

Welcome to the



# Affiliate Program

In partnership with

**ShareASale**  
Part of Awin

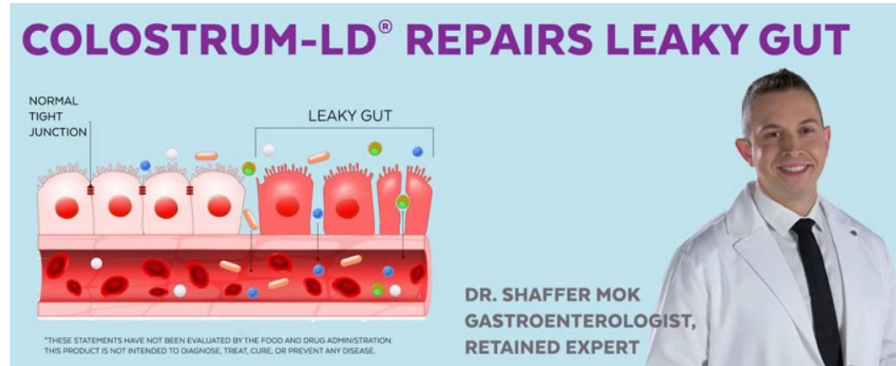
and

**Wellblūm**

# Who Are We?

[Sovereign Laboratories](#) is a **pioneer** and **world leader** in the research and development of bovine **colostrum** for human consumption. Colostrum is simply the most important and studied food supplement in the world. Colostrum is nature's first food for all mammals. The **many benefits** to human health from colostrum supplementation are broad-based and supported by many scientific studies.

Colostrum, though naturally occurring, requires state-of-the-art processing in order to be absorbed by the body for maximum overall health results. All of Sovereign Laboratories' colostrum products are manufactured in the world's most technologically-advanced colostrum production facility, the only plant dedicated solely to manufacturing colostrum for human consumption. Furthermore, Sovereign Laboratories pioneered the liposomal delivery system, which has proven essential for maximum bioavailability and potency.



**COLOSTRUM-LD<sup>®</sup> REPAIRS LEAKY GUT**

NORMAL TIGHT JUNCTION

LEAKY GUT

DR. SHAFFER MOK  
GASTROENTEROLOGIST,  
RETAINED EXPERT

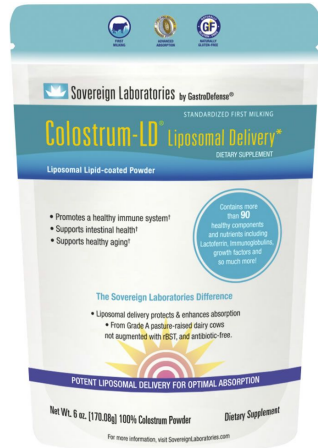
\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

The advertisement features a diagram comparing a normal gut with a leaky gut. On the left, 'NORMAL TIGHT JUNCTION' shows intestinal cells with intact junctions. On the right, 'LEAKY GUT' shows gaps between cells allowing particles to pass through. A photo of Dr. Shaffer Mok, a gastroenterologist, is on the right. A disclaimer is at the bottom left.

# Our Products

Our range of products includes Colostrum-LD Supplements, Joint & Muscle Health, Immune Health, Anti-Aging, Gut Health, Regenacol Skin Health, and Pet Health. Please visit our [website](#) to learn more about these products - and feel free to utilise any assets from the website to promote the brand to your audience.

Our bestselling products contain Colostrum, but also popular are our Vital C-LD Capsules - a supercharged Vitamin C supplement, and Regenacol Skin Inside - a high quality collagen powder which is added to drinking water.



# Our Customer

We ship to the USA and its territories. We have several key consumer demographics:

- People aged 55+ who are becoming more health focused, may have some ailments, and want to generally feel better within their bodies.
- Predominantly women aged 35+ who are interested in improving their skin, and are looking for a good quality product.
- Sportspeople, including athletes, runners, cyclists, and weight lifters, who want to maintain peak athletic performance.
- Young families - we also provide health products for children and pets.



# What Do We Offer?

Our affiliate program works on a CPA basis, whereby you can earn **10%** on any net sales you generate for Sovereign Laboratories. Our average payout is **\$10.00** USD. Higher rates can be earned in exchange for enhanced exposure in some cases. We also invest in tenancy placements at key times of the year. We have a 30 day cookie period and work on a last-click model.

We occasionally run incentive programs with our publishers whereby bonuses can be won through good performance.

We use ShareASale to provide the tracking technology and payouts for our affiliate program. You can apply to join our program [here](#) if you haven't already done so.



Skin Health



Repair 'Leaky Gut'



Joint & Muscle Health



Immune Health



Aging Support



Gut Health

# How To Promote Sovereign Laboratories

ShareASale has some helpful articles showing how to navigate their platform and pull links to place on your site etc [here](#). But please reach out to [Wellblum](#), our affiliate marketing agency, for advice if needed.

ShareASale houses all our current available deals, coupons, and banners. However, we are happy to create bespoke deals and creatives for the right publishers. Please let us know if you require something special. You can also utilise the video content from our [YouTube channel](#).

We communicate with our affiliates via newsletters sent through the ShareASale platform with important updates, so please ensure you're opted in to receive those newsletters.



# Something To Know About Promoting Dietary Supplements

Dietary Supplements in the United States are regulated by several laws including the Dietary Supplements Health and Education Act of 1994 (DSHEA). As an affiliate, you are required to follow this law as well when marketing our supplements. Not to worry, just use our material. If you create your own material, no problem, just contact us at [natasha@wellblum.com](mailto:natasha@wellblum.com) for review/feedback/approval.

It's also important for you to follow the Federal Trade Commission (FTC) material disclosure rules of being an affiliate when you post your affiliate links. Basically, it just means that somewhere near the affiliate link you call it out, (example, "I highly recommend that you start taking Colostrum-LD. I believe in it so much I signed up as an affiliate and get a small commission that helps but me a cup of coffee to educate people on gut health. Try Colostrum-LD today [affiliate link]."

For more on FTC disclosure laws in easy-to-understand language, visit:

<https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>

# Contact Us

If you have any questions about promoting Sovereign Laboratories, or would like to explore ideas, please contact Natasha Maddison at Wellblum on [natasha@wellblum.com](mailto:natasha@wellblum.com).

