



PURE RAWZ

PURE // RAW // AWESOME

PURERAWZ

AFFILIATE MESSAGING GUIDELINES

EMPOWERING RESPONSIBLE PROMOTION



DISCLAIMER

All information provided in this eBook is for educational and informational purposes only. The compounds discussed are intended solely for in vitro and preclinical research. They are not for human consumption and have not been evaluated or approved by the FDA for any medical use.



PURE // RAW // AWESOME

WELCOME, PURERAWZ AFFILIATES!

Thank you for joining the PureraWz affiliate family. As a trusted partner, your role in representing our premium research compounds is vital. To protect you, our brand, and our customers and to comply with legal standards we've crafted these guidelines for clear, ethical, and effective marketing.



WHY THESE GUIDELINES MATTER

Purerawz products are strictly for research purposes only. Our messaging must always:

- Reflect legal compliance (no human consumption claims)
- Uphold scientific integrity and transparency
- Build trust with your audience
- Protect your affiliate status and commissions

Following these principles ensures your marketing stays compliant and compelling.

WHAT YOU CAN SAY

When sharing Purerawz products with your audience, it's important to focus on facts that highlight our commitment to quality, transparency, and research integrity. Use language that reflects the scientific nature of our products, emphasizing their purity, rigorous testing, and trusted reputation within the research community. Below are examples of approved messaging that keep your promotions compliant and credible.

- *Purerawz offers high-purity research compounds verified by independent lab testing.*
- *Explore our catalog of premium, third-party tested products for laboratory research.*
- *Trusted by researchers worldwide for consistency and quality.*
- *Every batch is backed by Certificates of Analysis to ensure product integrity.*

WHAT YOU CANNOT SAY

To protect both your affiliate status and the Purerawz brand, certain types of claims and language are strictly prohibited. This ensures full compliance with legal regulations and maintains the integrity of our products as research-only compounds. Avoid any wording that could imply human use, medical benefits, or guaranteed results. Below is a list of phrases and claims you must never use in your promotions.

- *NO mentions or implications that products are for human or animal consumption.*
- *NO claims about curing, treating, or preventing diseases or conditions.*
- *NO statements promising health benefits or pharmaceutical-like effects.*
- *NO dosage instructions or usage recommendations.*
- *NO guarantees of specific results or outcomes.*
- *NO comparisons to medications or supplements.*

PROMOTION BEST PRACTICES & DISCLOSURE REQUIREMENTS

To stay compliant and build trust with your audience, follow these essential tips for successful affiliate promotion:

Keep Your Messaging Aligned with Our Brand

- *Emphasize research, purity, and third-party lab testing avoid any references to health benefits or consumption.*
- *Always use official product names exactly as listed on Purerawz.co.*
- *Be factual, transparent, and honest in all content.*
- *Not sure if something's okay to post? Ask your Affiliate Manager first.*

REQUIRED AFFILIATE DISCLOSURE

In accordance with FTC guidelines, every piece of affiliate content must include a clear and visible disclosure that you're using affiliate links.

Sample Disclosure:

This post contains affiliate links. I may earn a commission if you purchase through one of these links, at no extra cost to you.

- *Place this before or near any promotional links not at the bottom or hidden in a link.*
- *Disclosures must be visible across all platforms websites, blogs, social media posts, emails, and more.*

Maintaining transparency protects you legally and builds credibility with your audience.

REQUIRED DISCLAIMER (INCLUDE IN EVERY PROMOTION)

“All Purerawz products are intended for research use only. Not for human or animal consumption.”

Make sure this is clearly visible and never altered or hidden.

USING OUR BRAND ASSETS

Use only images, logos, and banners provided by Purerawz.

- *Do not alter colors, proportions, or design elements.*
- *Avoid uploading or posting assets to unauthorized websites or platforms.*
- *Paid advertising with Purerawz branding requires prior written approval.*

AVOIDING TROUBLE

What Could Happen If You Don't Follow These Rules

- *Removal from the affiliate program*
- *Loss of commissions earned or pending*
- *Possible legal consequences for misuse of brand or false claims*

TIPS FOR SUCCESSFUL & COMPLIANT PROMOTION

- *Stay focused on research, purity, and lab testing avoid health or consumption language.*
- *Use official product names exactly as they appear on Purerawz.co.*
- *Keep your messaging factual, transparent, and honest.*
- *When in doubt, check with your Affiliate Manager before posting.*

NEED HELP?

Questions? Need approved marketing materials? Contact your Affiliate Manager or visit the Purerawz Affiliate Resource Page.

Thank you for partnering with Purerawz together, we promote quality, science, and compliance.

SUPPORT@PURERAWZ.CO

WWW.PURERAWZ.CO

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