

As influencer marketing continues to grow, especially in highly regulated industries like hemp/CBD and health-adjacent products, managing creators' content becomes critically important. Brands such as **Joy Organics** and platforms like **Tomoson** rely on creators for authentic product testimonials to build trust and drive sales. However, when creators make disease claims in testimonials—such as stating a product cures, treats, or prevents diseases—brands face serious regulatory risks. This post walks you through best practices to ensure *testimonial compliance*, focusing on removing implied claims and requiring edits when necessary, while maintaining strong creator relationships.

Why Brand Responsibility Matters for Creator Claims

According to the **Federal Trade Commission (FTC)**, brands that work with creators or affiliates are responsible for the claims made in promotional content. This includes testimonials posted by creators—even if those posts are unsolicited. If a creator makes unauthorized disease claims about your product, your brand can be held liable.

The FTC's guidelines emphasize that brands must actively oversee and monitor creator content to ensure it adheres to advertising laws and regulations. Passing off this responsibility to creators is not a legally safe strategy.



Key Takeaways on Brand Responsibility

- Brands are accountable for all claims associated with their products, including those made by creators.
- Failure to monitor can lead to FTC enforcement actions, fines, and damage to brand reputation.
- Proactive education and clear compliance guidelines are crucial for reducing risk.

FTC Training and Monitoring Expectations

The FTC expects brands to provide training and guidelines for creators emphasizing what claims are allowed and what are prohibited. This training should be clear, documented, and proactively shared.

Monitoring is an equally important component. Brands using influencer marketing platforms like **Tomoson** and leveraging tools such as **Meta** (for Facebook and Instagram) and **Google** should implement ongoing monitoring mechanisms. This includes:

- Using keyword alerts and manual checks for disease-related claims.
- Reviewing testimonials prior to publication when possible.
- Setting up clear processes for swift removal or editing of non-compliant content.

Training Content Suggestions

Your FTC training should cover:

1. The FTC's definition of disease claims and why they are restricted.
2. Examples of prohibited language (e.g., "cures anxiety," "treats arthritis").
3. Approved language alternatives focusing on wellness, support, or consumer experience.
4. Instructions on disclosure requirements, including #ad or #sponsored hashtags.
5. How to handle edits and requests from the brand if changes are required.

Approved vs Prohibited Language Lists

One of the most practical tools for managing creator testimonials is maintaining robust approved and prohibited language lists. These lists guide creators on what they can and cannot say, making it easier to identify problematic claims before they go live.

Category	Examples	Notes	Prohibited Language	Approved Language
Explicit Claims	"Cures anxiety"	Explicit disease claims are not allowed for hemp/CBD and most health supplements without FDA approval.	"Treats depression"	"Prevents cancer"
	"Relieves high blood pressure"			
Implied Claims	"My arthritis disappeared after using this"			



Category	Examples	Notes
Prohibited	"This product fixed my chronic pain"	Statements implying treatment or cure should be rephrased or removed.
Approved	"Helps support relaxation"	"Promotes a sense of calm"
	"My experience with consistent use has been positive"	Focuses on consumer experience without making medicinal claims.

For example, **Joy Organics** clearly instructs their creators on using soft language that "supports wellness" rather than "treating conditions." Sharing and enforcing these lists early in creator onboarding reduces risk downstream.

Health Products Claim Limits and Regulatory Risks

Hemp/CBD brands and those selling health-adjacent products operate in a labyrinth of regulatory standards. They must avoid disease claims unless authorized [affiliate discount code disclosure](#) by the FDA or backed by credible scientific evidence. The federal government considers disease claims to be drug claims, which trigger drug approval processes.

The **FTC** also regulates advertising practices and prohibits deceptive or unfair claims, adding another layer of enforcement risk.

Common Regulatory Pitfalls to Avoid

- Allowing creators to post testimonials suggesting the product can "cure," "treat," or "diagnose" diseases.
- Failure to require clear disclosures such as #ad or #sponsored.
- Not monitoring third-party platforms like Meta channels or Google searches that amplify non-compliant claims.
- Neglecting to promptly require edits or remove problematic posts when they are identified.

How to Remove Implied Claims and Require Edits

In practice, you will encounter creators who either knowingly or unknowingly make disease claims in testimonials. Here's how to effectively address these situations:

1. **Identify the claim:** Use content monitoring tools on Meta, Google alerts, or influencer marketing platforms like Tomoson to spot potential violations early.
2. **Reach out promptly:** Contact the creator in a professional and educational tone. Explain why the language is problematic referencing FTC guidelines.
3. **Provide suggested edits:** Share approved language alternatives from your brand's compliance lists.
4. **Set clear deadlines:** Ask creators to update or remove the content within a specific timeframe to avoid consequences.
5. **Follow up and enforce:** If creators do not comply, escalate appropriately, which could include pausing payments or ending collaborations.
6. **Document communications:** Keep records of all requests and responses to demonstrate brand diligence.

This approach balances regulatory compliance with maintaining a positive relationship with creators.

Case Study: Tomoson & Joy Organics Approach

Tomoson, specializing in influencer campaign management, and **Joy Organics**, a leading hemp CBD brand, exemplify best practices by combining automated content review with human oversight. Their strategies include:

- Onboarding creators with detailed compliance guides including FTC regulations.
- Using platform features on Meta and Google to flag prohibited claims prior to posting.
- Requiring creators to submit content previews for approval in sensitive campaigns.
- Immediate communication protocols for content edits/removal if disease claims appear.
- Regular refresher training to keep creators updated on evolving guidelines.

These integrated tactics help safeguard legal compliance while fostering authentic testimonials that comply with regulatory standards.

Conclusion

Managing creators who make disease claims in testimonials is a critical responsibility for brands in the hemp, CBD, and health supplement space. By understanding your brand's *testimonial compliance* obligations under FTC guidelines, providing thorough training, maintaining approved/prohibited language lists, and diligently monitoring creator content through trusted tools like **Meta** and **Google**, you can effectively remove implied claims and require edits without damaging your creator relationships.

Leading brands and platforms like **Joy Organics** and **Tomoson** set excellent examples for how to balance authenticity, compliance, and partnership success in regulated influencer marketing.

Stay compliant, stay authentic, and protect your brand's future.