

Build 2 Bronze

Do's and Don'ts

How to talk about Build 2 Bronze and your business in a compliant way.

1. Talking About Your Customers

Say this:

"I earn this by building a base of Customers who love the products."

"You can be a Customer only, there's no pressure to do anything more."

"Subscribe & Save is optional. Order however works for you! With Subscribe & Save, your order will ship at the same time every month and you'll save 10% —making it a simple, convenient way to ensure your favorite wellness essentials are always on-hand."

Avoid this:

Implying Customers "have to" be on Subscribe & Save to count.

Treating a Customer conversation as just a step toward recruiting them.

Suggesting Customer volume alone "isn't enough" to get paid or ranked, it is.

2. Helping Others Build (Duplication)

Say this:

"If you ever want to build something like this yourself, I'm happy to show you what's worked for me."

"This bonus also recognizes the Customer volume my team is generating, not how many people I've brought in."

"There's no set number of Brand Partners you need on your team. Having several is a good goal and is best practice for future growth and stability, but there is not requirement to have 3. The key is helping your Brand Partners also build their base of Customers."

Avoid this:

The word "recruit," or "sign people up," to describe this program.

"You need 3 Brand Partners to earn this", there is no fixed headcount.

Any pressure on someone to become a Brand Partner instead of staying a Customer.

3. Earnings and Income Language

Say this:

"Everyone's results will be different."

"You can see the real numbers in the Income Disclosure Statement."

"This is one bonus among several ways the plan rewards Customer sales."

Avoid this:

Stating a specific dollar amount as usual, guaranteed, or "close to 100% payout."

"Easy \$200" or "everyone hits this in month one."

Any income claim that is above what the typical Brand Partner might achieve.

Ask Before You Say It:

1. Am I sharing information consistent with the requirements?
2. Am I talking about Customers and volume, or about headcount and a need to enroll 3 Brand Partners?
3. Would this sentence still be true without a specific dollar amount in it?
4. Am I appropriately using a disclaimer and linking to the Amare Income Disclosure Statement?

Income is not guaranteed. Earning as an Amare Brand Partner requires dedication, time, and effort, and results vary significantly by individual. In 2025, 73.6% of U.S. Active Brand Partners received no gross commission income. All earnings figures are before business expenses. See Amare's 2025 Income Disclosure Statement at <http://amare.com/ids>