



The This vs That documents will give you direction as to what can be said about our products. These documents have two different statements. The first or “This” statement is compliant. The second or “that” statement is not.

- | M*L*T leverages clinically studied ingredients to help you manage weight and protect your lean muscle **vs** M*L*T helps you lose weight and build lean muscle.
- | M*L*T's ingredients help promote healthy metabolism **vs** M*L*T will make your metabolism work harder and faster.
- | The key ingredients in M*L*T may help to improve athletic performance **vs** M*L*T will boost your work outs and athletic performance.
- | The key ingredients in M*L*T may decrease body fat and improve body composition **vs** M*L*T will help you lose (____) pounds in a week/month (can't state more than 2 pounds per week).
- | The key ingredients in M*L*T may help reduce appetite and increase satiety **vs** M*L*T will make you not hungry and remove your desire to eat.
- | M*L*T is great for anyone age 18 and older looking to support increased energy and weight management **vs** M*L*T is for people of all ages.
- | M*L*T has key ingredients that will help you with weight management **vs** M*L*T burns/melts fat.
- | The key ingredients in M*L*T may increase ketones that promote muscle protection **vs** M*L*T builds and protects muscle.
- | The key ingredients in M*L*T may improve carb tolerance **vs** M*L*T allows you to eat carbs and still lose weight.
- | The key ingredients in M*L*T may improve focus and enhance cognition **vs** M*L*T has improved my memory and focus.
- | The key ingredients in M*L*T may improve cellular energy efficiency **vs** M*L*T will give you more energy so you can burn fat.