How To Support Your Clients & Your Business During This Challenging Time:

The world is grappling with an unprecedented event, unfolding every day before our eyes. Our hearts go out to those who have been affected and to those in healthcare, local communities and governments around the world fighting to contain the virus on the front lines. Like those you Coach and Mentor, you may be feeling a sense of fear and uncertainty. Those feelings are normal and expected. We are here for you, committed to supporting you and helping you navigate your business and support your Clients and Coaches in meaningful ways during this difficult time. Despite the uncertainty and limitations to all our lives, the OPTAVIA movement, of which you are a key part, can still drive positive change.

Now, more than ever, people need hope and community and that’s exactly what OPTAVIA provides. When you are part of OPTAVIA, you are part of a community of motivated, like-minded people who support each other. Our mission remains to address the total person, not just his or her diet, and provide Lifelong Transformation, One Healthy Habit at a Time.

We are actively asking for and listening to the needs of our Community and are committed to sharing those with you so you can make a difference. We understand these needs will evolve in the coming days and weeks. Today, our Coaches have asked for information and guidance pertaining to the below.

**Tips For Your Clients:**

- Keep your focus on your Client(s), their needs and goals. Keep in touch with your Clients and encourage them along their transformation journey.
- Provide value to your Clients by helping them navigate obstacles such as social distancing, quarantines or shelter-in-place orders. These include:
  - Creative ideas for cooking healthy meals at home for the entire family.
  - Healthy ingredient swaps to use if/when certain items are unavailable.
  - Healthy movement while gyms are closed, including staying fit at home or trying outdoor activities that adhere to social distancing best practices (e.g., walking, hiking, biking alone or in small groups).
  - Managing stress and anxiety brought on by the current situation.
  - Strategies to keep from returning to unhealthy habits (e.g. a healthy mindset, remembering your why and practicing “Stop, Challenge, Choose.”)
- Provide increased community support to your Clients through one-on-one virtual coaching or online or Zoom meet ups with members of the OPTAVIA Community. No matter what a Client is facing, it is likely you or another in the Community is going through or feeling the same thing.
- Share relevant, motivational or service-oriented content with Clients on your social channels.
  - We are committed to sharing tips and reposting content from our OPTAVIA Coach Community on social media. Tell us how you’re doing and how we can help by messaging OPTAVIA’s Instagram or Facebook pages.
- Let Clients know you are available to provide a sense of community and support, and to help them stay on track during these uncertain times.

**Tips For Your Coach Teams**

- Provide increased support to your Coaches through regular virtual Coaching or online meet ups.
- During these difficult times, current Clients may need increased and different types of support, it is vital for Coaches to connect, share common problems and inspire each other.
Things to Avoid with your Coaching Business:

- Tying your Coaching business to COVID-19. Rather, you should address or refer to COVID-19 as “the current situation” or “these uncertain times.” This will help to avoid direct correlation between OPTAVIA and COVID-19.
- Offering medical advice or suggestions around COVID-19.
- Sharing or commenting on news updates or spreading unconfirmed information that pertains to your local area. If you are asked about COVID-19, direct your network to the Centers for Disease Control and Prevention (CDC) or the World Health Organization (WHO).

Protecting Your Business

During these uncertain and quickly evolving times, regulators, including the U.S. Food and Drug Administration (USFDA) and the Federal Trade Commission (FTC) are concerned about how companies promote their products and programs. This includes making express or implied claims that products or programs somehow prevent, mitigate, treat or cure COVID-19. In addition, regulators are sensitive to any promotion of a business opportunity that could be seen as predatory or capitalizing on people’s fears and anxieties over COVID-19.

The guidelines below are designed to provide guidance for how to discuss your business in the current climate in a compliant, responsible way. As an independent OPTAVIA Coach, your superpower is supporting people as they work to achieve transformation. We know you will harness this power to create positivity in your communities. We will get through this together.

Please Don’t:

- Directly discuss COVID-19 in the context of your business (e.g., now is the perfect time to start a home based business.)
- Make any express or implied claims regarding our products or programs and COVID-19, nor suggest that any aspect of the OPTAVIA program can provide relief or protection from COVID-19 symptoms. For example:
  - OPTAVIA Fuelings are the safest thing to eat right now.
  - Losing weight with OPTAVIA, will improve your immune system.
  - The Habits of Health can keep you healthy and help protect you against COVID-19.
  - Those who are healthy will have a better chance of beating this virus.
- Make any express or implied claims or statements regarding the OPTAVIA Coaching business opportunity or any OPTAVIA or Field-led incentives. For example:
  - While you are stuck in quarantine, you can work from home and earn extra cash.
  - Work from home and don’t see any interruption in income.
  - If you are worried about COVID-19 and its impact on your finances, I have an opportunity that can replace your income.
  - Do not position your business as a resource for “getting through” COVID-19, e.g., asking your network if they have a way to earn income while on quarantine?
  - Appear to be profiting from uncertainty or shortages with specific COVID-19 deals or incentives.
- Encourage Clients to “stock up,” over-order or hoard program food items.
  - Do not position Flavors of Home meals as making it possible to survive without shopping because of food outages.