



Influencer Program FAQs

This doc answers important questions about our social media influencer program.

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PROGRAM DETAILS

Q: Can you tell me about your program, including the commission structure?

- A.** Our goal is to cultivate a long-term, fruitful partnership with you, and in order to ensure we can work together for a long time, we provide:
- A generous payout of 30%. We're also open to discussing paid sponsorships, and a contract will depend on a few different factors.
 - A 15% off coupon code for your followers. This can be used in addition to any other sale AND can be stacked with our 15% off subscription offer (for the first order)
 - Done-for-you assets and talking points.
 - Options to work with you outside of social via podcast/website/email sponsorships. Let's discuss ALL the possibilities.
 - Support and regular communication.
 - Engagement with your brand by our social media manager, Joy. She'll interact with your posts (not just the ones about us!) and do her best to repost when appropriate. If you

post something you think is a good repost for us, tag us or DM Joy to bring it to her attention.

- Access to the team of doctors/scientists who created Mara Labs. They'll offer Zoom calls for open Q&A's, but your questions are always welcome via email or social media as well. We prioritize adding value to our influencer team's own brands, so never limit your questions to just our products. We're here for you!

Most of our influencers are health + wellness experts, and they ALL use and love our products on a regular basis. Our preference is that you use our supplements for 3-4 weeks before post about them, so you can truly share your experience and build rapport with your followers. One exception is our \$25 spot bonus. If you do decide to post within 24 hours of receiving your box, we ask that you talk about:

- the science behind the supplements
- that they're non-gmo, certified glyphosate free, and no spray
- sourced organic whenever possible
- free of all fillers and flow agents
- much more bioavailable than most supplements due to our proprietary Broccoli Seed Complex
- created by 3 friends who are Johns Hopkins grads and are on a mission to bring clean and bioavailable supplements to the world

If you [fill out this form](#), we can send you samples (full-size bottles!) of our best-selling supplements.

Q: I'd like to collaborate! What are the next steps?

A. If you'd like to join our rev share influencer program, [please sign up here](#). Once we've approved your account, we'll email you with details on getting started. You'll also receive a series of welcome emails that will outline some important program details. And then our Influencer Growth Manager will send out regular newsletters with announcements on upcoming campaigns, contests, and other must-read news. Please keep an eye on your inbox (including your promo/spam folders) so you don't miss out!

If you want to do a paid collaboration, please send your media kit to partners@mara-labs.com and **be sure to include**: average link clicks per story, average views through the END of story, your rates, and content examples of products you've promoted.

If you need to try a product before promoting, please email partners@mara-labs.com.

Q: Will you send me products in exchange for posting?

A. We trade monthly content for products! Please email partners@mara-labs.com with your proposal and include your social media details, including where you plan on sharing content and what product(s) you'd like in exchange for posting.

Q: Do you set up paid partnerships with your influencers?

A. Occasionally, yes! We generally work out paid partnerships with Tier 2 influencers (those who have been in the program + taking our supplements for 3 months AND have generated sales of at least \$1000) regardless of follower count. If you want to arrange a paid deal, please email partners@mara-labs.com:

Keep in mind that we do NOT pay just on follower count or engagement rate. As a pre-paid influencer, you must be able to generate sales + be consistently using at least one of our supplements.

We want to develop long-term partnerships with all of our influencers, which means we want you to be a consistent user of Mara Labs products. Meaning, we don't want to pay for a 1-off post. We'd like to run a few tests with you first then sign a long-term contract (6-12 months or more!). Please consider this before sending us a proposal.

As an alternative, you can start earning commissions right away as a rev share influencer! [Sign up here](#).

Q: How much money can I make as a rev share influencer? And what are the other benefits?

A. As a rev share influencer, there is no cap to how much you can earn!

When you are paid on performance, you are free to promote whenever you want and however you want (as long as you're sticking to our program policies). We don't measure your engagement or sales or ROI. On the other hand, if you have a contract with us, then you must post per our agreement. We'll look at your sales to determine if we can continue the contract at the agreed upon rate.

Besides autonomy, by being a rev share influencer you can join our seasonal campaigns for a chance to win bonus cash, products, and prizes.

Q: I don't really post on social media, but I'd love to refer your products to my clients via word of mouth. Can I do that?

A. Absolutely! [Start by signing up here](#). You'll have a unique coupon code that you can share with your clients and colleagues, and every time someone makes a purchase with your code, you will be credited with your sale.

Q: I have an issue with part of your program terms of use. Can we remove a certain clause?

A. We are open to amending our program terms of use, depending on what you want to edit. Please email partners@mara-labs.com to chat about your concerns.

Q: I know someone who I think would be a perfect Mara Labs influencer. Can I introduce you? Do you offer a referral fee?

A. We LOVE growing our network via referrals, so we'd be thrilled to get an introduction to your friend/colleague! Please send an intro email, connecting your referral with our Influencer Growth Manager, Joy (partners@mara-labs.com) and be sure to include their IG handle.

If your referral ends up joining our influencer program and generating revenue, you'll receive \$50 bonus!

Q: I have a YouTube channel and/or podcast I'd like you to sponsor.

A. These types of sponsorships are separate from our influencer program. Please email partners@mara-labs.com to discuss a YT or podcast sponsorship.

GETTING STARTED + PROMOTING GUIDELINES

Q: Now that I'm signed up, how do I get started promoting?

A. It's easy! Follow these simple steps:

1. If you don't already have a Mara Labs product to use in your promo, email partners@mara-labs.com. We'll send you a bottle of our best-selling supplements right away.
2. [Reference this document](#), which shows you how to make your first BrocElite post.
3. You can also film an unboxing video. [Follow this playbook](#).
4. Or create your own content!
5. Remember to share your unique coupon code!
6. Post whenever you want and as often as you like.
7. Remember to tag @themaralabs and use relevant hashtags (see below).
8. Keep an eye on your inbox for our influencer newsletters, which will announce special campaigns and contests you can join for extra promotional opportunities.

Q: What hashtags should I use when promoting?

A. First, remember to always tag us @themaralabs. Then, you can use any of these hashtags:

#maralabs #brocelite #broccoli #superfood #healthyliving #sulforaphane
#detox #immunity #liverhealth #biohacker #biohacking #inflammation #supplementsthatwork
#bioavailability #brainhealth #longevity

Q: Can I use a domain with your brand name or product name in it?

A. No. This violates the terms of our affiliate program.

Q: Do you allow paid advertisements (PPC, Adwords, etc)?

A. The Mara Labs influencer program is designed for influencers to promote via legitimate channels of influence only.

Promotion via paid traffic (including any adword campaign), re-targeting, discount and/or coupon site, or any other method that is the sole discretion of Mara Labs is not in accordance with our terms and conditions and will result in any commissions being denied and places your continued participation in the Mara Labs Influencer program in jeopardy.

Q: How do I stay in the loop about upcoming campaigns and contests?

A. While you can create your own content and promote any time you want, we also have seasonal campaigns and flash sales that you can join. We'll announce these via our monthly newsletter, so please keep an eye on your inbox for emails from partners@mara-labs.com.

PAYMENTS + COMMISSIONS

Q: What's your commission structure and how often do you pay commissions?

A. We have one of the most generous payout tiers in the industry! [See how much you can earn HERE.](#)

You will also earn money on upsells and subscriptions!

We pay commissions the first week of every month for the previous month's sales. We pay via PayPal, so make sure you enter your PayPal address upon sign up or update this in your GoAffPro dashboard.

Q: Where can I see my sales and commissions?

A. You'll be able to pull all your sales and commissions data from your GoAffPro account.

Q: Can I get paid by check, e-transfer or wire?

A. Not at this time. The only form of payment is via PayPal.

Q: I seem to be missing sales and/or commissions. Can you help?

A. If you're not seeing an order that you *know* one of your followers placed, please email partners@mara-labs.com and include the buyer's name and, if possible, their email address and order number. We'll look into it and get back to you asap!

Q: I know I have sales, but I'm not seeing them in my GoAffPro dashboard. How can I make sure I'm being credited?

A. We're happy to help you figure this out, but we need specifics in order to do some digging. Please email partners@mara-labs.com with as much info as possible: buyer name and email, order number, date the order was placed etc.

Also, to ensure you're being credited with sales, make sure you share your coupon code and unique tracking link whenever you post.

Q: One of my followers placed their order over the phone. Do I get credit for that sale?

A. You will get credit for that sale if your follower mentioned your coupon code on the phone.

COUPON CODES

Q: How much is my coupon code worth?

A. Your coupon code is for **15%** off all products on Mara-Labs.com.

Occasionally, we run special campaigns with additional discounts. Don't worry, we'll give you plenty of notice via the Mara Labs newsletter and will inform you of campaign dates and how to opt in. During these types of sales, your 15% coupon will give your clients or followers an EXTRA 15% off for their first purchase.

Q: Do I always need to share my coupon code?

A. Yes! Your coupon code serves 2 purposes:

1. It helps track sales. Anytime someone uses your code at checkout, that sale is credited to your influencer account.
2. It gives your readers 15% off. (So, always share your code!)

We also highly recommend sharing your unique tracking links...however these are currently not functioning properly, so until GoAffPro fixes this, please share your code.

If you simply direct someone to mara-labs.com (without embedding your unique link), and they purchase with your code, you will still get credited with the sale. However, if someone forgets to use your code (or uses someone else's code), then we cannot track your sales, and you will not get the credit.

Your link will be listed in the Welcome email you received when your application is approved.

Q: Does my code work on Amazon?

A. No. Your code works exclusively on mara-labs.com and any pages owned by Mara Labs, like <https://mara-labs.com/collections/shop>.

Q: Can I use my code to buy products for myself?

A. No, but we can give you an influencer-only 30% off coupon code so you can stock up on your favorite Mara Labs products at a big discount. Email partners@mara-labs.com to get the code.

NOTE: Personal-use codes are only for active affiliates. If we find that you are not actively promoting Mara Labs to your audience, your personal-use code will be made inactive.

Q: Can I use my personal-use coupon code on subscription orders?

A. Because subscriptions are already discounted, your personal-use code will only work on one-time purchases. However, your 10% discount will give your clients/followers an additional 10% off their first subscription purchase.

Q: One of my followers forgot to use my coupon code. What should I do?

A. We are happy to give you a ONE-TIME credit to your influencer account. Please email partners@mara-labs.com and include the buyer's email address, and we will manually add the sale to your account.

NOTE: We will credit your account one time as a courtesy. After that, we cannot be responsible for followers who don't use your code. To ensure you are credited with every sale, use your unique tracking link, which you can grab by logging into your influencer dashboard.

GOAFFPRO, LINKS, AND PROMOTIONAL ASSETS

Q: How do I log into GoAffPro and find my link(s)?

A. Log in to your GoAffPro account ([here](#)), then copy your referral link from the homepage of your dashboard.

Remember to use your coupon code, too!

Q: I'm unable to log into GoAffPro. Can you please help?

A. Please try [logging in HERE](#) in an incognito window. Make sure that your incognito window is accepting cookies (not blocking cookies).

If this doesn't work, please contact GoAffPro Support: <https://app.goaffpro.com/contact>

Q: If I only share my link and not my code, will my sales still track and will I still earn commissions?

A. Yes! Your GoAffPro links are a reliable way to track sales to your account.

Q: If someone uses my tracking link, is a discount automatically applied?

A. Yes – as long as you use the unique tracking link you received after signing up, your discount code will be automatically applied.

If you simply direct someone to mara-labs.com, they will need to enter your coupon code at checkout to get the discount.

Q: Can I get a custom link?

A. We're happy to review your request! Please email partners@mara-labs.com with the link you'd like, including your desired slug. For example: mara-labs.com/yourname

If we approve your request, it will take 1-2 weeks to get your link created.

Q: Do you have tutorials on how to use GoAffPro?

A. Yes! GoAffPro has an amazing collection of "how to" articles on their website and it's free to use: <https://docs.goaffpro.com/>

You can also contact GoAffPro Support: <https://app.goaffpro.com/contact>

Q: I have an unboxing video/photo and/or product testimonial to share with you. Where should I upload it?

A. Yay! We love seeing your content. Please upload files here:

- [BrocElite UGC](#)
- [Unboxing videos](#)

Please name the file with your name and a short description. For example:
MLUnboxingVideo_JaneDoe.mp4 or MLProductReview_JaneDoe.mp4

Q: I need help with content ideas. Do you have some copy and graphics I can use?

A. Yes! We're currently building a massive content library, but below are a few assets we have now you are welcome to use. Copy and paste as-is, or just 'swipe' the content and use in your own designs.

If you need anything specific, please email partners@mara-labs.com with your request.

- [Mara Labs BrocElite Unboxing Playbook](#) (coming soon!)
- [Mara Labs BrocElite – Your First Post!](#)
- [Mara Labs BrocElite – Content Playbook](#) (coming soon!)

PRODUCTS + SHIPMENTS

Q: I'd like to order some products for myself. Do you offer a discount?

A. Yes! We will give you a unique 30% off coupon code so you can stock up on your favorite MaraLabs supplements! You should have received this code in your Welcome Email, which was sent after you signed up. You can also find this code by logging into your GoAffPro dashboard.

If you can't find it, please email partners@mara-labs.com to get the code.

Also, here are the general rules to ALL of our affiliates regarding personal-use coupon codes:

- Please do not share this code with anyone. If we find your personal-use coupon code is being abused, we will delete the code and put your Mara Labs account under review.*
- Also, in order to keep the code, you must be posting about Mara Labs to your followers. If we find you are not an active influencer, we will make the code inactive.*

Q: You recently sent me some products, but I was charged a duty fee when they arrived. Can you reimburse me?

A. Please email partners@mara-labs.com so we can help you with this! In general, we'll reimburse you for the first shipment. If you continue to post regularly for Mara Labs and generate sales, we're happy to cover those fees on an ongoing basis.

Q: I have specific product questions. Where can I find literature on each of the products?

A. The best place to get info about our products is via our [website](#).

You can also review these [talking points](#), which have general info about all of our products.

If you have any other questions you can contact our super knowledgeable Customer Service Team [here](#) or call 810-SPROUTS (777-6887) between 9-5 EST.

Q: Where are your ingredients sourced from, and are they certified organic?

A. Our broccoli seeds are sourced from Tennessee and California. They are not 'certified organic' because we have not found a "certified organic" distributor of seeds that contain adequate levels of sulforaphane's precursor, glucoraphanin, which is necessary for the creation of our formula. However, our broccoli seeds are no spray, non-GMO, and glyphosate-free, and we test them in small batches (both internally and via independent, 3rd party testers) to ensure our products have a precise and adequate amount of stabilized sulforaphane in each capsule. We also test to make sure our products are free of heavy metals and toxins. Other ingredients come from either India or China, and any materials that we outsource, like our curcumin in CurcElite, come from wholesalers that are GMP certified and provide a multitude of tests that include ICP-MS Heavy Metal Test.

Q: Will you share your COAs and 3rd party testing results with me?

A. We're happy to share our COAs with you. Please email partners@mara-labs.com and let us know which product COA you'd like.

A few things to note:

- Since our products are truly 100% natural, there will be trace amounts of metals and minerals in our products. But you'll see levels are WAY below the danger zone. :)
- We've redacted our manufacturing info for security purposes (so that no one steals our formulations), but all the testing results are there for you to see.
- Making sure our products are free of heavy metals and toxins is very important to us. Any materials that we outsource, like our curcumin in CurcElite, come from wholesalers that are GMP certified and provide a multitude of tests that include ICP-MS Heavy Metal Test.

Once you receive the COAs, please do not share the COAs with your community. If you need help with messaging to your audience, you can say something like this: "I asked Mara Labs for their COAs, and they openly shared them with me. I reviewed the documents and can confirm that their levels are not only safe but lower than industry standard."

(Of course you can edit that statement as you see fit.)

Q: What do you test for and who does your testing?

A. We conduct both internal and independent, 3rd party testing to verify:

- Sulforaphane concentration % and amount per capsule (to ensure effective doses in each serving)
- Low levels (aka safe and below industry standards) of heavy metals and toxins, like glyphosate

Our broccoli seeds are no-spray, non-gmo, and glyphosate free. Any materials that we outsource, like our broccoli seed and curcumin, come from wholesalers that are GMP certified and provide a multitude of tests that include ICP-MS Heavy Metal Test. We internally test our final product on renal proximal tubular cells, which are the most sensitive cells in the body. It's actually more thorough than just doing a test for heavy metals, because something that might be "heavy metal free" can also be toxic and kill the proximal tubular cells. Sulforaphane is the only substance we've seen that is not only non-toxic but also promotes growth of the cells. We don't outsource this test simply because most other labs can't perform it.

Q: How do you stabilize the sulforaphane in your supplements, as I know it's very sensitive to air and temperature?

A. The sulforaphane extraction process is natural, done with water. The stabilization process of sulforaphane is proprietary, and we didn't patent it because it is super labor intensive. There are many countries with cheap labor who are known not to respect patents, and we didn't want anyone stealing it and trying to incorrectly replicate the stabilization process (and cut corners).

...So what we can share is that we use a 'low and slow' process that involves a very time-consuming, air drying process.

Q: How does QuercElite make curcumin more bioavailable?

A. Quercetin is normally only 5% bioavailable, but the broccoli seed complex in our QuercElite increases the bioavailability and allows quercetin to cross the cell membrane, whereas normally quercetin on its own will not. Therefore, QuercElite solves the bio-availability problem by getting it into the body so that it works fast.

Q: Should Mara Labs supplements be refrigerated?

A. BrocElite should be refrigerated once opened. This product is all-natural, and cold temperatures help keep the efficacy of the product in tact. There is a little bit of wiggle room for this, though. If the bottle is kept at room temperature, it can be out on the counter for about 1-2

months*. But, I always suggest to keep it in the fridge and take out your capsules daily. This product is an investment in your health, and it's best to store it cold and not have to worry about degradation.

*Note, we suggest unopened BrocElite not be stored at room temperature (unopened) for longer than 6 months.

In regards to travel, we suggest taking only the capsules that you need (leave the rest at home in the fridge) and keep out of high heat. If you're traveling somewhere outdoors like a campsite, it may be difficult to keep your BrocElite stored properly unless there is a cooler/mini fridge situation. If traveling to a location with a fridge option, keep the capsules cool/at room temperature during travel and then store in the fridge immediately upon arrival.

Here's another tip: keep the desiccant pack in the bottle when traveling, which will help with moisture.

Also, there will be a discoloration when the capsules oxidize (and are no longer effective). David has a video on this here:

<https://mara-labs.com/blogs/journal/my-brocelite-oxidized-while-camping>

CUSTOMER SUPPORT

Q: What countries do you ship to?

A. Mara labs ships to most countries but the list is continually changing as restrictions per country change regularly. The easiest way to see where we can currently ship is to:

- Go to <https://mara-labs.com/collections/shop> and add anything to your cart
- Continue the checkout process
- Open the dropdown menu next to 'country/region' to see where we ship to

Q: One of my followers needs help with an order. Whom can they contact?

A. We have an amazing Customer Service Team, and all of our support staff will be happy to help you and your community!

You can visit our help desk: <https://mara-labs.com/pages/contact>

Email: E: info@brocelite.com

Call: 810-SPROUTS (777-6887) (Monday-Friday, 9am-5pm EST)

Q: One of my followers had an adverse reaction to one of your products. Do you know what could have caused this?

A. There are no known side effects and no known medication or supplement interactions to the ingredients in our products. If the problem persists, we suggest that you stop using the product and consult your doctor.

HAVE MORE QUESTIONS?

Email partners@mara-labs.com and our team will get back to you soon.