

In today's influencer marketing landscape, especially for regulated categories such as hemp, CBD, and health-adjacent products, brand responsibility has never been more critical. With companies like **Joy Organics** setting high standards and platforms like **Meta** and **Google** enforcing rigorous content policies, brands must tread carefully. A key part of compliance is creating an *approved language list* based strictly on product facts. This helps ensure creators make claims aligned with Federal Trade Commission (FTC) guidelines and protects your brand from regulatory pitfalls.

Why Your Brand Needs an Approved Language List

When working with affiliates and creators — a process that platforms like **Tomoson** facilitate — brands maintain control over the messaging surrounding their products. This is especially vital in regulated sectors tomoson.com where claims impact consumer safety and legal compliance.

The **FTC** expressly monitors brand and creator claims to prevent misleading advertising. Brands are responsible not only for their own marketing but also for influencer content they endorse or compensate. This means establishing a clear and approved language guide that aligns strictly with product facts is fundamental in managing risk.



Step 1: Gathering Your Product Facts

At the core of an approved language list is a precise understanding of your product — not assumptions, hype, or aspirations. Rely on factual, verifiable information that can be supported with documentation. Key product facts include:

- **Ingredients List:** Detail every active and non-active ingredient in your formulation.
- **Milligram Amounts:** Specify the exact concentrations of active compounds, such as CBD or vitamins.
- **Testing and Certifications:** Include third-party lab testing results and seals of quality or compliance.

These elements serve as the foundation to develop accurate descriptive language that creators can safely use without making unlawful claims.

Example: Leveraging Ingredients and Milligrams

For a hemp-derived product, your approved language list could incorporate statements like:

- "Contains 25 mg of broad-spectrum CBD per serving."
- "Formulated with organically grown hemp extract."
- "Includes natural botanicals such as chamomile and lavender."

Avoid statements implying specific health benefits unless those claims are supported by scientific evidence and permitted by regulatory authorities.

Step 2: Understanding FTC & Regulatory Guidelines

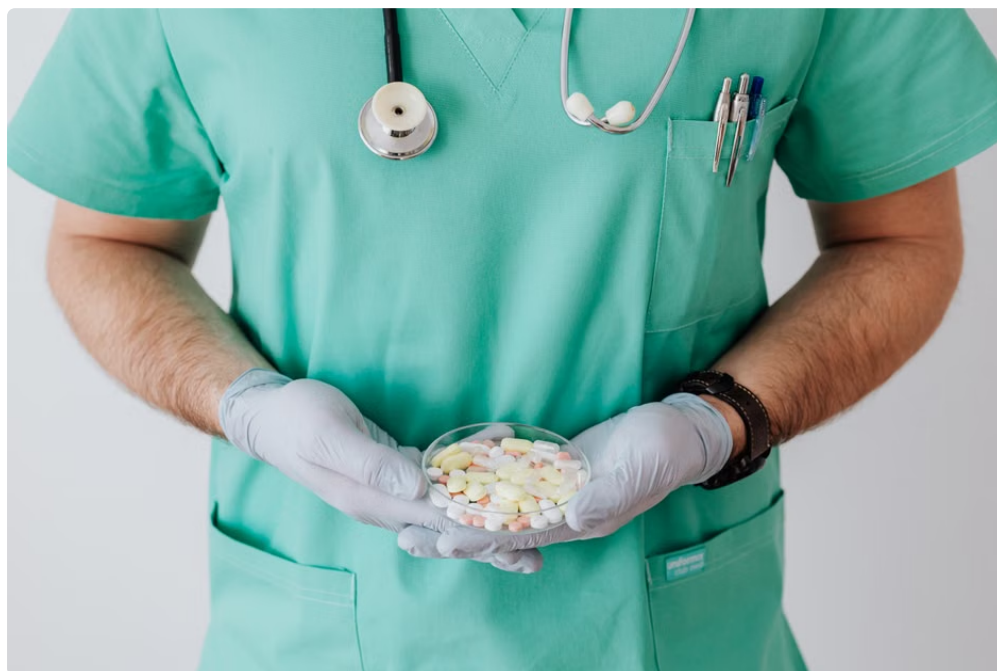
The FTC provides clear guidance on truthful advertising. Brands must:

- **Train creators:** Educate influencers on what claims are permitted, emphasizing truthful and non-misleading communication.
- **Monitor posts:** Diligently review influencer content before and after posting for compliance.
- **Maintain documentation:** Keep thorough records to demonstrate due diligence if questioned.

There are strict limits on health-related claims, especially for products like hemp and supplements. The FTC does not allow unsubstantiated claims such as "cures anxiety" or "treats sleep disorders" without scientific backing. Brands must avoid such statements or provide an explicit disclaimer.

Step 3: Creating Approved vs. Prohibited Language Lists

To help creators understand boundaries, split your language guide into two sections:



Approved Language List

This list contains permitted phrases that factually represent the product without overstepping regulatory limits.

- Ingredients and concentrations (e.g., "Contains 10 mg of vitamin C per serving")
- Testing and certification acknowledgments (e.g., "Third-party tested for purity")

- Non-therapeutic claims like “supports wellness” or “promotes relaxation” (with caution and disclaimers where needed)

Prohibited Language List

Prohibited phrases often include explicit health claims, disease treatment references, or unsupported efficacy claims. Examples include:

- “Cures cancer” or “treats depression”
- “Guaranteed to relieve pain”
- “FDA approved” (unless true and documented)
- Any unverified medical claims that could be construed as false advertising

Tomoson and other influencer marketing platforms can help automate distribution and enforcement of these language policies by flagging non-compliant posts aligned with Meta and Google ad policies.

Step 4: Training and Monitoring Creators Effectively

An approved language list is only as effective as the implementation and ongoing compliance process. Brands must:

1. **Host FTC Compliance Training:** Educate creators and affiliates on why compliance matters, legal ramifications, and how to use the approved list.
2. **Provide Clear Documentation:** Share your approved and prohibited language lists regularly and include examples of best practices.
3. **Leverage Platform Tools:** Use tools from Meta and Google to pre-approve influencer posts when possible or monitor for flagged phrases and images.
4. **Audit Content Post-Publication:** Periodically review past posts to catch any violations and educate creators proactively.

Step 5: Updating Your Approved Language List

Product formulations change, new certifications are added, or regulations evolve — your approved language list should be a living document:

- Update ingredient or milligram amounts if formulations change.
- Add or revise certifications as you pass new testing protocols.
- Stay current on FTC guidelines and platform policy changes.
- Communicate updates to your creative teams and partners instantly.

Summary Table: Key Elements of Approved Language Lists

Element	Approved Language Example	Prohibited Language Example	Ingredients List
Amount	“Each capsule contains 15 mg CBD.”	“Provides instant pain relief with 15 mg CBD.”	“Formulated with organic hemp extract, turmeric, and peppermint oil.”
Certifications	“Lab tested by a third-party for potency and purity.”	“FDA approved and medically guaranteed.”	“Contains miracle ingredients that cure all ailments.”
General Claims	“Supports overall wellness and relaxation.”	“Cures anxiety and depression.”	

Conclusion

Building an approved language list from accurate product facts is a vital step to safeguarding your brand and empowering creators to market responsibly. By grounding your brand messaging in verifiable **ingredients lists**, precise **milligram amounts**, and robust **testing and certifications**, and aligning with FTC regulations, you reduce risk and boost consumer trust.

Platforms like **Tomoson** can assist in managing creator compliance workflows, while staying up to date with **Meta** and **Google** ad policies ensures that your approved language harmonizes with platform standards. Most importantly, investing in creator training and ongoing monitoring helps protect your brand's reputation in the long term.

Compliance may seem daunting, but with a thorough and well-structured approved language list based on product facts, your brand will be positioned for sustainable success in the competitive and regulated influencer marketing environment.