

Guardrails for Europe

Europe is stricter than the US; Wyld Notes has said so itself. This page tells you what you can say and what you cannot, so that your account, your reputation and your wallet stay intact. It is practical guidance, not legal advice; when in doubt, ask a lawyer.

What you can say

What is on the label

Ingredients, scent notes, origin of the oils, the ISO 9235 standard, undenatured alcohol. Always as the brand's statement: "Wyld Notes states", "according to the maker". Once per text is enough, not in every sentence.

What it smells like

Notes, character, contrasts: bright, powdery, spicy, resinous, dry. What you smell yourself, once you have it. What the US reviews say, as a quote with its source.

Your own story

Why you wore perfume, why you stopped, what matters to you. Personal, honest, without a diagnosis and without any cause-and-effect claim.

That you are an affiliate

Not just allowed, required: "independent affiliate in the Wyld Notes Affiliate Program", and "Ad" next to every link.

The way to the shop

Your link, your code, 10% off the first order. Prices, shipping and returns are in the shop; that is where you link.

What you leave out

Health claims

Nothing "helps", "calms", "is good for your hormones", "thyroid-friendly", "suitable in pregnancy". A perfume smells. Wyld Notes itself makes no such statements, and in the EU they are not permitted for cosmetics (Regulation 655/2013 on product claims).

Scare tactics

No scare words about what is in other perfumes, no “nasty chemicals”, no “perfume sitting on your thyroid”. It is common in the US and doubly risky in Europe: it disparages other, approved products, and it makes you less credible. Facts work better: say what is on the label, and let people read it themselves.

“Free from” as your main argument

“No phthalates”, “no parabens” as a selling point is restricted in the EU when all it does is suggest other products are dangerous. Better to say what is in it than what is not.

Invented experiences

No wearing experience you have not had, no review you have not read, no occasion you make up. If you do not have the scent yet, say so.

Prices, shipping, returns

No prices until Wyld Notes publishes them for Europe; after that only from the shop and with a date. No shipping or return details of your own, no US terms. In Germany, quoting a price also requires the gross price, a VAT note and the unit price per 100 ml. Simpler: link.

Customer data in your newsletter

The back office shows your customers' names and email addresses. That is not consent. Without explicit consent you may not add these people to an email list or write to them in Europe. A US welcome flow is no model here.

Paid advertising

Prohibited by contract, entirely: no ads on Google, Meta or anywhere else, no boosting posts, no bidding on search terms. Anyone who does loses commission and risks the account.

Wyld Notes in your name

Not in your handle, not in your domain, not in your page name. And nothing that looks like an official company channel. A clear line, as the Wyld Notes lead said on 2 September 2026.

AI-generated product images

No bottles from image generators; they invent labels. Only the official photos from the back office or your own photos of your bottle.

Voucher tricks

No code on voucher sites, no “reveal code”, no reward for clicking. All prohibited by contract.

The toxin slide from the affiliate deck

The official affiliate deck contains a slide about phthalates, parabens and denatured alcohol with hormone and toxin vocabulary. Unsuitable for Europe: that is fear-based advertising and a health claim in reverse. Use the facts instead: non-denatured organic sugarcane alcohol, ISO 9235, an open ingredient list.

Reselling yourself

The US FAQ suggests buying bottles at the affiliate discount and handing them over at the party for the retail price. In Europe that makes you a retailer with obligations of your own (trade registration, taxes, cosmetics law, withdrawal). Always let people order through your link; for the scent-strip evening, your own bottles and scent strips are enough.

If you are unsure whether you can say something, say what is on the label instead, and let the person smell it for themselves.

How to label

INSTAGRAM, FACEBOOK, TIKTOK	“Ad” as the first word of the caption, plus the platform's paid-partnership tool where available. In your bio: “Independent affiliate in the Wyld Notes Affiliate Program”.
STORIES AND REELS	The word “Ad” visible on the image itself, not only in the text below.
WHATSAPP, TELEGRAM, MESSAGES	One sentence is enough: “I am an independent affiliate in the Wyld Notes Affiliate Program and earn a commission if you order through my link.”
EMAIL	“Ad · affiliate link” next to the link, and the sentence from the WhatsApp line in the footer. Only to people who have given consent, with a way to unsubscribe.
WEBSITE, BLOG	Visible on every page with links: “Independent affiliate in the Wyld Notes Affiliate Program. I earn a commission on orders placed through these links.” Plus a legal notice with your business details and a privacy policy.

One line per country

GERMANY	Ad labelling under competition law, a legal notice (Impressum) with your business details on every commercial page and profile, prices only with gross amount, VAT note and unit price per 100 ml. Formal warning letters from competitors' lawyers are common here, so label once too often rather than once too few.
AUSTRIA	“Werbung” or “bezahlte Anzeige” under the Media Act; legal notice and disclosure also for social media profiles used for business.
SWITZERLAND	Unfair competition law requires ads to be recognisable; the Swiss Commission for Fairness in Advertising expects “Werbung” or “Anzeige”. Prices in francs only as shown in the shop.
UNITED KINGDOM	“Ad” or “#ad” up front, as the ASA requires. This applies to commission links too, even when nobody pays you for the post.
FRANCE	“Publicité” or “collaboration commerciale” visible, under the 2023 influencer law. Applies to commission links as well.
SPAIN	“Publicidad” visible, under the Information Society Services Act and the influencer code of conduct.
EVERYWHERE IN THE EU	14-day right of withdrawal for online purchases; the Wyld Notes shop handles the process. GDPR: consent before any marketing email, and keep the proof. The UK mirrors both with its own 14-day cancellation right and UK GDPR.

Independent affiliate material. Wyld Notes is a brand of Young Living. Wienen Media is an affiliate in the Wyld Notes Affiliate Program; this hub is not operated by Wyld Notes.