

Welcome to the



# Affiliate Program

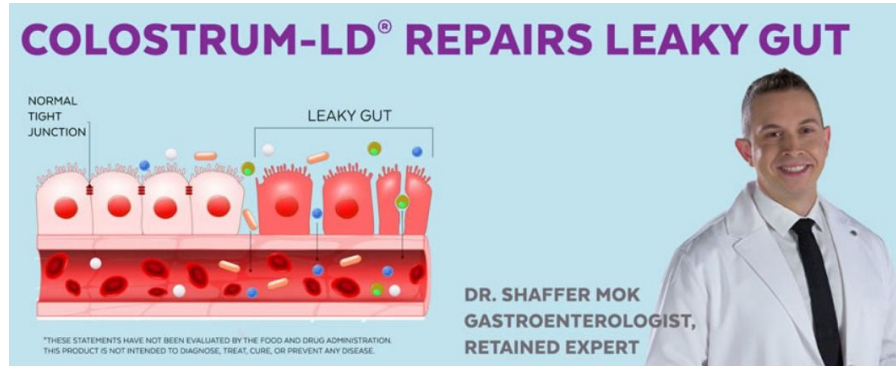
In partnership with



# 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

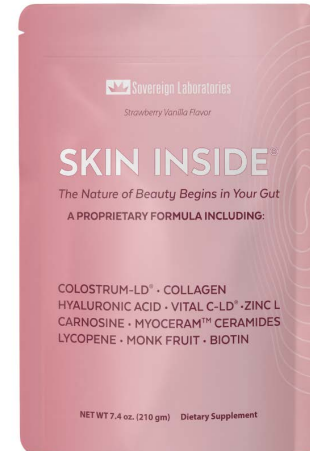
\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

The advertisement features a diagram of the gut wall. On the left, 'NORMAL TIGHT JUNCTION' shows intestinal cells with intact junctions. On the right, 'LEAKY GUT' shows cells with gaps in their junctions, allowing particles to pass through. A photo of Dr. Shaffer Mok 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, Skin Health, and Pet Health. Please visit our [website](#) to learn more about these products - and feel free to utilize 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 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 **5%** on any net sales you generate for Sovereign Laboratories. Our average payout is **\$5.00** USD. We also invest in tenancy placements at key times of the year. We work on a last-click model.

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

We use AWIN 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.



# How To Promote Sovereign Laboratories

Please reach out to [Guy Turck](#), our marketing director, for advice if needed.

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

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



## How To Find/Generate Your Affiliate Link

**NOTE:** generated affiliate links are NOT stored in Awin. If you lose the link you will have to generate a new one.

### Instructions to Generate an affiliate tracking link

Login to your Awin account/dashboard. Then you'll need to generate an affiliate link (you can have more than one, if desired).

To generate an Awin affiliate link and track transactions, navigate to the "Link Builder" tool under the "Toolbox" menu. In the Advertiser field, enter Sovereign Laboratories (it should be available when you place your cursor in the field). Then enter a Destination URL, from our <https://www.sovereignlaboratories.com> website.

**For example:** [https://www.sovereignlaboratories.com/product/COLOSTRUM-LD\\_powder16.html](https://www.sovereignlaboratories.com/product/COLOSTRUM-LD_powder16.html)

The Campaign parameter and Click references fields are optional and can be left blank. Click the 'Generate link' button.

#### Link Builder

Create links to specific product pages, even if you aren't partnered with the advertiser.  
For support, visit the [partner success center](#).

Create deep link

Advertiser	Joined <input type="checkbox"/> Sovereign Laboratories <a href="#">Profile</a>
Destination URL	<input type="text" value="https://www.sovereignlaboratories.com/product/COLOSTRUM-LD_powder16.html"/>
Campaign parameter	Select a campaign (optional) <input type="text"/>
Click references	Add click references (optional) <input type="text"/>

[Find out more.](#)

[Generate link](#)

Awin will generate your affiliate tracking link which you'll need to copy. Optionally, you can shorten the link if you like.

Your deep link

URL	HTML	QR Code
<div><pre>https://www.awin1.com/cread.php?awinmid=88399&amp;awinaffid=2886133&amp;ued=http%3A%2F%2Fwww.sovereignlaboratories.com%2Fproduct%2FCOLOSTRUM-LD_powder16.html</pre><p><b>Copy this link</b></p><p><a href="#">Shorten link</a> <a href="#">Copy link</a></p></div>		

# 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 Guy Turck at [guy@sovereignlaboratories.com](mailto:guy@sovereignlaboratories.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 Guy Turck, [guy@sovereignlaboratories.com](mailto:guy@sovereignlaboratories.com).

