

The hemp industry, including CBD and other hemp-derived wellness products, is at the forefront of regulatory scrutiny—especially when it comes to marketing and advertising claims. With evolving rules from federal agencies like the **FTC (Federal Trade Commission)** and platform policies from giants such as **Meta** and **Google**, hemp brands face a complex landscape dictating what they and their creators can say.

For brands running influencer and affiliate programs, understanding the difference between *approved* and *prohibited language* is critical. This article provides clarity on claim substantiation basics, outlines the risks of treat/prevent/cure wording, and stresses the importance of sticking to product facts only. We'll also highlight real-world examples and tools that can help brands like **Joy Organics** and platforms such as **Tomoson** navigate these challenges responsibly.

Why Brand Responsibility Matters for Creator Claims

When a creator or influencer endorses a hemp product, the brand is legally accountable for the claims made in that content—even if the creator writes or publishes it independently. According to the **FTC's guidelines**, brands must ensure all advertising claims are truthful, substantiated, and not misleading.

This means brands need to:



- Train creators on acceptable language
- Provide explicit approved vs prohibited language lists
- Monitor creator content before and after it goes live
- Take swift action to correct or remove non-compliant claims

Failing to control claims made in influencer posts can lead to warning letters, fines, or platform restrictions — outcomes that can be damaging to brand reputation and sales.

Claim Substantiation Basics for Hemp Brands

Understanding claim substantiation involves knowing what constitutes an acceptable health claim. The FTC requires that any health or benefit claim made by or on behalf of a hemp brand is backed by “competent and reliable scientific evidence.” This standard demands more than just anecdotal stories or testimonials.

Key Principles of Claim Substantiation:

1. **Truthfulness:** Claims must be true and not misleading.
2. **Evidence:** Claims about health benefits need scientific support, including clinical trials or strong research.
3. **Specificity:** Broad or vague claims are not acceptable—claims should clearly describe benefits backed by evidence.

For hemp, this means brands can't claim their products "treat," "prevent," or "cure" diseases without <https://tomoson.com/running-influencer-campaigns-in-a-regulated-category/> FDA approval. Instead, all product health claims should focus solely on *product facts only* and wellness support language.

Approved Language List Examples

Creating an approved language list helps both brands and creators remain compliant with legal regulations and platform policies. Below are examples of language typically allowed for hemp products, especially CBD supplements, assuming ingredient authenticity and quality assurances backed by lab reports.

Approved Language Description Supports relaxation and calm Describes a wellness benefit without implying disease treatment Promotes a sense of balance Highlights general wellness effects consistent with product formulation Contains naturally sourced hemp extract Factual ingredient information without medical claims Non-psychoactive formula for daily use Product fact focusing on formulation characteristics Lab-tested for potency and purity Assurance of quality control with no health implication

Prohibited Language List Examples

Prohibited language typically involves any verbiage that suggests the product can diagnose, treat, prevent, or cure diseases or health conditions. Using such language can trigger automatic removals on ad platforms like **Meta** or **Google**, not to mention FTC enforcement actions.

Prohibited Language Description Treats anxiety or depression Illegal medical claim lacking FDA approval for CBD products Prevent migraines or headaches Claims making disease prevention or cure promises Cures insomnia or sleep disorders Implies a medical cure without scientific substantiation Reduces inflammation like a drug Suggests pharmaceutical-level results, which is not allowed FDA-approved for pain relief Misleading statement; FDA has not approved CBD for these uses

The Importance of FTC Training and Monitoring Expectations

Brands in the hemp space must stay proactive by instituting robust training programs for their creators and affiliates. Platforms such as **Tomoson** offer influencer marketing management tools that can help brands disseminate approved language guidelines and track creator compliance.

An effective FTC training and monitoring framework includes:

- Regular education on **claim substantiation basics** and legal limitations
- Clear, accessible lists of *approved vs prohibited language*
- Pre-approval workflows for influencer content review
- Ongoing monitoring of live content for violations
- Leveraging compliance-focused technologies and reporting tools

Joy Organics, a leader in hemp wellness, is well-regarded for their rigorous compliance standards and clear creator communication, setting a strong example across the industry.

Advertising Platform Rules – Navigating Meta and Google Policies

Beyond the FTC, hemp brands must also comply with advertising policies from platforms like **Meta** (Facebook, Instagram) and **Google**. These companies apply strict content guidelines to health-adjacent products, which can cause ads or influencer posts with prohibited claims to be rejected or removed.

- **Meta:** Prohibits ads that imply unproven health benefits or medicinal claims related to CBD and hemp products.
- **Google:** Does not allow ads for CBD products, and mandates strict adherence to language limits even for hemp-derived supplements.

Brands must train creators to avoid trigger terms and focus on neutral wellness language to prevent automatic disapproval. This is where approved language lists are invaluable.

Summary: Staying Compliant with Claims for Hemp Brands

To summarize, hemp brands must embrace a culture of compliance when working with creators and affiliates. Key steps include:



1. Understanding the **claim substantiation basics** required by the FTC.
2. Strictly avoiding *treat, prevent, cure wording* in all communications.
3. Using *product facts only* and supported wellness benefit language.
4. Providing and enforcing clear approved vs prohibited language lists.
5. Leveraging training tools, influencer marketing platforms like **Tomoson**, and quality monitoring to maintain compliance.
6. Staying current on advertising rules from **Meta, Google**, and federal regulators.

Fostering transparency and education—from brand to creator—is the best path forward for hemp brands looking to build trust and sustainable growth without regulatory headaches.

If your brand is ready to elevate your influencer program with compliance-driven training and monitoring tools, consider exploring platforms like Tomoson to streamline your operations in alignment with FTC standards.