

WNBF Usage & Guidelines

The WNBF Approved program represents an exciting and groundbreaking opportunity for sports supplement companies, with the power to change your product, brand and sales in remarkable ways.

To ensure the integrity of the WNBF Approved Program, we have laid forth below the Usage and Guidelines under which the WNBF Seal of Approval may be used. If you have any questions, please contact us at **(860) 501-WNBF**.

LICENSING

Once your product has been approved, your product will be issued a unique product PIN (Product Identification Number). This is a 7 digit license number for your product that is specific to that product and formulation. It will be used to verify that your product is in fact licensed with the WNBF Approved Program.

Product PIN's are not transferable to other products and do not cover reformulations.

Once an accreditation has been issued for a product through a unique Product PIN, your accreditation is only valid for that formulation. If you add or remove an ingredient from your accredited formulation, you must apply for an update to your license, which will result in a new product PIN being generated.

Please note that accreditations will remain valid if you change the international unit, micro-gram, milligram, gram weight, or additional unit of measure for an ingredient that remains within the formula. For example, if your accredited formulation contains 5 grams of L-leucine and you lower the dose to 4 grams, your accreditation will remain valid.

PACKAGING

The WNBF Seal of Approval is prominently designed in powerful red coloring. In addition to red, we also offer a solid black and solid white version of the crest that you can use on your packaging.

If you would like to change the color of the red ring to match your product, please contact us at **(860) 501-WNBF** to speak with a representative.

Your product packaging must clearly make visible your Product PIN. Because each Product PIN is specific to each product, you cannot use the same .eps file for multiple products. You must make sure you use the corresponding Product PIN to the matching licensed product.

You cannot use the WNBF Seal of Approval crest without the Product PIN present. The Product PIN must always be present and be left unaltered within the crest .eps file.

Once you have received your .eps files, please keep track of them. If you lose or misplace them, you can contact us for a replacement file.

ADVERTISING

Once your formula has been officially approved by the WNBF, and you have received your WNBF Seal of Approval complete with unique Product PIN identifier, you can begin using the WNBF Seal of Approval in advertising. To help protect the integrity of the program, we have certain conditions that must be met when using your Seal of Approval.

Single Product Advertisements

When designing any form of advertising media (print, electronic, video, social, etc) for a product that is licensed and approved for use by the WNBF, you may use the Seal of Approval Crest as an element in your advertising so long as ONLY the approved product appears in the advertisement, and that product is the one licensed to that Product PIN.

Multi-Product Advertisements

Branding advertisements, or advertisements featuring more than one product, must conform to the below guidelines.

If your advertisement features a combination of approved and unapproved products, you can only feature an image of your product with the WNBF Seal of Approval Crest on the product. You cannot use the WNBF Seal of Approval Crest as an element in graphic design for advertisements containing approved and unapproved products. Nor are you allowed to make reference to the approved product via copy write.

You can only use the WNBF Seal of Approval in your advertisement, as an element in graphic design, if each and every product advertised is approved for use by the WNBF and has a unique Product PIN assigned to it. When every product featured in your advertisement is approved for use by the WNBF and has its own unique Product PIN, you may then make reference to the approved products via copy write.

This is to prevent false representation and consumer confusion as to which products are officially licensed and approved.

REFERENCE TO PRODUCT APPROVAL OF WNBF STATEMENTS

The following statements are allowed to be used in all media. They cannot be altered in anyway to mislead the consumer.

“YOUR PRODUCT NAME” is officially approved for use in WNBF competition.
“YOUR PRODUCT NAME” is officially approved for use by the WNBF.

The following are examples of the kinds of **statements that cannot be used. This list is not all inclusive. It is a representation of the types of claims that cannot be made and will be refused.**

“YOUR PRODUCT NAME” is the ONLY product officially approved by the WNBF.

“YOUR PRODUCT NAME” is the Official product of the WNBF.
“YOUR PRODUCT NAME” is the most powerful product ever approved by the WNBF.
“YOUR PRODUCT NAME” is the best selling WNBF Approved Product.
By using “YOUR PRODUCT NAME”, you will never test positive on a drug test and be banned from WNBF competition.

If any claim in reference to the WNBF Approved Program and your product, as outlined above, is brought to our attention, an investigation will be conducted. If after investigation there proves to be fraudulent or misleading claims, your license will be revoked and funds paid for the approval will not be returned.

The WNBF reserves the right to modify or change the types of statements that are allowed without notice.

If you have any questions or concerns about a claim you wish to use please contact us at **(860) 501-WNBF** to speak with a representative.

FRAUD

Protecting the integrity of the WNBF Approved Program is paramount to safeguarding the credibility of our program, along with the enhanced credibility the WNBF Seal of Approval will bring to your product and brand. If you encounter your Product PIN in use on another package please contact us IMMEDIATELY and we will investigate the matter swiftly.

Hold Harmless

Product approval is based upon product label claims meeting the guidelines of the WNBF and INBF Banned Substance lists. The athlete is always responsible for what is in his or her body at the time of drug testing, regardless of how it got there. The WNBF, INBF, and SmashBrand assume no responsibility, and will be released from all liability, for an athlete's drug test failure due to banned substances not listed on the product label being found in the product or any issues with the product itself.

If you have any questions, comments, or concerns about the terms laid forth in the WNBF Usages and Guidelines document, please contact us today at **(860) 501-WNBF**.