

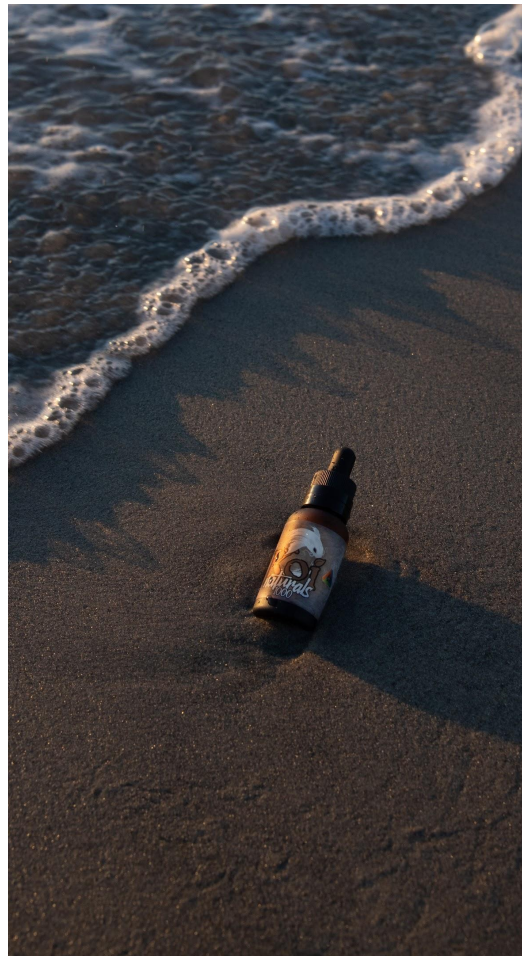


2020 Affiliate Guide



Welcome To Koi CBD

- 01 The Perfect Affiliate
- 02 The Koi Story
- 03 The Koi Brand
- 04 How to Talk..
- 05 FDA Statement
- 06 Do's & Don'ts
- 07 Contact



The Perfect Affiliate.

Who we want to represent the Koi CBD brand.

The Koi Standard

Koi CBD has been setting the CBD quality standard since 2015 and we expect for all Koi Affiliates to strive and represent the brand as if they are an extension of the Koi CBD family.

Fresh, Accurate Content

We ask that every Koi Affiliate promotes fresh, updated product content such as photo/video assets, accurate and approved copy, and lastly making sure all banners, swipe ups links, and referral links to koicbd.com stay updated and valid.

CBD Advocacy

There is a lot of misinformation out there. The Koi family strives to help advocate, educate, and encourage others about the incredible benefits of CBD and the booming industry. We ask that our affiliates share that same passion to those among their communities.



The Koi Story

Strong Undercurrents: The Waterfall Legend

There is an ancient Chinese tale about a school of golden koi swimming upstream in the Yellow River. Gaining strength by fighting against the current, the school glimmered as they swam together through the river. When they reached a waterfall at the end of the river, many of the koi turned back, letting the flow of the river carry them away. The remaining koi refused to give up. Leaping from the depths of the river, they attempted to reach the top of the waterfall, to no avail. Their efforts caught the attention of local demons, who mocked their efforts and heightened the waterfall out of malice.

After a hundred years of jumping, one koi finally reached the top of the waterfall. The gods recognized the koi for its perseverance and determination and turned it into a golden dragon – the image of power and strength.

This legend is an inherited and inherent part of our Koi-ness. Our persistence.

Our attitude. Our determination and dedication to transformation. That's not just a fish on our logo. It's a wave of change, flowing upstream.

Brad Ridenour, CEO of Koi CBD, LLC



The Koi Brand

Let's face the truth... our lives are hectic. We are ridden with hour commutes to complete last minute deadlines and pressing agendas to sometimes find out that the work we started needs to be rerouted again. It's work life without balance but in the midst of the chaos, we have found balance with a solution deeply rooted in nature.

Koi is a new alternative, based on one of the oldest natural occurring plants on earth. It reaches parts of us other so-called solutions can't. Instilling a sense of calm. Giving us the freedom to focus on our wellness from a new perspective. Providing a healthier outlook as to what successful living really is.

At Koi, we know that every drop of goodness that goes into our CBD products counts towards something greater. That every moment is part of a greater movement. One that helps guide us, shape us and ultimately makes us better. A greater consciousness and reality of wellness awaits. We believe the key to unlocking this potential is to... Create Balance Daily.



We are Koi CBD

01 Balanced

We're in the business of creating balance daily and reimagining wellness holistically. Our voice should be visualized as ripples in the ocean turning into amplifying waves.

DO: Use a consistently balanced voice that puts people at ease to feel inspired.

DON'T: Use a tone of voice that puts CBD in the position as a fad, "here today gone tomorrow", or make lofty claims that come off as too good to be true.

02 Trusted

We're the leading advocate for CBD. Our knowledge, years of experience, and passion regarding the industry should enhance our credibility and convey confidence.

DO: Keep it short, simple and sincere whilst ensuring its long enough to inform. We're the authority, but we don't have to sound authoritative.

DON'T: Come off as know-it-all or condescending. We never take a negative approach when communicating.

03 Inclusive

Our customers come from all walks of life and we are equally open to their questions and their stories. Don't just be welcoming, be engaging and foster the CBD narrative in your audience.

DO: Be bright, sociable and use language that demonstrates a relaxed nature, allowing others to join in.

DON'T: Sound loud or obnoxious, exclusive or disengaged from the CBD community.



“THE” LOGO

Our primary logo is strong and vibrant. The koi fish represents strength, fortune and spiritual benefits. Our logo captures all of that energy and movement into a single strong graphic that prominently stands out everywhere we use it. We pair it with our custom quirky Koi text that adds fun and a bit of flare to our brand.

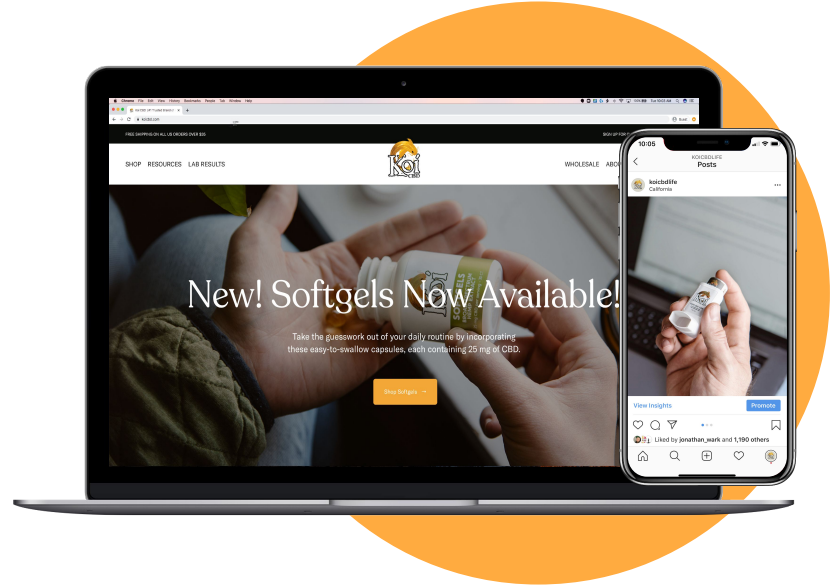


MISUSE

The Koi logo should be used in a consistent manner and never altered in any of the following ways.



How to talk about our products.



The FDA Statement

Koi CBD must adhere to the regulations established by the Food & Drug Administration (FDA) and the Federal Trade Commission (FTC).

These government agencies are constantly monitoring what we say and do. The next few slides are here to provide product information so **YOU** can effectively communicate, while complying with these agencies, about our products to your customers and targeted audiences.

Most Important: *Koi CBD products are not intended to diagnose, treat, cure or prevent any disease. As such, any advertisement for our brand and products cannot make such claims.*

We also ask that our affiliates stray from making any structure/function claims which is describing the role of a nutrient or ingredient on the structure or function of the human body.

We strongly suggest adding the statement below to the footer of your website.
(You must include the thin box around statement)

* This product has not been evaluated by the Food and Drug Administration and is not intended to diagnose, treat, cure, or prevent any disease.





Medical benefit claims:

No medical benefits should be claimed, and blogs should not be written about such benefits even if medical journals or links are supplied. Specific diseases should not be mentioned.



Consumer Reviews:

We love hearing from our consumers about how they have enjoyed our products. However, consumer reviews can be challenging because consumers sometimes make claims that we cannot endorse, support, or even approve. We ask that you avoid posting any consumer reviews that **violate the FDA statement, the rules we have laid out above to medical claims, and lastly the benefits of CBD when referencing structural or functional effects.**

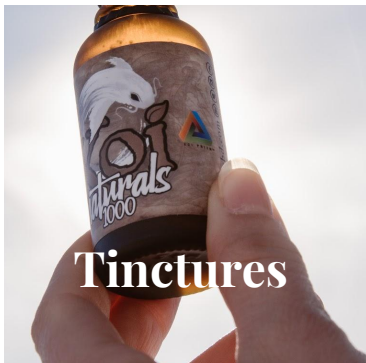


Medical claims for products with other ingredients:

If a product contains certain ingredients that are well-known to show benefits, claims can be made about the product but not the CBD itself. For instance, a Nighttime CBD softgel can be said to “assist with occasional sleeplessness” because it contains 1mg of melatonin.



The Do's & Don'ts (Per Product)



Tinctures

Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

- Koi PRIZM Broad Spectrum Hemp Extract
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Consumed with food
- Consume orally with food
- Suggested use..

Don't

- Koi PRIZM Full Spectrum Hemp Extract
- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Medicine or cures disease
- Sublingually



Balms

Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

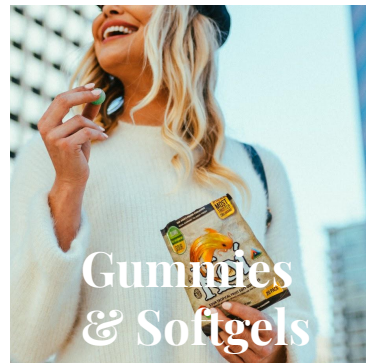
Do

- Koi PRIZM Broad Spectrum Hemp Extract
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Warms on contact, delivering immediate soothing sensation* (Healing Balm only)
- Restorative

Don't

- Koi PRIZM Full Spectrum Hemp Extract
- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Therapeutic
- Medicine
- Cures disease

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Gummies & Softgels

Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

- Koi PRIZM Broad Spectrum Hemp Extract
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Fruit flavors, such as..
- Hemp Supplement
- Suggested use..

Don't

- Koi PRIZM Full Spectrum Hemp Extract
- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Edibles
- Medicine or cures disease
- Snacks or treats (when referring as food)



Vape

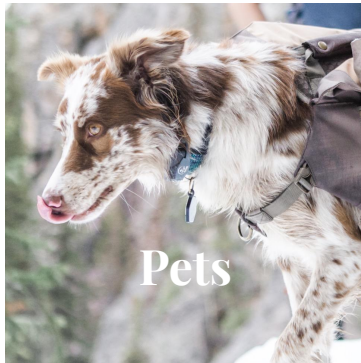
Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

- Infused with Hemp Extract containing naturally occurring CBD
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Suggested use..

Don't

- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Medicine
- Sublingually



Pets

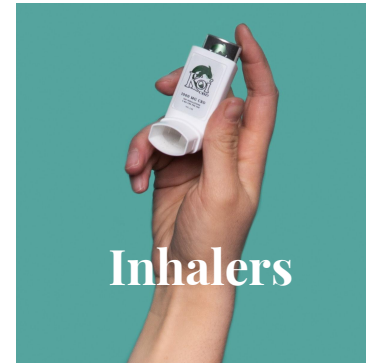
Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

- Koi PRIZM Broad Spectrum Hemp Extract
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- An examination from a veterinarian is recommended prior to using the product
- Suggested use..

Don't

- Koi PRIZM Full Spectrum Hemp Extract
- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Supplement or edibles
- Medicine or cures disease



Inhalers

Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

- Purzorb® Micellized Broad Spectrum CBD
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Follow Suggested use on packaging
- Follow Warnings under product page at koicbd.com

Don't

- Koi PRIZM Full Spectrum Hemp Extract
- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Medicine or cures disease



Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

- Infused with Hemp Extract containing naturally occurring CBD
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Rejuvenation, anti-aging, uniquely formulated

Don't

- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Medicine
- Sublingually



Visit [Koicbd.com](https://koicbd.com) for product details, ingredients, suggested use, etc.

Do

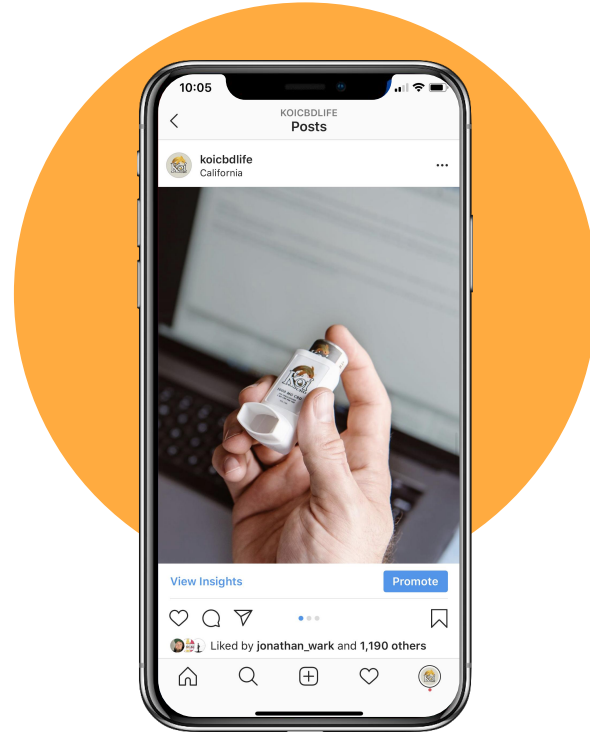
- Koi PRIZM Broad Spectrum Hemp Extract
- Non-psychoactive, contains non-detectable levels of THC (<0.001%)
- Restorative
- Soothing, Lightly scented

Don't

- Koi PRIZM Full Spectrum Hemp Extract
- Zero THC, No THC, THC-Free
- Refer as a dose or dosage
- Therapeutic
- Medicine
- Cures disease

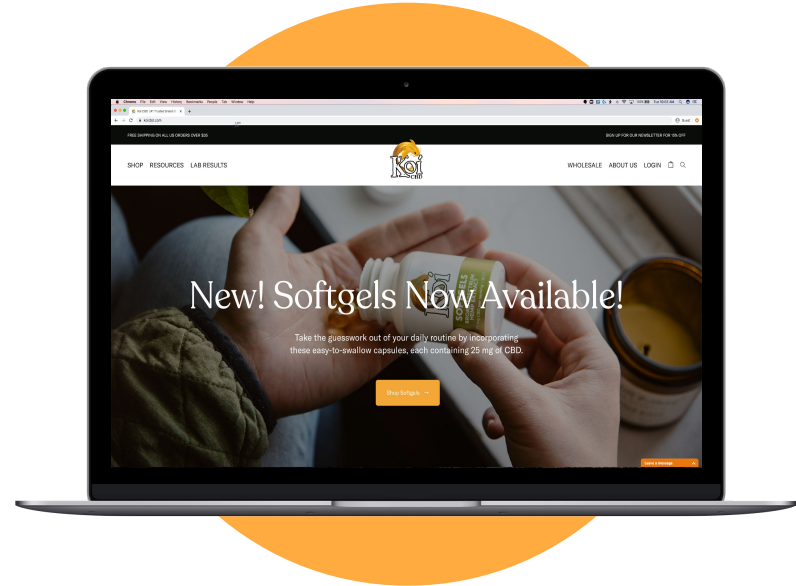
Acceptable Words and Phrases

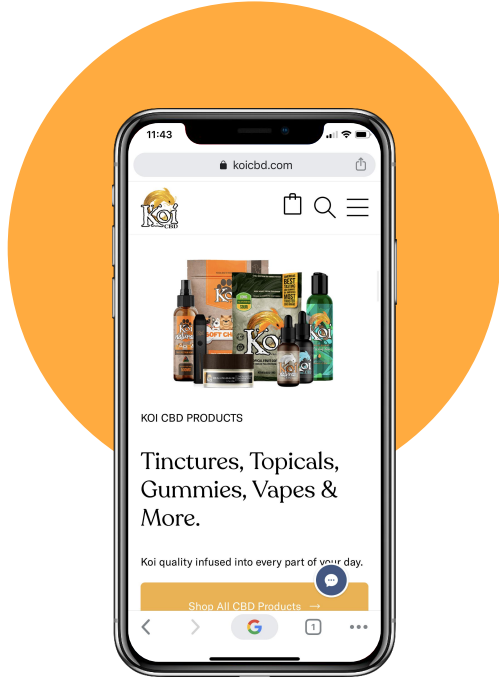
- Restorative
- General well-being
- Create balance
- Increased wellness
- Maintain calmness
- Hemp Supplement
- No detectable THC (<0.001%), non-psychoactive
- Suggested use
- Any suggestions to add it directly to food and drinks
- Results...
- Studies have shown... (As long as they don't violate medical/structure/function claims)



Unacceptable Words and Phrases

- Dose
- Dosage
- Therapeutic
- Disease
- Treats (verb, as in “to help with something”)
- Healthy
- 0% THC
- No THC
- THC-free
- Edibles
- Related to Gummies
 - Treats (noun, as in “gummy treats”)
 - Snack
 - Food
- Medicine
- Sublingually





If you have any questions...

We are very excited to partner with you in this journey! You are now an extension of the Koi family and will be treated as such. While the CBD industry grows... we will be with you the entire way. We take the FDA policies and FTC regulations seriously and expect you to do the same.

For any additional questions.. Please email us at affiliates@koicbd.com

The image is a composite. The background shows a person in a blue shirt and jeans working in a field, pulling weeds with their hands. To the right, a blue tractor is partially visible. A circular inset on the left shows a vast vineyard with rows of grapevines stretching into the distance under a clear sky. The text "Thank You!" is overlaid on the circular inset in a white, serif font.

Thank
You!