



## GUIDELINES FOR TRUHEALTH SYSTEM FAT LOSS PICTURES

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The Federal Trade Commission (FTC) prohibits deceptive or misleading claims in company advertising. It is important to be accurate in all results claims. The guidelines listed below provide direction when taking photographs of your fat loss results with the TruHealth System.

### DO

1. Take the picture in a room with good lighting and a high quality camera
2. Take BEFORE and AFTER pictures in nearly identical conditions
3. Take pictures in front of a bare wall with white or light background
4. Try taking an AFTER photo weekly to see progression of fat loss over time
5. Take a full body, front facing picture while standing up
6. Use pictures with date stamps
7. ONLY report results from the TruHealth system

### DON'T

1. Wear baggy, loose fitting clothes making it difficult to see fat loss results
2. Take pictures that cover your face or cut off your head
3. Take your picture in front of a cluttered background
4. Take pictures in a dark room
5. Twist and turn your body during pictures
6. Use pictures of results from other weight loss systems