

AFFILIATE PARTNER TOOLKIT

Disclosure & Claims Guidance

Precision over intensity. Partnerships built on honest recommendation.

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Internal working draft - subject to change.

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Claims and Disclosure Guide

A practical guide for typical creator claims. It is not exhaustive and does not replace case-specific regulatory review.

The governing principle

Say what is accurate, show what is observable, disclose the commercial relationship upfront and never turn an ingredient's research into an untested promise about the finished product.

The six claim checks

1. Is it true?

The ingredient, percentage, product size, offer or personal experience must be accurate and current.

2. Can Enaglow prove it?

The strength of evidence must match the strength of the claim. "Clinically proven" requires suitable finished-product clinical evidence, not ingredient studies alone. Enaglow will update this once clinical studies are completed.

3. Is it cosmetic?

Keep claims to appearance, feel, cleansing, perfuming, protecting, keeping in good condition or correcting body odour. Do not present the product as treating or preventing disease.

4. Is it honest about the whole formula?

Do not imply that a finished product automatically performs exactly like a single ingredient in isolation.

5. Can the audience understand it?

Use plain English, define technical terms and avoid scientific theatre.

6. Is the incentive obvious?

Gifted product, commission, discount codes and other benefits require a clear "Ad" disclosure at the beginning of each relevant format.

Disclosure: what every partner must do

Use this

Place "Ad" clearly at the beginning of the caption, video, title, thumbnail, image or Story - whatever the audience sees first. Add the platform's paid-partnership tool where available. Label every relevant Story frame and every separate format.

Do not rely on this alone

"Gifted", "PR", "affiliate", "aff", "collab", "partner", "thanks Enaglow", a brand tag, a hidden hashtag, a disclosure after "more", or a general bio statement.

Suggested opening: "Ad - Enaglow gifted this product and I may earn commission if you buy through my link or code." If the product was not gifted but commission applies: "Ad - I may earn commission from purchases through this Enaglow link or code."

Claims traffic-light

Claim type	Preferred example	Avoid example	Why / condition
Formulation fact	"Contains 5% panthenol."	"Powered by a clinical dose that repairs the barrier."	Use exact verified percentage. Do not add a performance conclusion without evidence.
Cosmetic feel	"My skin felt more comfortable after I applied it."	"It heals damaged skin."	Genuine personal feel is acceptable; healing/damage language can imply medicinal action.
Appearance	"My skin looked smoother and more luminous in this lighting."	"It permanently removes wrinkles."	Keep visible, qualified and honest; never permanent or absolute.
Barrier wording	"Designed with barrier-supportive lipids."	"Rebuilds the skin barrier in 24 hours."	"Supports" and formula facts are safer; rebuild/time claims need finished-product proof.
Retinal	"Contains 0.2% retinal and is intended here for experienced vitamin A users."	"No purge, no irritation, faster than prescription tretinoin."	Do not guarantee tolerability or compare with medicine.
NAD+	"Contains 0.5% NAD as part of a multi-ingredient serum."	"Recharges skin cells, repairs DNA and reverses cellular ageing."	Avoid intracellular or therapeutic claims without robust finished-product evidence.
Peptides	"Contains a multi-peptide blend."	"Works like Botox" / "freezes facial muscles."	Do not imply drug-like action or professional treatment equivalence.
Clinical proof	"The formula contains ingredients with established cosmetic uses."	"Clinically proven" / "dermatologist approved."	Only use when Enaglow has suitable documented evidence or endorsement.
Suitability	"This suited my own normal-to-dry skin."	"Safe for all sensitive, acne-prone and pregnancy skin."	Personal fit is not universal proof. Do not answer medical suitability.
Comparison	"I preferred this texture to the cream I used before."	"Better than every barrier cream" / "the strongest retinal."	Personal, specific comparisons are safer than objective superiority claims.
Time claim	"I am sharing my experience after four weeks."	"Guaranteed results in 7 days."	A duration of use is factual; a promised result needs substantiation.
Reviews	"This product was gifted; this is my honest experience."	"Five-star review required for the free product."	Never condition incentives on positive sentiment.

Common wording: preferred, conditional and unsuitable

PREFERRED	USE ONLY IF APPROVED / SUBSTANTIATED	DO NOT USE
- contains - formulated with - designed to support - helps skin feel - supports the appearance of - my skin felt - my skin looked - in my routine - may help - barrier-supportive ingredients - multi-ingredient formula	- clinically tested - clinically proven - dermatologist tested - non-comedogenic - hypoallergenic - suitable for sensitive skin - results in X days - reduces fine lines by X% - boosts collagen - protects from blue light - all-day hydration - cruelty-free - ethical snail mucin	- treats eczema - cures acne - heals rosacea - anti-inflammatory treatment - repairs DNA - reverses ageing - permanent results - zero irritation - no purge - safe in pregnancy - works like Botox - medical grade - toxin-free - chemical-free - approved by regulators

Personal experience claims

A creator may describe what they genuinely saw, felt or experienced, but should keep the statement specific to themselves and the conditions of use. Personal experience must not be turned into a universal guarantee.

Preferred

"After three weeks, I found the cream sat comfortably under my SPF and my skin felt less tight at the end of my working day."

Preferred

"I introduced Retinal Reset gradually because it contains 0.2% retinal. This is how it fitted into my existing vitamin A routine."

Avoid

"This will fix your damaged barrier."

Avoid

"Everyone with sensitive skin can use this every night."

Before-and-after content

- Use the same person, camera, lens, distance, angle, expression, time of day and lighting.
- Keep makeup, skincare sheen, hair placement and image processing consistent.
- Do not use beauty filters, skin smoothing, selective retouching, exaggerated colour grading or different exposure.
- State the period of use and relevant routine context. Do not imply the product caused changes that may be due to another treatment or product.
- Obtain written permission before Enaglow reposts a person's image or testimonial.
- A dramatic image does not make a weak claim compliant. The implied message must also be supportable.

Reviews and incentivised feedback

- Never require a five-star rating or positive sentiment in exchange for product, money, commission or another benefit.

- A gifted tester may be asked for honest feedback or an honest review, provided the incentive is disclosed where the review is published.
- Do not write reviews for partners, tell them what rating to choose or selectively suppress genuine negative feedback.
- Do not ask friends, staff or family to present themselves as ordinary customers without disclosing their connection.
- Keep records of invitations, incentives, permissions and moderation actions where reviews are published on Enaglow-controlled pages.

Product-specific claim examples

RADIANCE SHIELD

USE / ADAPT

- "Contains 3% niacinamide, 2% panthenol, 2% hydrogenated lecithin, 0.5% NAD and a multi-peptide blend."
- "Designed as a multi-step morning formula in one serum: hydration, emollient support, antioxidants and peptides."
- "In my routine, it left a soft, milky finish and layered under my SPF."
- "A useful content angle is morning luminosity that fades later - not a medical pigmentation claim."

AVOID

- "Repairs DNA." "Reverses cellular ageing." "Protects completely from pollution, UV or blue light."
- "NAD+ penetrates your cells and restores energy."
- "Equivalent to a clinical vitamin C treatment."

RETINAL RESET

USE / ADAPT

- "Contains 0.2% retinal, 5% niacinamide, 3.5% 3-O-ethyl ascorbic acid and 0.1% bakuchiol."
- "Retinal is a vitamin A derivative; this programme matches the product to experienced vitamin A users."
- "I introduced it gradually and this is how my skin responded."
- "The formula also contains emollient oils, lecithin, cholesterol, sterols and peptide ingredients."

AVOID

- "No irritation." "No purge." "Safe every night from day one."
- "Works faster than prescription tretinoin."
- "Safe in pregnancy or breastfeeding."

DERMAL RESTORE

USE / ADAPT

- "Contains 5% panthenol, 3.5% snail secretion filtrate, 1% cholesterol, 1% lecithin and multiple ceramide types."
- "Designed for skin that feels dry, tight or less comfortable again later."
- "My skin felt cushioned and comfortable after application."
- "The formula combines humectants, emollients and barrier-supportive lipids."

AVOID

- "Treats eczema, rosacea or dermatitis."
- "Repairs a damaged barrier in one use."
- "Non-comedogenic and suitable for every acne-prone skin type."

When unsure

Do not improvise a scientific or medical answer. Pause publication and send the exact proposed wording, image and context to Enaglow. A claim can become misleading through the headline, image, voice-over, caption, comments or the overall impression - even when no single sentence is obviously false.

THANK YOU!