



Beachbody® and the American Diabetes Association®

Frequently Asked Questions

1. What is the American Diabetes Association?

The American Diabetes Association (ADA) is the nation's leading voluntary health organization providing diabetes research, information, and advocacy. The mission of the ADA is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To fulfill this mission, the Association funds research, publishes scientific findings, and provides information and other services to people with diabetes, their families, health professionals, and the public. The Association acts on its mission through a number of critical programs and activities that are directed to a broad range of constituents, including consumers, research scientists, health care professionals, corporations, and communities.

2. What is the relationship between Beachbody and the American Diabetes Association?

Beachbody and The American Diabetes Association have teamed up and are now working together to reverse the trend of obesity and curb the threat of diabetes by promoting awareness, education, and prevention efforts—including using many of the effective Beachbody in-home fitness programs. We are extremely proud of this affiliation, honored to be associated with such a reputable organization, and are excited about the positive difference we will make in people's lives.

3. What does this relationship mean for Team Beachbody® Coaches?

This alliance represents an opportunity for our Coaches to take an active part in promoting diabetes awareness and, in so doing, be involved in reversing the trend of obesity and curbing the threat of diabetes. Coaches can also participate in events held across the nation to promote awareness of Beachbody products to those attending, thereby providing excellent lead opportunities.

4. What Beachbody programs are approved by the ADA?

The ADA supports Beachbody's approach in offering a total-body solution, providing individuals with the unique combination of in-home fitness, a well-rounded approach to nutrition, and the proven benefits of peer-to-peer support. The ADA supports the use of all of Beachbody's fitness programs.



Please note that the ADA's guidelines currently do not allow them to endorse any supplements of any kind, so, as of now, this would apply to our entire supplement line, including Shakeology®. (But we are currently working on that, so stay tuned.)

5. How can a Coach describe the relationship between Beachbody and the ADA?

Here are approved phrases you may use:

- Beachbody and the American Diabetes Association are working together to stop diabetes.
- The American Diabetes Association supports Beachbody in their efforts to reverse the trend of obesity.
- Beachbody and the American Diabetes Association are working together to encourage better nutrition and physical fitness, to make a difference and help others lead a healthier lifestyle.

6. What phrases are Coaches prohibited from using to describe how Beachbody fitness programs relate to our joint efforts with the ADA to stop diabetes?

Coaches may not:

- Say that a program can cure or reverse diabetes.
- Say that a program can replace a standard treatment for diabetes or be a drug-free or medication-free solution for this condition.
- Encourage a person to stop their current medical treatment without the approval of his or her physician.

7. Which ADA logos may Coaches use?

Beachbody has received permission from the ADA to use the Stop Diabetes logo (provided below) on its product packaging, on the Beachbody and Team Beachbody Web sites, and the replicated Team Beachbody website belonging to each Independent Team Beachbody Coach. No other logo belonging to the ADA (including its standard "triangle" logo) or any of its partners may be used.



Should Coaches wish to use the Stop Diabetes logo or use the American Diabetes Association name on their own independent Web sites or advertising materials, they must first get the specific approval from the Compliance department by submitting the proposed use to compliance@beachbody.com.



8. Are Coaches allowed to issue a press release about Beachbody's joint efforts with the ADA?

No. Please note that Coaches may not issue any press releases referring to the relationship between Beachbody and the ADA; however, they may redistribute the official Beachbody press release, which has been approved by the ADA.

9. Are there promotional materials available now for Coaches to use?

The Team Beachbody Web site will include additional resources in the coming weeks, which will provide you with additional information you may integrate into your daily business-building activities, including any press releases, endorsement letters, new language or logos, or other approved materials.

10. Are Coaches permitted to develop their own promotional materials?

Due to the American Diabetes Association's strict guidelines regarding the use of their name or logos, Coaches may develop their own promotional materials highlighting this joint effort **only once** all marketing, advertising, and other promotional items created have been submitted to and approved by Compliance department. Please submit all prepared materials by email to compliance@beachbody.com.

11. Does teaming up with the ADA mean they have given approval to our meal plans for individuals with diabetes?

While the ADA has reviewed our complete approach to fitness, and agrees that our nutritional guides are a critical factor in achieving a desired healthy lifestyle, no specific endorsement has been given to each of the individual meal plans, which accompany each Beachbody program. In consideration of each individual's nutritional needs, we would encourage individuals with diabetes to continue to work with their health care providers to properly assess if a specific meal plan is suitable for them.

12. As an Independent Team Beachbody Coach, am I permitted to participate in ADA events?

Yes. All Team Beachbody Coaches are welcome to participate in any event organized by the ADA, whether as an active participant in a fitness event (such as a walk or other race) or as an exhibitor at an ADA expo. All Coaches exhibiting at such an event must always clearly identify themselves as an Independent Team Beachbody Coach.

13. As an Independent Team Beachbody Coach, may I enroll an ADA office in my coaching organization?

No. Due to the restrictions imposed by the charitable charter of the National ADA Office, Coaches may not recruit local or regional chapters of the ADA or the national offices of the ADA as a new Coach to join their organization.