

When working with creators in the health-adjacent and regulated e-commerce space—such as hemp or CBD brands—one key area that often causes confusion is discussing **extraction methods**. As a seasoned influencer marketing operations lead, I've learned that simplifying these technical topics benefits both your creator partners and your brand's compliance efforts.



This post will walk you through the **extraction method basics**, providing clear **talking points** to guide creators, while highlighting important rules from the FTC about claims and compliance. Along the way, we'll reference [health products compliance guidance](#) tools commonly used by marketers like **Meta** and **Google** to monitor content and ensure brand safety.

Why Explaining Extraction Methods Matters

Extraction methods are the cornerstone of product quality in categories like hemp and CBD. Creators often want to highlight these methods to showcase a brand's rigor, but without clear guidance, they may accidentally make claims that draw regulatory scrutiny.

Brands share responsibility for what creators say on their behalf. Platforms such as **Tomoson** help you manage affiliate and creator programs efficiently, but the ultimate liability for compliance lies with the brand. Hence, it's essential to equip creators with simple, approved language.

Extraction Method Basics: What Creators Need to Know

Extraction methods refer to the process used to pull beneficial compounds—like CBD or hemp components—from the plant material. Common methods include CO2 extraction, ethanol extraction, and hydrocarbon extraction. Each has pros and cons related to purity, safety, and environmental impact.

Here's a straightforward breakdown you can share with creators:



- **CO2 Extraction:** Uses pressurized carbon dioxide to gently extract oils. This method is clean and chemical-free, preserving delicate compounds.
- **Ethanol Extraction:** Uses food-grade alcohol to extract the essential components. It's efficient and safe when performed correctly.
- **Hydrocarbon Extraction:** Uses butane or propane as solvents to extract oils, often resulting in a potent concentrate but requires thorough purging of solvents.

Use analogies to everyday products where possible—for instance, “It’s like making tea by soaking leaves in hot water.”

Talking Points for Creators: Plain English Examples

- “Our products are made using a gentle CO2 extraction process to keep the natural benefits intact.”
- “We use food-grade ethanol to safely extract the active ingredients.”
- “The hemp oil is carefully extracted with state-of-the-art technology to ensure purity and quality.”

Importantly, avoid overly technical or medical language such as “curing,” “healing,” or “treatment” since these can imply unapproved health claims.

Brand Responsibility for Creator Claims

The FTC has strict guidelines about truth in advertising, especially for health-adjacent products. Brands must:

1. **Train creators on permissible language.** Make sure every influencer understands what claims they can and cannot make.
2. **Monitor creator content consistently.** Use tools like Meta’s brand safety controls and Google Alerts to catch any problematic posts early.
3. **Use approved vs prohibited language lists.** Clearly outline what phrases are allowed (e.g., “supports wellness”) vs banned (e.g., “cures anxiety”).

These efforts protect the brand’s reputation and reduce the risk of FTC enforcement actions.

Understanding Approved vs Prohibited Language

Approved Language Prohibited Language “Promotes relaxation” “Treats insomnia” “Supports overall wellness”
“Cures diseases” “Extracted using clean CO2 methods” “Medicine-grade extraction” “Contains natural plant compounds” “Guaranteed to relieve pain”

FTC Training and Monitoring Expectations

The FTC expects brands to be proactive, not reactive.

- **Provide creators with formal training:** Consider creating short videos or interactive modules to reinforce compliance points about extraction methods and product claims.
- **Require pre-approval of creator content:** Use platforms like **Tomoson** or agency dashboards to review influencer posts before they go live.
- **Continuously monitor live posts:** Use Meta’s Brand Safety tools and Google Alerts to track brand mentions and flag any risky claims immediately.
- **Document everything:** Keep detailed records of training sessions, approval workflows, and monitoring logs to show good-faith efforts in case of audits.

Tips to Help Creators Avoid Medical Framing

One of the biggest pitfalls is when creators unintentionally make medical or therapeutic claims based on extraction methods or product benefits. To avoid this:

1. **Emphasize “support” over “treat”:** Language that suggests support for health is acceptable, but claims of curing or treating conditions are not.
2. **Stay away from diagnostic or prescriptive statements:** Avoid claims like “this will lower your blood pressure.”
3. **Keep education basic and factual:** Focus on explaining how the product is made and why it’s high-quality, without implying health outcomes.
4. **Remind creators of disclaimers:** For example, “These statements have not been evaluated by the FDA and are not intended to diagnose, treat, cure, or prevent any disease.”

Leveraging Platforms and Tools for Compliance

Running an affiliate or influencer program in restricted product categories requires a mix of human oversight and technology. Here are some commonly used tools and how they can help:

Tool	Purpose	How it Supports Compliance
Tomoson	Affiliate & Creator Campaign Management	Streamlines influencer onboarding, content approvals, and reporting to reduce risky posts
Meta (Facebook & Instagram)	Social Media Advertising & Brand Safety	Offers content moderation tools, pre/post publication monitoring, and custom brand safety controls
Google Search & Alerts	Monitoring	Enables keyword monitoring of web and social mentions, email alerts on policy violations

Summary: Key Takeaways for Explaining Extraction to Creators

- **Keep it simple:** Use plain English with everyday analogies.
- **Stay factual:** Focus on what extraction is and why it matters for quality.
- **Follow FTC rules:** Provide approved language lists and clear dos and don’ts.

- **Train and monitor creators:** Use platforms like Tomoson for streamlined workflows and Meta/Google tools for oversight.
- **Avoid medical framing:** Stress support language and disclaimers to stay compliant.

By creating easy-to-understand talking points around extraction methods, you can empower your creator partners to share authentic, compelling stories while keeping your brand safe from regulatory pitfalls. Thoughtful education combined with diligent monitoring will set your influencer campaigns up for long-term success.