



Affiliate Program

Brand Guidelines & Affiliate Conduct

Updated January 20th, 2021





Welcome to the MyRemede Affiliate Program!

About Us

The MyRemede journey began out of a sincere desire to help people improve the quality of their daily lives.

To do our part, we apply rigorous science to harness the botanical benefits of hemp. Our detailed understanding of biochemistry and application of cutting-edge technology has led us to create industry-leading products. We control every step of the process so we know we're putting all of the things we want in our bodies, and none of the things we don't.

We source our hemp from a trusted network of farms in Oregon and extract a full spectrum of hemp-derived compounds. And from these beneficial compounds, we create formulations that stand up to rigorous testing at multiple stages of production. We strive to make sure all CBD products meet our high standards of quality and consistency.

When COVID-19 hit, the shortage of personal protective equipment (PPE) supplies put the public at risk. To continue our mission of offering essential wellness products at a fair price to as many people as possible, we leveraged our science and manufacturing capabilities to procure high-quality PPE and combat an industry rife with low-quality products. During this unprecedented crisis, it has been MyRemede's goal to help protect you and your loved ones.

Whether it's sourcing quality PPE in response to COVID-19 or improving the state of the CBD industry with hemp-derived, scientifically formulated products, we strive to promote wellness. At MyRemede, compassion is always the key ingredient. We do what we do because we care.

Brand Values

We want **you** to know not only what we do but what our brand truly values and believes in. This is the way we do business. Our **Affiliates** must act in harmony with these values for the integrity of our brand.

- **Candid** – tell the truth and nothing but the truth
- **Conscious** – stay up to date on the latest science to make informed, innovative decisions
- **Conscientious** – do the right things and do things the right way
- **Compassionate** – treat everyone with kindness and respect





Brand Guidelines

Clean, consistent, and thoughtful content plays an essential role in solidifying the MyRemede brand message and creating a memorable customer experience. When writing forward-facing content for MyRemede, use these guidelines to help maintain our values across messaging outlets and foster a unified, professional look across all of your social media channels.

At MyRemede, we set out to build a long-term sustainable business because we want to offer people a reliable path to greater wellness. In light of this mission and the strict government regulations surrounding cannabis, we take a cautious approach to the way we talk about our products. But not to worry — we've put together a quick guide to help you safely and effectively communicate the benefits of MyRemede products to your audience.

Voice and Tone


What sets us apart is the vision on which our company was founded. It is your duty as Affiliates of the brand to ensure that you bring the brand experience to life in the most authentic fashion. When we write for the brand, we must be thoughtful, scientific, and informative without being distant or unengaging.

We Are:

Professional | Scientific | Compliant | Passionate | Approachable & Kind

We Are Not:

Amateur | Fake | Ignorant | Complacent | Mediocre | Cold & Robotic



You must avoid all specific, direct, or even indirect medical claims, meaning the attribution of our products in healing or treating ANY specific ailments, ex: “cured my headaches,” “was great for my arthritis,” etc.

You may not use the following (or similar) words, phrases, or references regarding claims made about MyRemede’s products:

Therapeutic, Medical/Medicinal, Clinical, Diagnose, Prevent/Prevention, Treat/Cure, Ailments, 100% , Inflammation, or any disease state linked with product use.

When in doubt, follow this basic rule of thumb:

We support, promote, maintain, help; we do not cure, prevent, treat, or diagnose.

Do's

Compliant Language

- Well-Being / Wellness
- Help
- Promote Wellness
- CBD User / CBD Provider
- Enhance Active Lifestyle
- High Quality
- Sourced in Oregon
- Industry-Leading
- Botanical Benefits
- Wellness Needs

Mention product specifications

i.e. “scientifically tailored”, “high-quality”, “Full Spectrum CBD”, “benefit from the botanical properties of the hemp plant”

Don'ts

Non-compliant Language

- Medical / Therapeutic
- Cure / Heal
- Relieve / Treat
- Patient / Doctor
- Muscle / Joint Pain Relief
- Pharmaceutical Grade
- Organic / Natural
- Patient-Focused
- Medicinal Properties
- Ailments

**** Please refrain from using hateful language, speaking ill of MyRemede and all properties within the Brand, racism, bigotry, discrimination, politics, cursing, nudity, etc.***



Product Availability By State

MyRemede does not sell to residents of Alabama, Hawaii, Idaho, Iowa, Louisiana, and Mississippi due to local CBD regulations and legislature. This list may change as legislation evolves.

However, MyRemede Affiliates should only promote CBD products in municipalities that do not restrict the sale of CBD when possible. We understand that it is difficult to target specific audiences when publishing to social media channels organically. In the case of concerns that your current social media audience may be located in one of the blacklisted states, you should consider promoting non-CBD MyRemede products, such as our PPE products.

Blacklisted States: Alabama, Hawaii, Idaho, Iowa, Louisiana, Mississippi

** Please note: Blacklist restrictions do not apply to MyRemede PPE.*

Post Requirements

- All posts must **include the @MyRemede tag**
 - *If posting to Instagram, use the @MyRemedeCBD handle*
- All posts must **include #ThisIsMyRemede**
- You must **capitalize product names** when referring specifically to our products
 - *"Tincture", "Pet CBD", "Hand Soap"*
- When referring to a **generic product type**, leave the term **uncapitalized**
 - *i.e. "Full Spectrum Hemp Extract" vs. "hemp extracts" or "full spectrum hemp"*
- Include the **#ad or #sponsored hashtag** in your post and follow all [FTC guidelines](#) when posting

The MyRemede Product Line

Talking Points and Product Descriptions





CBD Tinctures

- MyRemede CBD Tincture is a Full Spectrum Hemp Extract that concentrates the botanical benefits of the plant.
- Most hemp extract is formulated with only CBD in mind, risking the degradation and loss of other beneficial molecules in the process. We use cutting-edge extraction technology to preserve a wide range of botanical compounds in our Tinctures, each with unique properties that work together to promote wellness.
- We source our hemp from a devoted network of farms in Oregon, where the climate yields a richer profile of beneficial compounds from the plant. Our Tinctures are made from this uniquely rich concentration of cannabinoids and terpenes, which can work together to have a greater overall wellness impact.
- Our hemp extract is rigorously tested at multiple stages of production to make sure it contains only the ingredients we want in our bodies, and none of the things we don't.

Flavors:

Lemon, Chocolate & Mint, Cinnamon, Vanilla

** Contains MCT Oil*

Serving Amount:

300 mg, 500 mg, 750 mg, 1500 mg

Social Media Caption Example:

"What's the deal with #CBD tinctures?"

A high-quality tincture can do wonders for your mind and body.

At #MyRemede, we rely exclusively on Full Spectrum CBD in our Tinctures so you can benefit from the natural botanical properties of the hemp plant 🌿
Shop now – link in bio"





CBD Full Spectrum Softgel

- MyRemede Full Spectrum CBD Softgels are rich in CBD and several other naturally occurring cannabinoids, all of which can help maintain wellness throughout the body.
- Most hemp extract is formulated with only CBD in mind, risking the degradation and loss of other beneficial molecules in the process. We use cutting-edge extraction technology to preserve a wide range of botanical compounds in our Softgels, each with unique properties that work together to promote wellness.
- Available in optimal starter and intermediate serving sizes.
 - The 10 mg serving size is an optimal starter for a wide variety of wellness needs.
 - The 25 mg serving size is for users who seek a rich, tempered concentration of CBD and other helpful cannabinoids.
- Our Softgels are designed for easy absorption and convenient consumption, which means you can take them virtually any time of day, whether at home or on the go, and you don't have to take them with food.

Serving Amount:

10 mg, 25 mg per Softgel

Social Media Caption Example:

"Have you tried the MyRemede #CBD Softgels yet? They're easy to consume and great for daily use.

Try it today – Link in bio"





CBD Broad Spectrum Softgel

- MyRemede Broad Spectrum CBD Softgels are rich in CBD and several other naturally occurring cannabinoids, all of which can help maintain wellness throughout the body.
- Our Softgels are made with Broad Spectrum Hemp Extract, from which trace amounts of THC have been further reduced without compromising the botanical benefits of hemp.
- Available in optimal starter serving sizes for a wide variety of wellness needs.
- Our Softgels are designed for easy absorption and convenient consumption, which means you can take them virtually any time of day, whether at home or on the go, and you don't have to take them with food.

Serving Amount:

10 mg, 15 mg per Softgel

Social Media Caption Example:

"The #MyRemede Softgels can easily be added to your #wellness routine! Simply take one capsule per day to enhance your well-being.

Discover more at the link in our bio."





CBD Active Spray

- MyRemede CBD Active Spray is a topical spray that leaves the skin feeling cool and is perfect for those with an active lifestyle.
- Designed for a more immediate wellness effect on areas where directly applied.
- Easy spray-on application formulated to promote wellness before, during, or after physical activities.
- Your body has cannabinoid receptors that are prominently expressed on your skin. When activated by the cannabinoids that your body makes, these receptors promote wellness and help the body maintain an internal regulatory balance. CBD can mimic the body's cannabinoids and interact with these same receptors.

Serving Amount:

100 mg Total CBD

Social Media Caption Example:

"We often forget that what happens AFTER our #workout is just as important as what happens when we're in the midst of exercising 🏋️‍♀️"

Recovery is key 🔑 to getting the results you're working so hard to achieve! We use our #CBD Active Spray to help us after a bout of #exercise. Shop now – link in bio."





CBD Active Gel

- MyRemede CBD Active Gel is formulated to help enhance your active lifestyle and post-workout wellness.
- Our Active Gel contains a substantial concentration of CBD and other helpful cannabinoids found in hemp.
- Delivers beneficial compounds in a consistency that's easy to apply to the skin wherever you are.
- Allows for quick absorption without leaving an oily sensation behind.

Serving Amount:

200 mg Total CBD

Social Media Caption Example:

"The MyRemede #CBD Active Gel is formulated to help enhance your active lifestyle and post-workout #wellness.

Shop now – Link in bio."





CBD Balm Stick

- MyRemede CBD Balm Stick is a compact topical balm that combines the benefits of hemp, peppermint, beeswax, and several other wellness-promoting ingredients, conveniently designed for use on the go.
- Your body has cannabinoid receptors that are prominently expressed on your skin. When activated by the cannabinoids that your body makes, these receptors promote wellness and help the body maintain an internal regulatory balance. CBD can mimic the body's cannabinoids and interact with these same receptors.
- Combines skin-friendly ingredients with CBD to help soothe external areas while activating your body's cannabinoid receptors for internal wellness.
- Can be easily added to any post-workout self-care regimen.

Scent:

Peppermint

Serving Amount:

600 mg Total CBD

Social Media Caption Example:

"Improve your fitness wellness routine with the MyRemede CBD Balm Stick and apply on the go.

Get yours today - Link in bio."





CBD Skin Cream

- MyRemede CBD Skin Cream is a fast-absorbing cream scientifically blended to help invigorate and moisturize your skin.
- Your body has cannabinoid receptors that are prominently expressed on your skin. When activated by the cannabinoids that your body makes, these receptors promote wellness and help the body maintain an internal regulatory balance. CBD can mimic the body's cannabinoids and interact with these same receptors.
- Formulated to provide substantial moisturizing treatment to the skin with a consistency that facilitates thorough absorption of hemp-derived CBD.
- Retains moisture without leaving the skin feeling too oily.
- Good for moisturizing excessively dry or itchy areas of the skin.

Serving Amount:

150 mg Total CBD

Social Media Caption Example:

"The #MyRemede CBD Skin Cream is a fast-absorbing cream scientifically blended to help invigorate and moisturize your skin.

Try it today – Link in bio."





CBD Face Serum

- MyRemede CBD Face Serum is formulated with hemp extract and distilled botanicals such as rose hip and lavender for well-nourished and glowing skin.
- Your body has cannabinoid receptors that are prominently expressed on your skin. When activated by the cannabinoids that your body makes, these receptors promote wellness and help the body maintain an internal regulatory balance. CBD can mimic the body's cannabinoids and interact with these same receptors.
- Combines rose hip, lavender, and other skin-friendly ingredients with CBD to help soften and cleanse the skin while activating your body's cannabinoid receptors.
- Can be used on its own or as a helpful addition to virtually any skin care regimen.

Scent:

Rose & Lavender

Serving Amount:

200 mg Total CBD

Social Media Caption Example:

"The MyRemede Face Serum is a simple addition to any skin care regimen that helps to soften and cleanse the skin.

Get yours today - Link in bio."





CBD Bath Bomb

- MyRemede CBD Bath Bombs contain herbal extracts and oils that will leave your skin nourished and mind balanced.
- The wellness-promoting qualities of CBD and other hemp-derived compounds complement the relaxing, yet invigorating experience of a warm bath.
- Our Bath Bombs come in variety of scents with ingredients that have been carefully applied to enhance the bath bomb experience.

Scent:

- Oatmeal, Milk & Honey
- Lavender
- Bergamot & Lime

Serving Amount:

50 mg Total CBD

Social Media Caption Example:

"Everyone needs a moment to reflect, unwind, and recoup.

Find some time for yourself today, maybe in a hot bath with a lavender #CBD Bath Bomb and a good book."





CBD Soap

- MyRemede CBD Soap contains herbal extracts and oils that will leave your skin nourished and mind balanced.
- Your body has cannabinoid receptors that are prominently expressed on your skin. When activated by the cannabinoids that your body makes, these receptors promote wellness and help the body maintain an internal regulatory balance. When applied to the skin via soap, CBD can mimic the body's cannabinoids and interact with these same receptors.
- Regular use of our CBD Soap can cleanse the skin while also promoting wellness, which is especially good for frequently-exposed areas of the skin such as hands, wrists, and arms.
- An easy, convenient way to add CBD to your daily skincare regimen.

Scent:

- Lavender & Mint
- Eucalyptus Oil & Aloe Vera

Serving Amount:

50 mg Total CBD

Social Media Caption Example:

"#MyRemede #CBD Soap contains herbal extracts and oils that will leave your skin nourished and mind #balanced.

Our Eucalyptus Oil & Aloe Vera Soap is a beautiful balance of calm and refreshing.

Try it today – Link in bio."





CBD Pet Tincture

- MyRemede Full Spectrum CBD Pet Tincture is scientifically formulated with Full Spectrum Hemp Extract in varying serving sizes to suit the wellness needs of your small, medium, or large-sized furry companion.
- Most hemp extract is formulated with only CBD in mind, risking the degradation and loss of other beneficial molecules in the process. We use cutting-edge extraction technology to preserve a wide range of natural botanical compounds in our Pet Tinctures, each with unique properties that work together to effectively promote wellness in dogs.
- We source our hemp from a devoted network of farms in Oregon, where the climate yields a richer profile of beneficial compounds from the plant. Our Tinctures are made from this uniquely rich concentration of cannabinoids and terpenes, which can work together to have a greater overall wellness impact on your pet.
- Our hemp extract is rigorously tested at multiple stages of production to make sure it contains only the ingredients that benefit your dog, and none of the things that don't.

Flavors:

Cheddar Cheese, Bacon

Serving Amount:

100 mg – Small to Medium-sized dogs

200 mg – Medium to Large-sized dogs

Social Media Caption Example:

"The Cheddar Cheese flavor of #MyRemede Pet Tincture is a surefire way to win over your pup's heart 🧀"

Our Pet Tinctures are always robust in flavor, and they're formulated to help your furry friend feel at ease.

Shop now – Link in bio."

* Meant specifically for dogs.

* Not intended for any other mammals.

* Please consult your veterinarian before use.





CBD Dog Chews

- MyRemede CBD Dog Chews are hemp-derived soft chews for dogs that utilize a full spectrum of helpful cannabinoids found in the hemp plant, including CBD.
- CBD interacts with cannabinoid receptors prominently expressed throughout your dog's body. These receptors can help promote wellness and maintain internal regulatory balance in your dog when activated by the cannabinoids present in their body. CBD and other external, hemp-derived cannabinoids can interact with your dog's receptors by mimicking the cannabinoids they produce internally.
- An enjoyable, low-maintenance way to administer CBD to your dog.
- Our Dog Chews are made with Full Spectrum Hemp Extract, which means it contains a variety of beneficial hemp compounds that work together to promote wellness in your furry companion.

Flavors:

Chicken

Serving Amount:

2.5 mg per chew

Social Media Caption Example:

"Our Chicken flavored #CBD Dog Chews will get your pup smiling in no time. Full of flavor and imbued with #wellness.

Try it today – link in bio."



** You cannot refer to the MyRemede Dog Chews as treats.*

** Meant specifically for dogs.*

** Not intended for any other mammals.*

** Please consult your veterinarian before use.*



PPE KN95 Disposable Protective Mask

- MyRemede KN95 Masks are high-quality 3-D masks with 5 layers of strengthened filtration.
- Fits firmly to face to maximize strengthened filtration while minimizing unwanted exposure.
- A foldable design with durable earloops and a secure nose bridge makes our KN95 mask an excellent, skin-friendly fit.
- Individually wrapped so you can safely keep extra masks with you on the go.
- (≥95%) Filtration Efficiency

Package Options:

- 10 PCS
- 20 PCS

Social Media Caption Example:

"Protect yourself and the people around you with appropriate social distancing and the proper #PPE.

Purchase your #MyRemede PPE today through the link in our bio."





PPE 3-Layer Disposable Mask

- MyRemede Disposable 3-Layer Masks are made with three layers of melt-blown, nonwoven fabric for durability, breathability, and comfort.
- With quality earloops and a quality nose bridge, you can easily secure the 3-layer mask over your nose, mouth and under your chin for optimal coverage.
- Comfortable and soft on the skin, the 3-Layer Disposable Masks are an ideal fit for daily use.

Package Options:

- 30 PCS
- 50 PCS

Social Media Caption Example:

"Protect you and your love ones today. #MyRemede has made it easy for you to purchase #PPE and have it delivered directly to your home.

Purchase yours today – Link in bio."





Hand Sanitizer

- MyRemede Hand Sanitizer is an anti-bacterial gel designed to help you meet your daily sanitary needs.
- Available in a variety of sizes from pocket-sized to extra-large for quick use on the go and frequent use at home.
- Large sizes are great for refilling smaller containers.
- 75% Alcohol.
- FDA Registered* – Certificate of EDL with FDA

Bottle Size Options:

- 67.62 fl oz (2000 ml)
- 16.90 fl oz (500 ml)
- 9.46 fl oz (280 ml)
- 3.38 fl oz (100 ml)

Social Media Caption Example:

"Stay protected wherever you go.
#MyRemede Hand Sanitizer is perfect for
at-home or in-office use.

Get yours today at the link in our bio."





Sanitizing Wipes

- MyRemede Sanitizing Wipes are designed to help you meet your daily sanitary needs.
- Available in convenient packages of 50 wipes for quick, easy use at home or on the go.
- Resealable to maintain adequate moisture for greater product longevity.
- Apply topically as needed to intended surfaces. Let air dry.

Package Options:

- 50 PCS

Social Media Caption Example:

"Meet your daily sanitary needs with the MyRemede Sanitizing Wipes.

Get yours today at the link in our bio."





Alcohol Wipes

- MyRemede Alcohol Wipes are single-use antibacterial wipes packaged in a convenient resealable dispenser to help you meet the daily sanitary needs of your household.
- Available in a handy, cylindrical dispensing container quick, convenient access around the house or office.
- Container is resealable to maintain product moisture and longevity.
- Provides an optimal amount of antibacterial solution with every wipe.

Package Options:

- 60 PCS

Social Media Caption Example:

"The MyRemede Alcohol Wipes are perfect for on-the-go sanitary needs.

Get yours today at the link in our bio."



Social Media Tool Kit

Publishing Tools & Branded Content





Content Monitoring

Although MyRemede does not require approval on content pieces being published by our Affiliates, we do use tools to track and measure the content.

If at any point content is published by an Affiliate that does not remain within our brand guidelines or requirements, the MyRemede team will reach out to either request adjustments to the post or to have the affiliate remove it.

MyRemede holds the right to terminate any Affiliate contract if content continues to not follow our brand guidelines or requirements.

Approved Branded Content for Use

Not sure what to post? Feel free to access past published and approved content in the global MyRemede content folder:

CONTENT FOLDER

The content in this folder will be updated at the end of each month so that you have fresh content to select from.

Questions or Concerns?

Having trouble navigating the MyRemede Affiliate world? Feel free to reach out to us at affiliate@myremede.com with any questions or concerns. We are always happy to help.

