



CREATOR PROGRAM

Creator Brief

Everything you need to make great Q-Active content: the science in plain words, how the product works on camera, the rules every video has to follow, and what we look for in a submission.

Welcome to Q-Active

You make the videos. We pick the best ones, put ad money behind them and scale the ones that hit, so your work gets seen way past your own following.

Here's Q-Active in one breath: quercetin is one of the most studied plant compounds out there, but most of it never makes it past digestion. Published research puts standard pills and powders under 10% absorption. We fixed that. Q-Active is 99.5% pure, pre-metabolized quercetin in a flavorless liquid snap pack, already in the form your body uses.

You need to speak on the science. People who see your video as an ad land straight on our shop page, not on our Science page. Your video is where they learn why Q-Active is different, so you have to understand it well enough to explain it in your own words.

Before you film, read these two pages start to finish:

- **The Science page** (tryqactive.com/science): the absorption problem, how we fixed it, the ingredients and the research
- **The product page** (tryqactive.com/shop/functional-quercetin): benefits, plans and what your audience sees when they click

The science you should be able to explain in one breath

- **The problem:** quercetin is famously hard to absorb. Most of it never makes it past digestion.
- **The fix:** our patent-pending process, molecular complexing, delivers quercetin pre-metabolized, so the body doesn't have to break it down before using it.
- **The difference:** most supplements chase how much gets into the bloodstream (bioavailability). Q-Active is built for what happens where cells actually work (bioactivity).
- **The source:** 99.5% pure quercetin from the seed pods of fava d'anta, a flowering tree native to Brazil's Cerrado.

Read the rules section before you film. It's the one part of this brief that isn't optional.

A note from Alex

Q-Active is still a young brand, and I want to be straight with you about where we are and where we're headed.

My goal is simple: I want creators who can make a living off Q-Active alone. Total focus, real income, a real partnership. As we grow, we'll keep improving our program in your favor, and the creators who get in early and stick with us are the ones who'll get there first.

I want everyone to win here. Let's build it together.

Alex Shue, Co-Founder

What you get

- **A free pouch** to try before you post.
- **Commission on the sales you drive.** We share the details, tracking and payouts when you're approved.
- **Paid ad reach.** We review every submission and pick the winners. The ones we pick get real ad spend behind them, and if a video hits, we scale it: more budget, longer run, more reach than you'd get on your own.
- **A direct line to the team.** Questions go straight to us at support@tryqactive.com.

Not every video runs as an ad, and if an ad isn't performing we pause it within 3–7 days. Nothing personal, it's just the data. Your next video gets its own shot.

What a sale looks like

- **Monthly subscription (\$64/mo, 20% off):** lead with this. It's the better deal for your audience, and it's how people stay consistent.
- **One-time bag (\$80):** totally fine too.

Every order ships free and comes with a 30-day money-back guarantee. Mention both; they make your audience's "yes" easier.

Where this is going

For creators who stick with us and crush it, we're open to bigger conversations as we scale, like retainers, higher commission tiers and ongoing commission on the subscribers you bring in. None of that is on the table today, since we're still a newer brand, but we'll reward the creators who stayed with us.

The product in 60 seconds

One snap pack a day, into water or any drink, done in seconds.

What it is

- 99.5% pure quercetin, pre-metabolized so the body can use it right away
- Liquid, single-serve EasySnap™ packs: no pills, powders, droppers or scoops
- Zero flavor, 3 ingredients
- 30-day supply per pouch

How to take it

1. **Grab** one snap pack from the pouch.
2. **Wake it up:** rub the top of the pack with your thumb once or twice to get the liquid moving. Quercetin can settle a little while it sits in the pack. It still mixes and works just the same; this just gets it flowing.
3. **Snap** it into water, coffee, a smoothie or your gym bottle, or take it straight.
4. **Drink.** It mixes instantly. That's your daily quercetin, done.

Up to 2 snap packs a day. Store it somewhere cool and dry.

How to show it on camera

- **The snap:** rub the top with your thumb first, then fold the pack in half so it snaps open and pours. Never tear, cut or bite it open. The snap is the signature move, so get it in frame and let us hear it.
- **The pour:** show the liquid hitting the drink. It's a pale, hazy yellow and it mixes instantly.
- **The pouch:** front label facing the camera, steady, in good light. Hold it, don't hide it.
- **The setting:** real life. Kitchen counter, desk, car cupholder, gym bag, carry-on.
- **Keep other brands out of frame:** no other supplements, competitor products or logos in the shot.

Check with a doctor first if you're pregnant or nursing, under 18, over 65, on medication or managing a medical condition. If that's you right now, talk to us before you film.

The rules (read before you film)

Every video has to clear three checks: FDA claim rules, FTC endorsement rules and ad platform policies. A video that misses one can't run as an ad, which means it can't earn.

The short version: talk about what quercetin **supports** and how **you** feel. Never talk about diseases, medications or what it'll do to the viewer's body.

Say this	Never say this
"Supports a healthy histamine response"	"Fixed my allergies," "better than my Zyrtec"
"Supports immune balance"	"I never get sick anymore," "prevents colds"
"Supports healthy blood pressure and metabolism"	"Lowered my blood pressure," "helps diabetes"
"Supports cellular energy and healthy aging"	"Reverses aging," "anti-aging cure"
"Supports joint comfort"	"Cured my arthritis," "no more joint pain"
"Supports focus and mood"	"Fixed my anxiety," "helped my depression"
"I've been taking it for 3 weeks and I feel..."	"It will make you feel..."
"Most quercetin barely absorbs, under 10%"	Any number we didn't give you
"I stopped needing a cabinet of pills"	"I stopped taking my meds"
"Talk to your doctor if you're on medication"	Any advice to start, stop or swap a medication

Product facts you can say anytime (no asterisk needed)

- 99.5% pure quercetin, pre-metabolized through our patent-pending molecular complexing
- Only 3 ingredients. No fillers, no binders
- Zero flavor
- Made in the USA in a cGMP-compliant facility (FDA cGMP standards, 21 CFR Part 111)
- Every batch is tested before it ships
- Vegan, vegetarian, keto, paleo, low-carb and low-calorie
- Free of gluten, soy, dairy, lactose, eggs, peanuts, GMOs, added sugar, stevia, herbicides and pesticides
- No artificial sweeteners, flavors, colors or preservatives
- 30-day supply per pouch, free shipping, 30-day money-back guarantee

FDA: claim rules

- Use "supports" language for any benefit. No disease words: treat, cure, prevent, heal, diagnose, or names of conditions (allergies, arthritis, diabetes, hypertension, anxiety, cancer, long COVID).
- The only numbers you can say are the ones in this brief: 99.5% pure, standard quercetin averages under 10% absorption, 3 ingredients, \$64/mo.

- If you put a benefit on screen as text, end it with an asterisk (Supports immune balance*). We add the FDA disclaimer when we cut the ad.

FTC: honesty rules

- Only share your real experience. Take Q-Active before you talk about how it makes you feel.
- **Original content only.** Everything you submit must be fully original and created by you. Generative AI tools are not allowed, including AI image, video or voice creation or enhancement.
- No scripted fake reviews, no pretending to be a customer if you aren't one, no exaggerating results.
- Label it as paid: use the platform's paid-partnership label and #ad (or "Gifted by Q-Active") in the caption whenever you post it yourself.

Ad platform rules

- **No "you" plus a condition.** "Are you always bloated?" or "Your histamine is out of control" gets rejected. Talk about yourself ("I used to...") or people in general ("Most people taking quercetin...").
- **No before-and-after body shots,** no zooming in on body parts, no scales or measuring tapes.
- **No shaming or fear.** Make it feel like an upgrade, not a rescue.
- **No brand-name competitors.** "Pills," "powders" and "liposomal" are fine. Naming a brand is not.
- **No copyrighted music in the ad version** (see Deliverables).



Hooks, angles and ideas

We want attention-grabbing creative: regular hooks, meme and trend hooks, whatever you've got, as long as it's legal and passes the ad platforms' rules.

The big life-moment angles (GLP-1s, perimenopause, seasonal shifts, weight and metabolism) are allowed, and they perform best. They also have the strictest rules. One bad line and the video can't run.

A few hooks to get you thinking

- "Most quercetin never makes it past digestion. Here's why."
- "POV: your entire supplement routine fits in your pocket."
- "Weight loss on GLP-1s has a hidden cost. It isn't all fat."
- "Zero taste. I've been putting it in my coffee for two weeks and nobody's noticed."

Once you're accepted, you'll get our Creator Starter Kit: the science in depth, every benefit with approved wording, the big-angle playbook, a full hook library by audience, video formats, winning examples and a pre-submission checklist.

Deliverables

Every video is 9:16 vertical, and every submission gives us what we need to test it as an ad.

Real footage only, no AI. Everything you submit must be fully original and filmed by you. No AI-generated or AI-enhanced images, video or voice: that includes AI avatars, voice clones, AI voiceovers, AI upscaling and generative AI filters. Normal editing like cuts, captions, color correction and trimming is totally fine. Submissions that use generative AI will be declined.

Spec	Requirement
Format	9:16 vertical, 1080×1920 or higher
Length	8–60 seconds. 15–35s is the sweet spot
Files	Original upload quality. No TikTok or Instagram watermarks, no screen recordings
Safe zone	Keep your face, the product and any text in the middle of the frame (roughly 15–80% from the top) so we can also crop to 4:5 for the feed
Audio	Clear voice, minimal background noise
Music	Ad version: no music, or royalty-free only. Trending sounds are fine on your own post, not in the ad file

What to submit for each video

1. **Clean version:** no captions, no text, no music. Just you, the product and your voice. This is what we edit into ads.
2. **Your version:** captions, text and edits your way, ready to post.
3. **Extra hooks (big bonus):** 2–3 different openings for the same video. Same body, new first 3 seconds. This is how we find winners fast, and more hooks means more chances to scale.

Samples, timing and usage

We send you a free pouch. You send us at least one video within 14 days.

- **First video (within 14 days of getting your pouch):** unboxing, first impressions, routine, the science, your take. Any format works.
- **Keep them coming:** the more videos and hooks you send, the more chances you get picked and scaled.

- **Can't make the deadline?** Email us at support@tryqactive.com. Going quiet is what gets you removed from the program.

Using your content: by joining, you agree that we can run your videos as paid ads, including as partnership ads on your handle, and edit them (cut length, add captions, swap music, add the FDA disclaimer). We'll never change what you said or make it sound like you said something you didn't.

Disclosure: when you post yourself, use the platform's paid-partnership label and #ad. We handle disclosure on the ads we run.

Off-limits: no generative AI content of any kind, no running your own paid ads with the Q-Active name, no bidding on our brand name in search, no coupon or deal sites, and no reselling samples.

What's coming: get in early

Quercetin is just the first compound we're fixing.

We started with quercetin for a reason: it's one of the most researched plant compounds out there, and almost nobody absorbs it well. That gap is why it never took off, and it's exactly what our delivery tech was built for.

It's not the only one. There's a whole list of compounds known for big impact and terrible absorption, and that's our roadmap. We're also bringing the same technology to pets.

Creators who join now are our **founding creators**:

- First access to every new product, with samples before launch
- First in line for higher commission tiers as the program grows
- A real relationship with the team, not just a link and a payout

We're building something big here. Glad you're in it with us.

Ready to join? Apply at tryqactive.com/creators. Questions? Email support@tryqactive.com.

*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.