



one honest video, in your own voice.

Five steps from your welcome gift to a live post. Read what you need, skip what you don't.

01 activate your account, claim your product

Your invitation arrives by email from Social Snowball. Check spam and promotions. Product choice and shipping both happen inside Social Snowball when you claim your welcome gift.

ALREADY INVITED

sign in and find your gift

Use the email address where you received our creator outreach, then open the Tonum program for your gift, code and referral link.

affiliates.socialsnowball.io/auth/affiliate/login

NOT REGISTERED YET

join the affiliate program

Sign up on Tonum's affiliate page. The program pays 20% commission on attributed sales — your dashboard carries your own code and terms.

tonum.socialsnowball.io/signup

READ THIS TWICE

two different links

Your **account invitation** activates your account. Your **referral link** is what you share with your audience. Never post the invitation.

Missing an invitation or gift? Reply to your Tonum email describing what you see — never send a password or invitation token. If you chose a product other than Motus, ask us for the matching guidance before you film.

02 choose one real story

Try the product first, following the directions on your own label. You do not need to manufacture a result, repeat someone else's testimonial, or promise an outcome. Pick one angle and stay with it.



routine

Show where Motus fits into a real day. Start with a specific moment — getting ready for work, packing your gym bag.



first impressions

Show the bottle and describe your actual first impression. Be clear that an unboxing is not a result.



what you learned

Share a question you had and point viewers to the product or research page. Ask the team to check any scientific claim first.

hook bank.

Choose one. Say it naturally. Make it true to you.

0–3s

YOUR OPENING

FACTS

- 01 Here is what I checked on the Motus label before trying it.
- 02 Five ingredients, and a question I wanted answered before I started.
- 03 Here is where I went to learn more about Motus.

SKEPTICISM

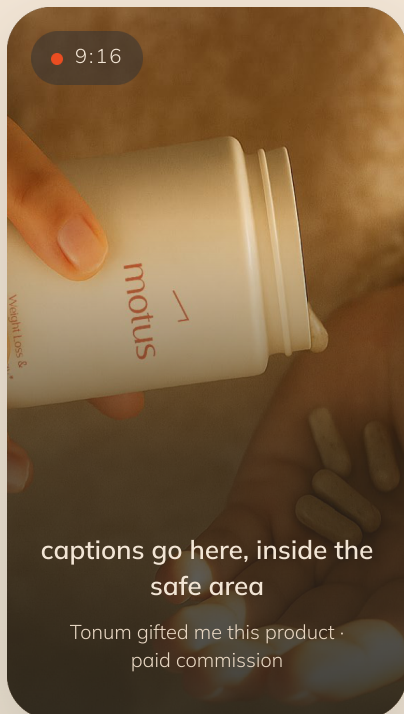
- 04 Before I try a new supplement, I want to understand what is in it.
- 05 I had questions about Motus, so I started with the label and the research page.
- 06 Here is what I look for before adding something to my routine.

GENERAL

- 07 A small part of my morning routine that I wanted to share.
- 08 My honest first impressions of Motus, without promising a result.
- 09 Here is how I am making room for a consistent routine.
- 10 What I learned before trying Motus for myself.

03 film 15–30 seconds

Vertical 9:16. Natural light, clear audio, clean background, sharp image. Keep other logos out of the shot. A natural delivery is more useful than a polished ad.



0–3s the real moment

Open on the moment or question. “Here’s where Motus fits into my morning routine.”

3–20s alternate a-roll and b-roll

Short talking-to-camera clips against a clear bottle close-up and your own routine footage. Explain only what you know or actually experienced.

20–30s your own link

“If you want to learn more, my Tonum link is in my bio. I earn commission if you buy through it.”

SHOT LIST

- ☐ bottle front
- ☐ label close-up
- ☐ a routine moment
- ☐ you speaking naturally
- ☐ a little extra footage

15–30 seconds

vertical 9:16

captions required

hook in first 3s

no added music or graphics

solid colours, no logos

04 keep the story accurate

Use your own words and your own experience. If you haven't noticed a change, say that honestly or focus on the routine and what you're learning.

WHAT YOU CAN SAY

key messages

- ✓ Preserve lean muscle mass
- ✓ Supports weight management and a healthy metabolism
- ✓ Helps improve liver health
- ✓ Boosts energy
- ✓ Is shown to reduce food noise
- ✓ Supports and balances blood sugar
- ✓ Optimizes metabolic support
- ✓ Supports a healthy weight

WHAT YOU CAN SAY

supporting points

- ✓ Supports healthy metabolic function
- ✓ Boosts energy metabolism
- ✓ Supports healthy glucose metabolism and blood sugar
- ✓ Improves mitochondrial function

WHAT YOU CAN SAY

everyday relevance

- ✓ Plateau frustrations
- ✓ Stress eating
- ✓ Perimenopause metabolism
- ✓ Holiday food stress and staying on track

WHAT YOU CAN'T

no disease claims

- × Do not say Motus treats, cures, prevents or diagnoses any condition
- × "Cures obesity"
- × "Treats diabetes"
- × "Fixes thyroid issues"

WHAT YOU CAN'T

no drug-like language

- × Motus is a dietary supplement, not a medication
- × "Doctor-prescribed fat burner"
- × "Better than Ozempic"
- × "Like an injectable" or "ditch your injectables"

WHAT YOU CAN'T

no guaranteed results

- × "Lose 10 pounds in 7 days"
- × "Guaranteed fat loss"
- × "Melt fat instantly"
- × No "no side effects", and no before/after promises

WHAT YOU CAN'T

no body shaming

- × "Flatten your belly"
- × "Get your pre-baby body back"
- × Do not diagnose your audience's tiredness, cravings or energy crashes
- × Do not tell anyone to stop prescribed treatment

Don't copy statistics, research durations, absorption comparisons, prices or drug comparisons from an older script without a current approved source. A personal anecdote does not make an unsupported medical claim acceptable. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

05 disclose, post, send the link

Make the relationship obvious right alongside the recommendation — not after “more”, not in a hashtag pile, not only in your profile.

SAY IT LIKE THIS

“Tonum gifted me this product, and I earn commission on purchases through my link.”

where the disclosure lives

In-video, ideally spoken and on screen. On Stories, readable on the endorsement frame. Use the platform's partnership tool as well as your own words. If there's a separate paid sponsorship, disclose that too.

before you publish

Tag **@tonum**. Use your own referral link or code, never another creator's. Check that the link opens and the captions are readable.

then send it to us

Reply to your Tonum email with the live post URL so the team can record it and help. Drafts welcome before you post.

your voice helps bring tonum to life.

We can't wait to see how you share your story. Anything unclear, reply to your Tonum email.

ACCOUNT

Social Snowball sign-in

affiliates.socialsnowball.io/auth/affiliate/login

PRODUCT

Motus product page

tonum.com/products/motus

SCIENCE

Tonum research

tonum.com/pages/research

ACCOUNT

Affiliate signup

tonum.socialsnowball.io/signup

PRODUCT

Weight management page

tonum.com/pages/weight-loss

COMPLIANCE

FTC disclosure guide

ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers

This affiliate guide does not grant paid advertising rights. If you have a separately agreed paid brief, deadline or usage agreement, confirm those terms with the team. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

what motus actually is

A daily supplement designed to support a healthy metabolism, protect lean muscle, sustain energy, and support healthy cholesterol levels and liver function. The formula combines Berbevis®, Alpha-Lipoic Acid, Nicotinamide, Siliphos® and Taurine. Use the current product label and linked research for details, and confirm scientific claims with the Tonum team before including them in your content.



berbevis®

BERBERINE

An advanced form of berberine that enhances glucose metabolism and activates AMPK, a cellular energy sensor. It improves insulin sensitivity, lowers cholesterol, and has been shown to support brain health by reducing inflammation.



alpha-lipoic acid

ANTIOXIDANT

A powerful antioxidant that works in both fat- and water-soluble environments, protecting cells from oxidative stress. It supports mitochondrial energy production, improves insulin sensitivity, and protects neurons from damage.



nicotinamide

VITAMIN B-3

A form of vitamin B3 that fuels the body's production of NAD+, a molecule essential for energy metabolism and cellular repair. It improves insulin sensitivity, supports fat metabolism, and helps protect brain cells from age-related damage.



siliphos®

MILK THISTLE

A bioavailable form of milk thistle extract that supports liver detoxification and reduces systemic inflammation. A healthy liver is essential for hormone regulation, fat metabolism, and brain function via the gut-liver-brain axis.



taurine

AMINO ACID

A neuroprotective amino acid that supports mitochondrial performance, regulates calcium levels, and reduces inflammation. It also aids glucose metabolism and supports endurance during physical activity.

Full product information, claims and ingredient detail:
tonum.com/pages/weight-loss