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12-06-2012, 03:08 PM

#1

**Mrs. Green Jeans**

WAHM Fanatic

Join Date: Jun 2012
Location: Texas
Posts: 1,327Thumbs up **Product testimonial for eczema**

One of my best customers is a man who suffers from severe eczema. Today, this customer told me that he has tried dozens of products over the years but none have been as nourishing and soothing for his face as the NYR Organic Frankincense hydrating cream. Do any of you have ideas on how to market product testimonials from your customers? I know some testimonials appear in our catalogs and websites, but I was thinking of creating something else... any tips?

[2016 CEW Eco Award](#)[Natural Health Magazine's "Best Organic Range" 5th year running!](#)[Ambassador/Independent Consultant NYR Organic <https://us.nyrorganic.com/shop/evans>](#)

12-08-2012, 01:25 PM

#2

**udesignit**

Awesome WAHM

Join Date: Nov 2010
Location: Los Angeles
Posts: 661

Default

People benefit from not putting harmful ingredients on their skin, and will often notice an improvement in conditions such as acne and eczema. I would be careful in using these statements because you want to avoid making medical claims. It is a very fine line. I would call NYR corporate office first.

My friend who works for another company just got her hand slapped for writing her own testimonial re: eczema on her website.

Organic Beauty & Holistic products:<https://us.nyrorganic.com/shop/stella/>

12-08-2012, 03:01 PM

#3

**Mrs. Green Jeans**

WAHM Fanatic

Join Date: Jun 2012
Location: Texas
Posts: 1,327

Post

My daughter also suffers from eczema and really benefits from our line. I have found that it got rid of the very dry and red, raw skin on her arms. Interesting point about medical claims... I will ask my doctor who sells NYR her opinion about medical claims and how she promotes NYR with her patients.

[2016 CEW Eco Award](#)[Natural Health Magazine's "Best Organic Range" 5th year running!](#)[Ambassador/Independent Consultant NYR Organic <https://us.nyrorganic.com/shop/evans>](#)

12-09-2012, 08:03 PM

#4

ChooseOrganic

WAHM Regular

Join Date: Aug 2012
Posts: 162

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Never gave the medical thing much thought though I am aware about making medical claims. Thanks for the reminder and suggestions and I probably will double-check with home office. Would love to hear what the doctor NYR consultant does. It seems that sharing a customer testimonial from someone who has found relief or great results is just that person's opinion. Perhaps we should say "may relieve symptoms?" It just seems that our job in this business is to help people get the glowing and clear skin they want and we sell these products because they do just that. I've had lots of people see a difference with their eczema. I'm sure there is a fine line but can't help but want to share great testimonials! If any consultant here finds out the specifics of what we can or cannot say or share please post here for all of us

NYR Organic Group Leader Independent Consultant, Certified Organic, New to the US Opportunity.<https://us.nyrorganic.com/shop/LSmall>

