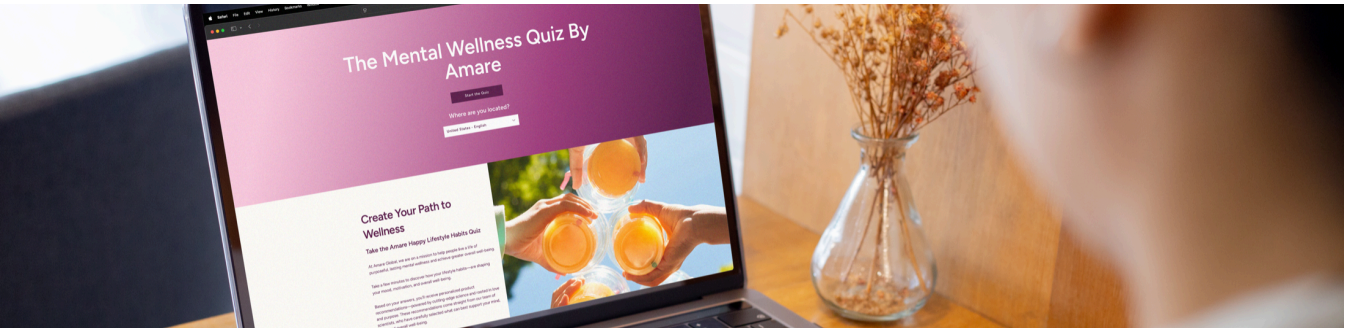






ETHICS & EDUCATION · BRAND PARTNER GUIDE

Talk about the work. *Be honest about the opporutnity.*

What counts as an income claim, why a photo can say more than a number, and the one disclosure that keeps every opportunity post fair.



START HERE

A claim is a takeaway, not a number.

You never have to post a dollar figure to make an income claim. Regulators judge a post by its net impression, what a normal person takes away from the whole thing.

Net impression, in plain terms. Words, photos, hashtags, and context all add up to one message. A beach photo, a laptop, and "this business changed everything" tells a story: join, and this life follows. That story is an income claim, even with no number in sight.

Why the bar is high. Most people who try a business like this earn little or nothing. In 2025, the large majority of active Amare Brand Partners earned no commission at all. When a post suggests the opposite is normal, it misleads the exact people who trust you most. Integrity means trust at every touchpoint, the money story has to be as honest as the product story.

What is left is plenty. The real story is honest, legal, and still worth telling: flexible work you enjoy, a community you love, and effort that can earn modest extra income. Talk about **why you started** and what you value about the day-to-day, the people you've met, the skills you're building, the flexibility to work around your life. Those things are real for you right now and don't depend on a paycheck.

Show the process, not the prize. Share what the work actually looks like, learning the products, supporting customers, showing up consistently, rather than a highlight reel of rewards. Celebrate effort, growth, and genuine connection. That kind of storytelling builds trust, attracts the right people, and keeps every share squarely within Amare's Ethics & Education standards.

THE ONE-SENTENCE TEST

If a stranger reads only this post and nothing else, would the **net impression** it leaves be honest, balanced, and free of any income promise?

KNOW THE TWO KINDS

Said outright, or just suggested.

Income claims come in two flavors. Express claims say it. Implied claims suggest it — and the FTC treats both exactly the same, because the net impression is the same.

APPROPRIATE · USE WITH HONEST CONTEXT

- extra income
- supplemental income
- flexible schedule
- takes real work
- results vary

These describe the opportunity honestly: it takes real effort, results vary, and any income mention needs the full income disclosure on the same post.

NOT APPROPRIATE · LEAVE THESE OUT

- ~~passive income~~
- ~~financial freedom~~
- ~~quit your job~~
- ~~six figures~~
- ~~be set for life~~

Each promises a guaranteed financial outcome no one can honestly make. The same goes for hashtags.

Express claims

Stated outright — numbers, amounts, guarantees.

- "I made $5,000 last month!"
- Posting a check, bank screenshot, or dashboard
- "You could easily replace your paycheck"
- Rank-up posts framed as pay ("new rank, new income")

Implied claims

Suggested by words or pictures — no number needed.

- "I fired my boss" / "laptop lifestyle"
- Luxury travel or purchases tied to the business
- "This covered my kids' tuition"
- "DM me if you want what I have"

REMEMBER

If a stranger would come away thinking the money is big, easy, or typical it is an income claim, whichever words you used.

SEE THE DIFFERENCE

Two posts, same beach, different messages.

Same Brand Partner, same vacation, same genuine excitement. One post sells a lifestyle. The other tells the truth — and carries the disclosure that keeps it fair.

NOT APPROPRIATE · DON'T POST THIS

dana.rises
2h



This view never gets old 🌅 Two years ago I was stuck in a cubicle. Then I said yes to Amare and fired my boss. Now it's beach days on a Tuesday and money while I sleep. Want in? DM me "FREEDOM" 💸 #passiveincome #bossbabe

No number, still a claim. "Fired my boss" and beach-on-a-Tuesday tell an income story. The net impression is a lifestyle funded by Amare, a prohibited lifestyle claim.

"Money while I sleep." Earnings come from selling products, through real and ongoing effort. "Passive income" misstates how the business works.

No disclosure anywhere. A post that implies income must carry the full income disclosure and this one could not survive it.

APPROPRIATE · SHARE AWAY

dana.rises
2h



Sharing a peek at my week 💜 My Amare business is real work; customer orders, follow-ups, learning as I go. For me it earns some extra income and a schedule I love. Happy to answer honest questions about what it actually takes!

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 amare.com/ids.

Effort before outcome. Orders, follow-ups, learning, the work comes first, so the reader's expectations start honest.

"Some extra income." A modest, truthful frame that matches what the Income Disclosure Statement actually shows.

The disclosure, in full, in the post. Right where eyes go, not a link, not the bio, not a comment.

BEFORE YOU POST

One rule, three P's.

The rule is simple. Any time a post references, implies, or suggests the income opportunity, your earnings, your rank, or lifestyle content connected to your Amare business; the full disclosure goes in that same post. Then check the three P's.

1

Prominent

Big and clear enough to actually read. Not shrunk, not faded, not cropped out of the image.

2

Placed where eyes go

In the caption or on the image itself, never only in a bio, a link, or a buried comment.

3

Proximate to the claim

Right next to the statement that triggered it, so the reader sees both together.

COPY-AND-PASTE INCOME DISCLOSURE

*"*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 amare.com/ids."*

! If the format cannot carry this disclosure clearly and in full, the income reference cannot be made in that format. And a disclosure never rescues a false claim, you need to fix the claim.



The disclosure is not fine print. It is the honest context your story deserves.





ETHICS & EDUCATION

Share the opportunity the honest way.

This guide shows Independent Amare Brand Partners how to talk about the opportunity and the products with integrity. Lead with your real experience, avoid inappropriate income claims, and always include the income disclosure your posts need.

How should I introduce myself when sharing the opportunity?

Open by identifying yourself as an **Independent Amare Brand Partner**, and state that you earn from sales. Transparency comes first.

Can I talk about the income or trip opportunity?

General discussion of the potential opportunity to quality to earn either is fine. Reference to specific earnings should be limited to what typical participant might expect. Never promise passive income, financial freedom, or "free" trips.

Do I need a disclosure every time I mention earnings?

Yes. Any reference to income, rewards, or trips requires the full income disclosure in the same post or page, no exceptions.

How should I describe what people can realistically earn?

Keep it honest and grounded in possibility of extra or supplemental earnings. Results vary and depend on effort, so avoid guaranteed results or get-rich-quick language. The reality is that requires hard work and many people may make little to no income. Point people to the official income disclosure for real figures.

What if I'm unsure whether an opportunity post is appropriate?

Pause and review it against the Ethics & Education guidelines. Reach out for help and ask questions. When in doubt, lead with honest, transparent language and include the required disclosure.

Posted something you're second-guessing?

No shame , it happens. Edit or take the post down, then reach out to the Ethics & Education team at **ethics@amare.com**.