

In today's digital marketing landscape, influencer and creator marketing is essential for e-commerce brands, especially those in tightly regulated categories like health-adjacent products and hemp/CBD. But with the opportunity to engage authentic voices comes the critical responsibility of compliance—particularly around advertising claims. The Federal Trade Commission (FTC) has ramped up enforcement, and platforms like Meta and Google are quick to flag questionable content.



Brands like Joy Organics and marketing platforms such as Tomoson have championed best practices in this space. A key component of compliance is crafting a clear, actionable prohibited claims list for creators. This blog post will walk you through how to create a prohibited claims list that your creators actually understand, with a focus on topics like implied disease claims, using plain language, and red flag phrases.

The Brand's Role in Managing Creator Claims

As a brand, you're ultimately responsible for the claims made about your products—whether through your own advertisements or those published by creators on your behalf. The FTC emphasizes that brands must exercise active oversight over influencer content to ensure compliance with advertising standards.

For regulated categories such as hemp/CBD, this oversight extends even further. Compliance isn't just about avoiding legal penalties; it's about maintaining consumer trust and a reputable brand image. Marketing platforms like Tomoson offer creator vetting and campaign management tools that help streamline brand supervision, but the foundation always starts with clear guidelines—especially a well-constructed prohibited claims list.

Why a Prohibited Claims List is Critical

- **Prevents Regulatory Penalties:** Violations of FTC advertising laws can result in fines and legal action.
- **Protects Brand Reputation:** False or misleading claims erode consumer trust.
- **Guides Creators Clearly:** Creators often lack legal expertise and require practical, plain language instructions.
- **Streamlines Approval Processes:** Clear boundaries reduce back-and-forth and post-publication cleanup.

Understanding FTC Training and Monitoring Expectations

The FTC has made it clear that brands must provide training for affiliated creators about the dos and don'ts of claims. A prohibited claims list is only effective when paired with proactive education and ongoing monitoring.

FTC Requirements at a Glance

1. **Disclosure:** Creators must clearly disclose their relationship with the brand.
2. **Truthful Claims:** All claims must be truthful and substantiated.
3. **Clear Communication:** Marketing messages should not mislead or exaggerate product benefits.
4. **Active Oversight:** Brands should monitor posts and take corrective action if disallowed claims appear.

Brands like Joy Organics have emphasized training content creators not only on proper claim language but also on how to spot *red flag phrases* that could trigger a warning from regulators or platform compliance tools like those used by Meta and Google.

Approved vs. Prohibited Language: Crafting Your Claims List

One of the biggest challenges when working with creators is balancing creativity with compliance. To help address this issue, a prohibited claims list should be paired with an approved claims list. Both lists should use plain language and include real-world [tomoson](#) examples to make expectations crystal clear.

What to Include in the Prohibited Claims List

- **Implied Disease Claims:** Statements or suggestions that the product can diagnose, treat, cure, or prevent diseases are strictly prohibited.
- **Unsubstantiated Superlatives:** Avoid words like "miracle," "guaranteed," or "instant relief" unless you have robust scientific evidence.
- **Indirect or Vague Health Claims:** Phrases that hint at health benefits without explicit claims, which can mislead consumers.
- **Unsupported Ingredient Claims:** Assertions such as "100% organic" or "clinically proven" need to be verifiable and supported by documentation.
- **Comparative Claims Without Evidence:** Statements that a product is superior to competitors without substantiation.

Examples of Common Red Flag Phrases

Red Flag Phrase	Why It's Problematic	Suggested Alternative
"Cures anxiety and depression"	Implies disease treatment claims prohibited by the FTC.	"Supports relaxation and well-being."
"Clinically proven to prevent colds"	No substantiation for disease prevention claim.	"Formulated to support immune health."
"Guaranteed to work instantly"	Promises guaranteed results, which are often unverifiable.	"May help provide fast-acting relief."
"100% organic and natural"	Requires certification or verification.	"Made with organic ingredients."

Keeping Health Product Claim Limits Top of Mind

When marketing health-related products, including hemp and CBD, creators must understand the tight limitations on claims. The FTC and FDA guidelines apply rigorous standards for health claims, and enforcement agencies regularly monitor advertisements delivered via Meta, Google, and other platforms.



For example, while a CBD brand like Joy Organics cannot claim their products treat or cure disease, they may promote benefits such as "promotes relaxation" or "supports overall wellness" where substantiation exists.

Plain Language Tips for Creators

- **Use Simple Terms:** Instead of "ameliorates symptoms of chronic pain," use "helps you feel more comfortable."
- **Avoid Medical Jargon:** Keep statements accessible and straightforward.
- **Be Clear and Honest:** If benefits vary, say "may" or "can help" rather than definitive claims.
- **Focus on Lifestyle Benefits:** "Supports calm and relaxation" is safer than "treats anxiety."

Implementing this kind of plain language ensures creators feel confident promoting your products without accidentally making prohibited claims.

Leveraging Tools and Technology for Compliance

Brands can use various tools to monitor and optimize creator content compliance. Platforms like Tomoson not only help recruit and manage creators but also provide compliance checklists and workflows to prevent prohibited claims from going live.

Additionally, automated compliance tools integrated with Meta and Google's platforms can help flag problematic language before posts publish, giving your team a chance to intervene. Regular use of these tools in conjunction with a clear prohibited claims list strengthens your compliance framework.

Summary: Steps to Write a Prohibited Claims List Creators Will Understand

1. **Start with FTC Guidelines:** Align your list with regulatory expectations.
2. **Use Plain Language:** Avoid legalese and complex terms.
3. **Define Red Flag Phrases:** Provide examples of what not to say.
4. **Create a Parallel Approved Claims List:** Give creators safe, approved phrases.
5. **Train Creators:** Offer active training and support for your creators.
6. **Leverage Technology:** Use platforms like Tomoson and compliance tools on Meta and Google.

7. **Monitor and Enforce:** Regularly review creator content and provide feedback.

Final Thoughts

Writing a prohibited claims list that creators understand is as much about clarity and education as compliance. Brands must take an active role in guiding creators and using plain language to demystify complicated advertising regulations. Leveraging best practices from thought leaders like Joy Organics and tools from platforms like Tomoson, combined with a deep understanding of FTC expectations, enables brands to build authentic, compliant, and effective influencer programs. This approach not only minimizes risk but also fosters long-term trust and success.