

BEMER Product Testimonial Guide Sheet

Your testimonial is a powerful tool for you personally as well as an asset for your BEMER effort. There are guidelines that will reinforce the ability to make your testimonial the best from a legal health claim point of view as well as the delivery of the facts that make it credible.

1. Testimonials should never be more than 90 seconds.

The only way most presenters accomplish this is to write out and actually time the reading of the testimonial. There is no need to memorize or precisely reiterate the testimonial word for word. THE TIME LIMIT IS CRITICAL because people tune out after a short period of time and they remember shorter bits of information. If you want to be recognized and remembered....keep it short.

2. Testimonials should NEVER mention a disease state but you CAN discuss your health condition in general terms and be just as effective:

The following examples are samples of “how to say” a health challenge without saying a disease state. Remember that most people know nothing about a disease state unless they have it as well. Do not limit the impact of your testimonial by focusing on the disease state. Few people know what Fibromyalgia is BUT everyone knows what fatigue, low energy and discomfort IS and all of those are associated with Fibromyalgia.

3. Your testimonial means YOUR testimonial.

Not your friend, husband, son or daughter. ONLY personal testimonials are appropriate. Third party testimonials are not appropriate.

DISEASE STATE

BETTER SAID

Diabetes	Problem with blood sugar regulation
Heart Attack	Cardiovascular issue
Arthritis	Joint discomfort
Obesity	Problems with my weight
Psoriasis/Eczema	Severe skin problems
Cancer	Immune Disorder
Fibromyalgia	Chronic Health Condition
Chronic Fatigue	Very Low energy
Insomnia	Never Slept well; Sleep problems
Crohns Disease	Severe digestive problems
Cholesterol	Negative blood test results improved

4. Never mention a medication by name.

If you indicate that a product replaced a specific drug, this too can be a problem with the FDA. Similar to your disease state that you should not mention, discussing drugs by name is legally done by only one person, a registered pharmacist and that's probably NOT you! Similarly, very few people have any idea of what a medication by name IS and what it is for.

How NOT to say it. "I was on Lipitor and Inderal for years and once I got on the BEMER my blood pressure AND cholesterol problem improved in less than 30 days.

How TO SAY it: "I had negative blood tests and a cardiovascular issue but after using the BEMER things improved significantly."

You CAN Say:

Enhances:

1. General Blood Flow
2. The body's nutrient and oxygen supply
3. Cardiac Function
4. Physical fitness, endurance, strength and energy
5. Concentration, mental acuity, stress reduction, relaxation and sleep management.

See page 21 of the PP manual to know what you cannot say!

As a synopsis!

The use of any terms or expressions such as: drainage, improvement of blood and lymphatic microcirculation; the improvement of skin quality; improved muscle tone in face, neck, or body; the stimulation of facial and neck muscles; the elimination of toxins, the detoxification of skin, the

reduction of wrinkles, the restoration of pH levels; facial electro lifting; body remodeling; body firming; fibromyalgia relief; restless leg relief; headache relief; breast cyst reduction; vasodilatation; increased cell membrane permeability; increased tissue elasticity; the treatment and diagnosis of obesity; the treatment of an eating disorder; the treatment of anxiety; the diagnosis or treatment of autism; the treatment of muscle atrophy or erectile dysfunction; and the restoration of a structure or function impaired by a disease; and any more terms or expressions listed within prior BEMER materials.

5. Please understand that as soon as a health product is replacing a drug OR curing a disease, the FDA refers to the representation as a DRUG CLAIM, which is strictly prohibited.

When in doubt simply check with your up-line and they will guide you accordingly or review this document and corresponding movie multiple times.

Remember, product or business testimonials are to be short and impactful. If they are not short, there is little impact.