THAT "It's like Amazon for peptides." (trivializes the clinical process)
✔ SAY THIS "Use my code [CODE] for [X]% off your first protocol."	⊗ NOT THAT "Use my code for the cheapest peptides online." (price wars, wrong positioning)

TALKING ABOUT SPECIFIC PEPTIDES

✔ SAY THIS "BPC-157 is one of the peptides in my recovery protocol - it's been studied for its role in tissue support."	⊗ NOT THAT "BPC-157 repairs tendons and ligaments." (medical claim)
✔ SAY THIS "Sermorelin is a growth hormone-releasing peptide - I'm using it as part of my longevity stack."	⊗ NOT THAT "Sermorelin is basically HGH." (inaccurate)

4. PROTOCOL & STACK DESCRIPTIONS

Stack / Protocol	Approved Description	Do NOT Say
Fitness & Performance	Designed for athletes and active individuals looking to support muscle development, endurance, and body composition.	"Builds muscle fast" / "Steroid alternative"
Advanced Performance & Recovery	A more comprehensive protocol for those pushing hard - supports performance under load and post-training recovery.	"Heals injuries" / "Eliminates soreness"
Longevity & Cognition	Focused on cellular health, cognitive support, and the biological markers associated with healthy aging.	"Reverses aging" / "Prevents Alzheimer's"
Total Optimization	A comprehensive multi-system protocol for those committed to full-body optimization - performance, recovery, sleep, and metabolic health together.	"Does everything" / "The ultimate stack"
Weight Management	A physician-supervised metabolic protocol for sustainable body composition change - includes GLP-1 support where appropriate.	"Lose 30 lbs in 60 days" / "Ozempic alternative"

Stack / Protocol	Approved Description	Do NOT Say
Sexual Wellness	Protocols designed to support hormonal balance, libido, and sexual health - reviewed and prescribed by a licensed physician.	"Fixes ED" / "Increases testosterone 10x"
The Goddess Stack	Designed for women - supporting hormonal balance, energy, skin, and metabolic health through a physician-curated peptide protocol.	"Anti-aging miracle" / "Menopause cure"
Ultimate Male Stack	A protocol built around male performance, hormonal support, and vitality - physician-reviewed and personalized.	"Natural TRT" / "Testosterone booster"
Immune Defense	Supports immune resilience and overall wellness through compounds studied for their role in immune function.	"Prevents illness" / "Cures disease"

5. CAPTION EXAMPLES — GOOD & BAD

🚫 BAD CAPTION

"Finally found something that actually works for my joint pain. BPC-157 literally healed my knee in 3 weeks. You can get it without a prescription at Verum Health - use code JONES for a discount! #peptides #healing"

Problems: medical claim ("healed my knee"), implies no prescription needed (false), no FTC disclosure.

✅ GOOD CAPTION

"Three weeks into my recovery protocol from @verumhealthmed and training feels different. I'm moving better, sleeping deeper, and hitting the gym harder than I was a month ago. The process is legit - you fill out a physician intake form and an actual doctor reviews your case before anything is prescribed. That's what makes this different from random stuff you find online. Use code JONES to get started. #ad #verumhealth #peptideprotocol"

Why it works: personal experience, explains the clinical process, honest, FTC disclosure included.

✅ GOOD CAPTION

"Been on a physician-supervised weight management protocol through @verumhealthmed for 60 days. Down 18 lbs and feel better than I have in years. The difference here is a real physician reviewed my intake and prescribed a protocol specific to me - not a one-size-fits-all thing. Results vary, but mine have been real. Link in bio - use code JONES. #ad #verumhealth #weightloss #peptides"

🚫 BAD CAPTION (STORY SCRIPT)

"Okay guys, I've been injecting peptides every day and I feel AMAZING. You don't need a doctor for this - just go to Verum Health and order what you want. It's totally safe, I promise."

Problems: downplays physician requirement, implies self-prescribing is okay, safety claim without basis.

✅ GOOD STORY SCRIPT

"I've been on a peptide protocol for about 6 weeks now through Verum Health. Quick thing I want to be transparent about - this is a prescription-grade compound, not a supplement. A licensed physician reviewed my intake form before anything was prescribed. That's actually what I love about it - there's real medical oversight. Use my code JONES at verumhealthmed.com."

6. DISCLOSURE REQUIREMENTS (FTC)

LEGAL REQUIREMENT - THIS IS NOT OPTIONAL

The FTC requires you to clearly disclose any material connection to a brand.

You have a referral code – that's a material connection. You **MUST** disclose every time.

HOW TO DISCLOSE CORRECTLY

✓ CORRECT

#ad · #sponsored · #verumhealthpartner

"(paid partnership with @verumhealthmed)"

"I have a referral partnership with Verum Health - use my code for a discount."

✗ INCORRECT

#collab · #partner (too vague)

Burying #ad at the end of 15 other hashtags

Putting disclosure only in comments, not the post

7. CONTENT DO'S & DON'TS

- ✓ Share your genuine personal experience - authenticity is your biggest asset
- ✓ Explain the physician intake process - it's a differentiator, not a barrier
- ✓ Reference the clinical/pharmacy credentials when relevant
- ✓ Show the lifestyle - training, recovery, sleep, nutrition - not just the product
- ✓ Answer DMs honestly - if you don't know something, say "reach out to the Verum team directly"
- ✓ Add "results may vary" or "individual results" when sharing your outcomes
- ✓ Direct people to verumhealthmed.com - never ask followers to DM you for product
- ✓ Be transparent that you have a referral code and benefit from it
- ✗ Never promise specific outcomes ("you will lose X lbs")
- ✗ Never say patients don't need a prescription or physician
- ✗ Never compare to other brands by name (especially Ozempic, HGH, TRT)
- ✗ Never share before/after photos without "results may vary" disclaimer
- ✗ Never post about self-dosing, adjusting your own protocol, or skipping the physician review
- ✗ Never share pricing as your main hook - this is a premium brand, not a discount brand
- ✗ Never post on behalf of Verum Health officially - you're sharing your personal experience, not speaking for the company
- ✗ Never make up peptide science - if you're not sure, don't say it

8. VISUAL GUIDELINES

- ✓ Clean, well-lit imagery - no blurry or low-quality photos
- ✓ Lifestyle-forward - gym, outdoors, clean spaces, wellness environments
- ✓ If using product in photo, show it cleanly and professionally
- ✓ Minimal, uncluttered backgrounds perform best
- ✓ Reels/TikTok: good audio, clear face cam, conversational tone works well
- ✗ Avoid cluttered "before and after" style graphics with big red text
- ✗ Avoid screenshots of medical studies without context - misrepresentation risk
- ✗ Avoid overly edited or filtered images that look inauthentic
- ✗ Don't show syringes, needles, or injection content - it triggers platform restrictions

9. YOUR REFERRAL CODE

Your unique code is listed in your welcome email. Here's how to use it correctly.

STANDARD CTA PHRASING

"Use code (YOUR CODE) at verumhealthmed.com to get started on your protocol."

"Link in bio – verumhealthmed.com – code (YOUR CODE)"

"Start your physician intake at verumhealthmed.com – use (YOUR CODE) at checkout."

- ✓ Always direct to verumhealthmed.com - not gen-health.app or any internal link
- ✓ Your code tracks every referral - make sure followers use it at checkout
- ✓ If someone asks about the process, always direct them to the site - never promise to walk them through it yourself
- ✗ Don't promise discounts or incentives beyond what Verum Health has authorized for your code
- ✗ Don't share your code in Facebook groups, Reddit, or discount code aggregator sites