## Compliance Advisory: The Prescribers' Digital Reference (PDR) Claim Policies

Pharmanex<sup>®</sup> is honored to be featured in the PDR. There are seven Pharmanex<sup>®</sup> products listed in the PDR as follows:



## Do

• Verbally announce that the abovementioned products are included within PDR.

## <u>Do Not</u>

- Imply that PDR helps showcase the safety and efficacy of our products.
- Imply as a result of being listed in PDR, that our products are in some way endorsed by healthcare professionals or are doctor approved.
- Imply that our products are considered pharmaceutical grade because they are included within PDR.
- Produce marketing assets, business support materials, or any other marketing communication materials which uses the PDR registered tradename.

Please note that these principles apply to all online and offline platforms, including social media posts, online videos, meetings, Zoom calls, and one-on-one interactions.

The company views inappropriate product and opportunity claims as serious violations of policy. Therefore, we ask for your cooperation and assistance as we work to protect the company and its reputation and set a standard for marketplace trust.

