

Affiliate Program Guide



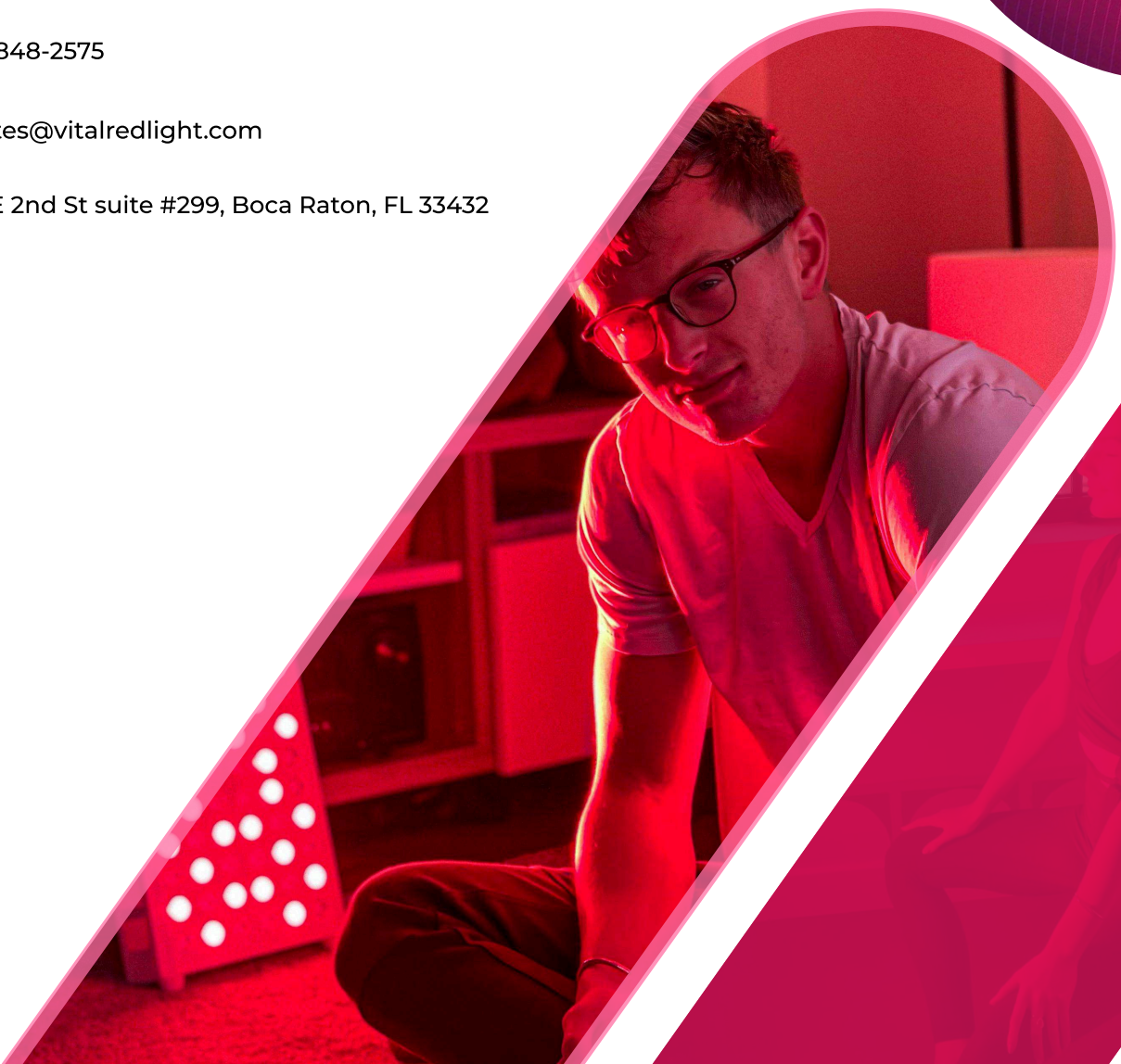
(844) 848-2575



affiliates@vitalredlight.com



102 NE 2nd St suite #299, Boca Raton, FL 33432



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IMPORTANT INFORMATION FOR THE VITAL RED LIGHT AFFILIATE PROGRAM

Welcome to the Vital Red Light Affiliate Program! If you're passionate about promoting cutting-edge red light therapy devices, this guide is designed to help you understand your role, maximize your potential, and ensure compliance with our Affiliate Agreement. Our affiliates get 10% of the sale amount and customers who are referred get 15% off their purchase. Let's dive in.





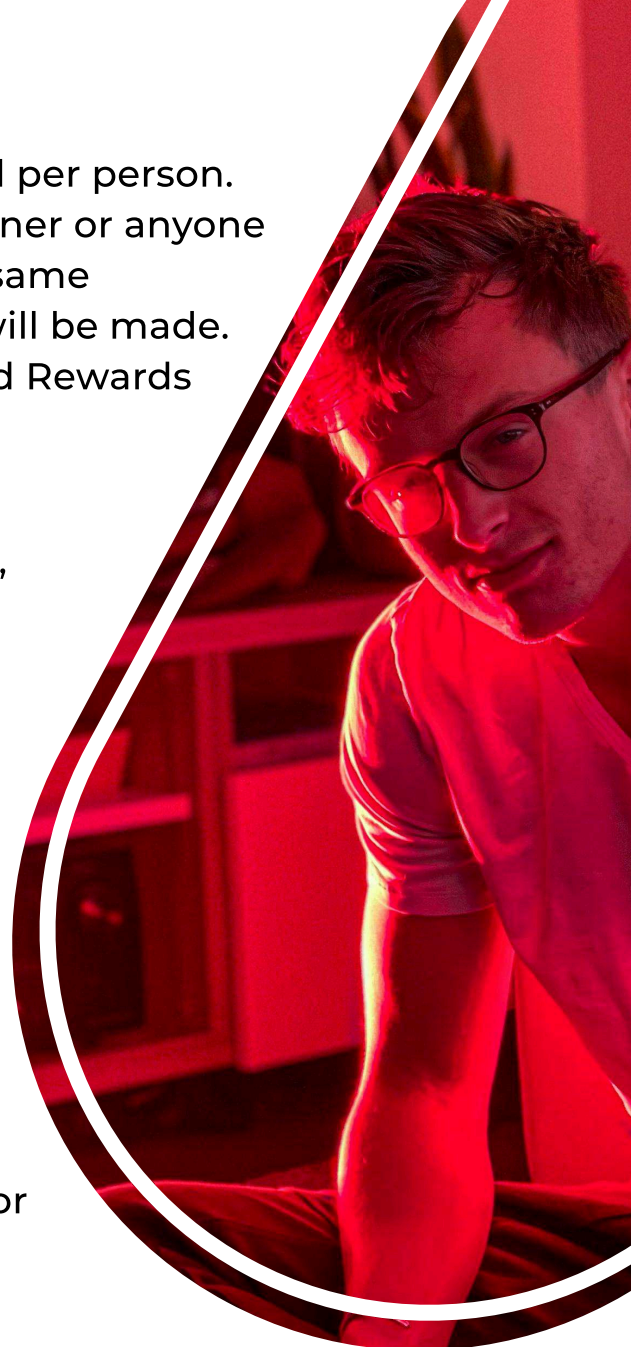
Restrictions On Promoting Vital Red Light As An Affiliate

You may not use inappropriate methods of promoting Vital Red Light either online or offline. Inappropriate methods include, but are not limited to:

- » Vital Red Light does not accept the following websites or social media channels in the affiliate program:
 - Coupon Code Directories
 - Discount Websites
 - Coupon/Discount Code Only Sites
 - Websites With Little To No Useful Content That Exist Purely To Generate Affiliate Sales.
 - Adult Content Or Other Content That We Find Inappropriate.

We Reserve The Right To Deactivate Any Account That We Deem Uses Or Lists A Website Falling Into Those Categories.

- » Only one affiliate account may be registered per person. Affiliates cannot refer themselves, their partner or anyone else based at the same address or with the same payment or contact details. No exceptions will be made. Violations can result in the loss of all accrued Rewards and dismissal from the program.
- » You may not link to us, promote us, share us, or mention us on any offensive or extreme websites, such as ones with content relating to violence, pornography, abuse of animals or people, extremist content, the promotion of racist or homophobic viewpoints, gender discrimination, or other hate speech. The designation of any materials as such is subject to our reasonable opinion.
- » Do not pressure anyone into signing up for any reason or harass them in any way, including spamming them via any channel or using offline methods.
- » If you are promoting our services via email, please do not send more than one email every 24 hours about our services, and no more than 3 emails total in any period of 7 days.
- » If you are promoting our services via social media networks, please do not post the same message more than once on the same channel in the same 24 hour period.
- » Using any illegal or spam method of advertising, e.g. unsolicited email, unauthorized placing of the link in forums, newsgroups, message boards etc.





When running a PPC ad campaign, the affiliate cannot use the words 'Vital Red Light' in the campaign.



Providing monetary remuneration to obtain the sale.



Using our advertising and promotional materials or name in a way which negatively affects our image.



Any kind of gambling or raffle.



Using iframes or any other techniques or technology that places your affiliate tracking cookie by any means other than an actual click-through.



Using non-unique, copyright infringing content to promote.




Using link cloaking or masking techniques or technology with the goal to promote Vital Red Light on websites and/or networks not explicitly listed in your affiliate profile and hiding that traffic source.



- » Your domain name(s), company name, logo, trademark, product(s), project(s), service(s) must NOT contain keywords and phrases containing “Vital Red Light” or any other variations or misspellings confusingly similar to the Vital Red Light name, logo or domain name, without our prior approval.
- » Your domain name(s), company name, logo, trademark, your product(s), project(s), service(s) must NOT contain keywords and phrases that contain or are confusingly similar to third-party trademarks, names, logos or domain names, unless you have been duly authorized by the trademark owner.
- » Affiliates must not engage in incentivized programs and business-opportunity sites, using marketing practices that might be unethical or likely to attract customers not in good standing.



- » Affiliates must not engage in any blackhat, greyhat, or other manipulation SEO or spam link building techniques or promote Vital Red Light from websites where such techniques have been employed.
- » Affiliates MAY NOT engage in the advertisement of business-opportunity sites or use marketing practices that attract fraudulent or short-term customers with low retention and renewal rates, which shall be determined at our sole discretion.
- » Affiliates may only create and promote competitions relating to Vital Red Light services or materials with our express advance permission.
- » You may not buy or otherwise commercially acquire mailing lists or email addresses and use them to sell, promote, or mention Vital Red Light services.
- » You must not set a domain to forward directly to our site using your coupon code or use PPC links that do so.
- » Affiliates must not copy the Vital Red Light website or any portions of it, including, without limitation, any of Vital Red Light's trademarks or other intellectual property, and display them on their own site or subdomain or use them in any way without Vital Red Light's prior expressed written permission.

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- » You may not direct link to any part of vitalredlight.com from any paid search advertising or use vitalredlight.com as a display URL in paid advertising.
 - » Vital Red Light shall have the sole right to decide if a promotional method you use is appropriate. The use of any advertising method that we consider inappropriate may result in warning, suspension or termination of your affiliate account and cancelation of all outstanding commission payments due.
 - » If we detect a pattern in your affiliate practices that in our reasonable opinion violates any aspect of the T&C, we reserve the right to suspend or terminate your affiliate account and cancel all outstanding commission payments due.

Affiliate Commission

- » As a Vital Red Light affiliate, you may earn a one-time referral commission (“Reward”) each time a referred customer makes a purchase of any red light therapy device.
- » If multiple affiliates refer the same unique customer, only the last referrer before the customer orders or the personal validated discount code accepted by Vital Red Light will receive credit for the referral.
- » We track affiliate sales automatically using cookies when you use your coupon code. The cookies are placed in the browser of the user that clicks on the coupon code to reach our website, or when an affiliate discount code is applied at checkout. Each cookie is stored for 30 days. If there is a previous affiliate cookie in the same user’s browser the new cookies will overwrite it. Vital Red Light is not responsible for cookies deleted by users.
- » Your affiliate account must be active at the time of the sale.
- » We reserve the right to mark any sale as invalid at our own discretion.





Affiliate Payments

- » Vital Red Light will pay all valid affiliate commissions based on the structure and in USD unless a custom agreement exists in writing. Any commissions earned for valid sales will be paid out after a holding period of 35 days and paid on the last Friday of each month. Vital Red Light makes automatic payment to PayPal accounts. The affiliate is responsible for the correct PayPal information on the affiliate account.
- » We reserve the right to extend the holding period as set out in the T&C and without prior notice for as long as is reasonably necessary to establish the validity of a sale.
- » You are solely responsible for keeping all information up to date, including postal and email addresses, name, payment information, tax information and any other personal information that will impact the ability to issue a valid payment.
- » Each US Affiliate is required to submit an accurate and up to date W8/W9 tax form.
- » If we do not receive the necessary tax or payment information from you within 7 days of a request for payout of a Reward, the Reward will not be issued, and you will be required to resubmit your request after entering applicable tax information. Your tax information is required to be on file for your Rewards to be paid.

- » Missing or untracked affiliate referrals must be reported within 30 days of the qualifying referred sale and will be credited to your account at our sole discretion, provided that such credit has accrued pursuant to all terms in the Affiliate Terms of Service. Referrals that are not reported during the then current referral period will not be credited to your account.
- » Affiliates are responsible for ensuring that their affiliate tracking link is working properly before sending traffic to the Vital Red Light website. Any modification to the links is the sole responsibility of the affiliate. Rewards may not be paid for tracking errors caused by editing, masking, redirecting, or tampering with coupon codes, as determined at Vital Red Light's sole discretion.
- » Affiliates are responsible for all fees, taxes, exchange rates, surcharges and other expenses incurred in order to receive their Rewards.
- » Vital Red Light is not responsible for any lost or stolen payments.
- » We shall provide you with a statement of commissions due in your Affiliate Account.



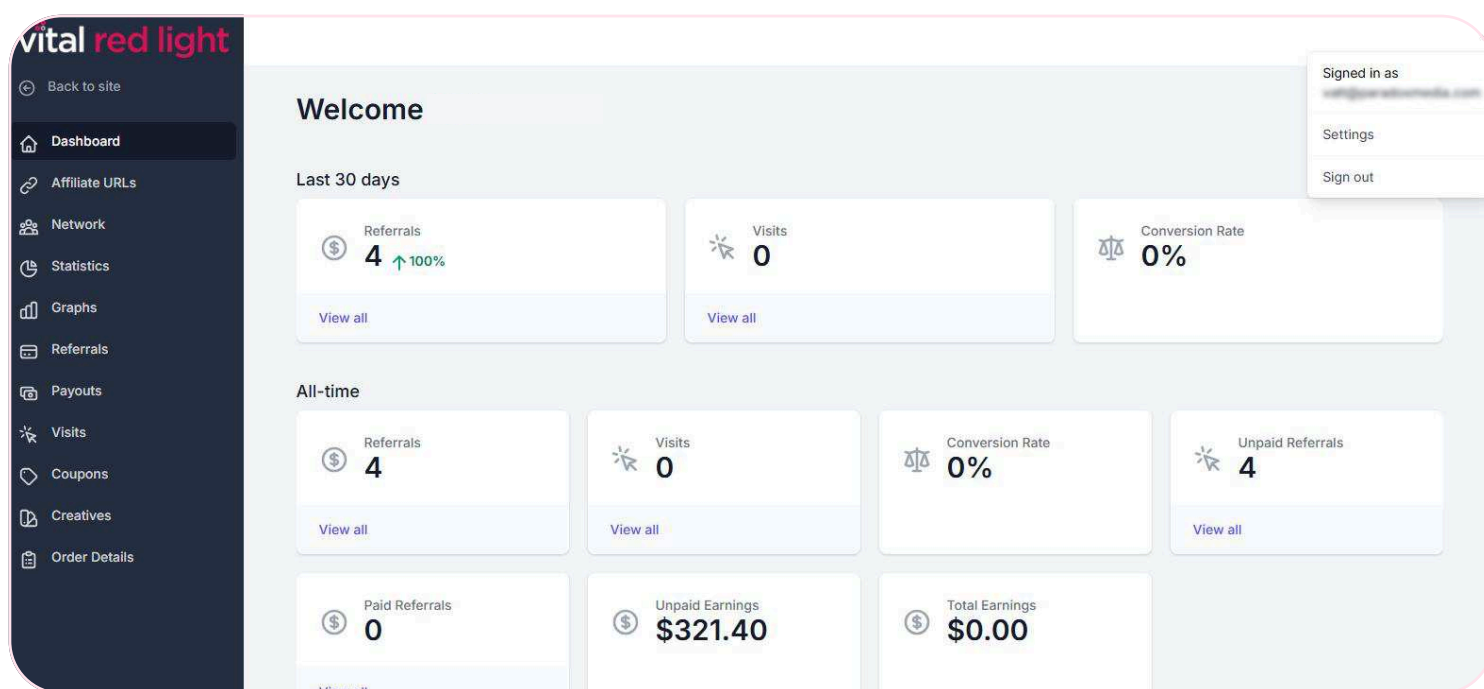


Account Termination

- » You can cancel your affiliate account at any time by contacting us by email support@vitalredlight.com. We will confirm in writing that your account has been terminated.
- » Vital Red Light can terminate an affiliate account immediately with no prior notice if you or your affiliate account violates the Affiliate Program Terms and Conditions and at Vital Red Lights' sole discretion.
- » Once an affiliate account is cancelled by you or terminated by us, we will no longer track the sales associated with the account and you will not qualify for future affiliate commissions. Any valid commissions due at the time of termination will be paid to the Affiliate after any holding period and in accordance with the standard threshold. No outstanding commission payments will be due if we terminate your account because of violation of this T&C.
- » Upon termination of the Affiliate account, the Affiliate is obliged within 3 business days to remove all promotional materials, trademarks, links, logos and slogans of Vital Red Light from any web properties you are responsible for, including your own website and social media and forum posts on third party websites. This provision shall survive the termination of the Agreement. After the termination of this Agreement, the Affiliate shall not have the right to use Vital Red Light logos and provided promotional materials.
- » Upon termination of the affiliate account, this Agreement shall be automatically terminated.

ONBOARDING AND SIGNING UP FOR THE AFFILIATE PLATFORM

Once you sign up and have been approved as an affiliate, you can log into the Vital Red Light Affiliate Area. The Affiliate Area looks as follows:



Focusing on the left side panel:

Once you sign up and have been approved as an affiliate, you can log into the Vital Red Light Affiliate Area. The Affiliate Area looks as follows:

- » You can create unique Affiliate URLs for your referrals. **NOTE: Affiliate URLs are highly discouraged since some browsers or browser add-ons may see cause it to not properly track referrals. Affiliates are encouraged to use coupon codes.**
- » The Network tab is to create your own affiliate network by sharing a network link with other affiliates. This is a good way to keep track of how other affiliates are doing in relation to your own earnings and referrals.

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- » **Statistics** are the same as on the dashboard.
- » The **Graph** available is of your earnings over time.
- » **Referrals** shows you the customers that have used your coupon code. You will see a table with the headers: Reference, Amount, Description (of product bought), Status (of your payment), Date (of sale).
- » The main **Dashboard** is where you'll find an overview of your affiliate statistics, including the number of referrals, visits to the site from your coupon code, customer conversion rate, total earnings and more.
- » You can create unique **Affiliate URLs** for your referrals. NOTE: Affiliate URLs are highly discouraged since some browsers or browser add-ons may see cause it to not properly track referrals. Affiliates are encouraged to use coupon codes.

Statistics

Unpaid referrals

4

Paid referrals

0

Visits

0

Unpaid earnings

\$321.40

Paid earnings

\$0.00

Comm

15%

Campaigns

CAMPAIGN

VISITS

UNIQUE LINKS

Graphs

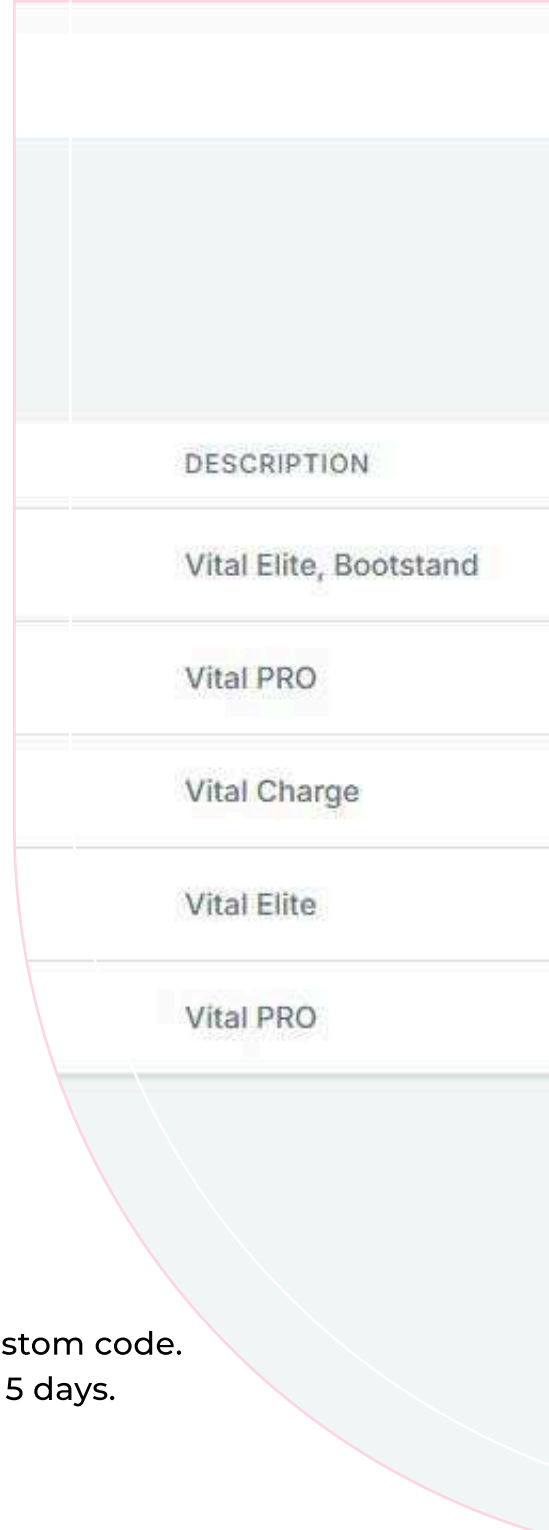
Earnings

Today

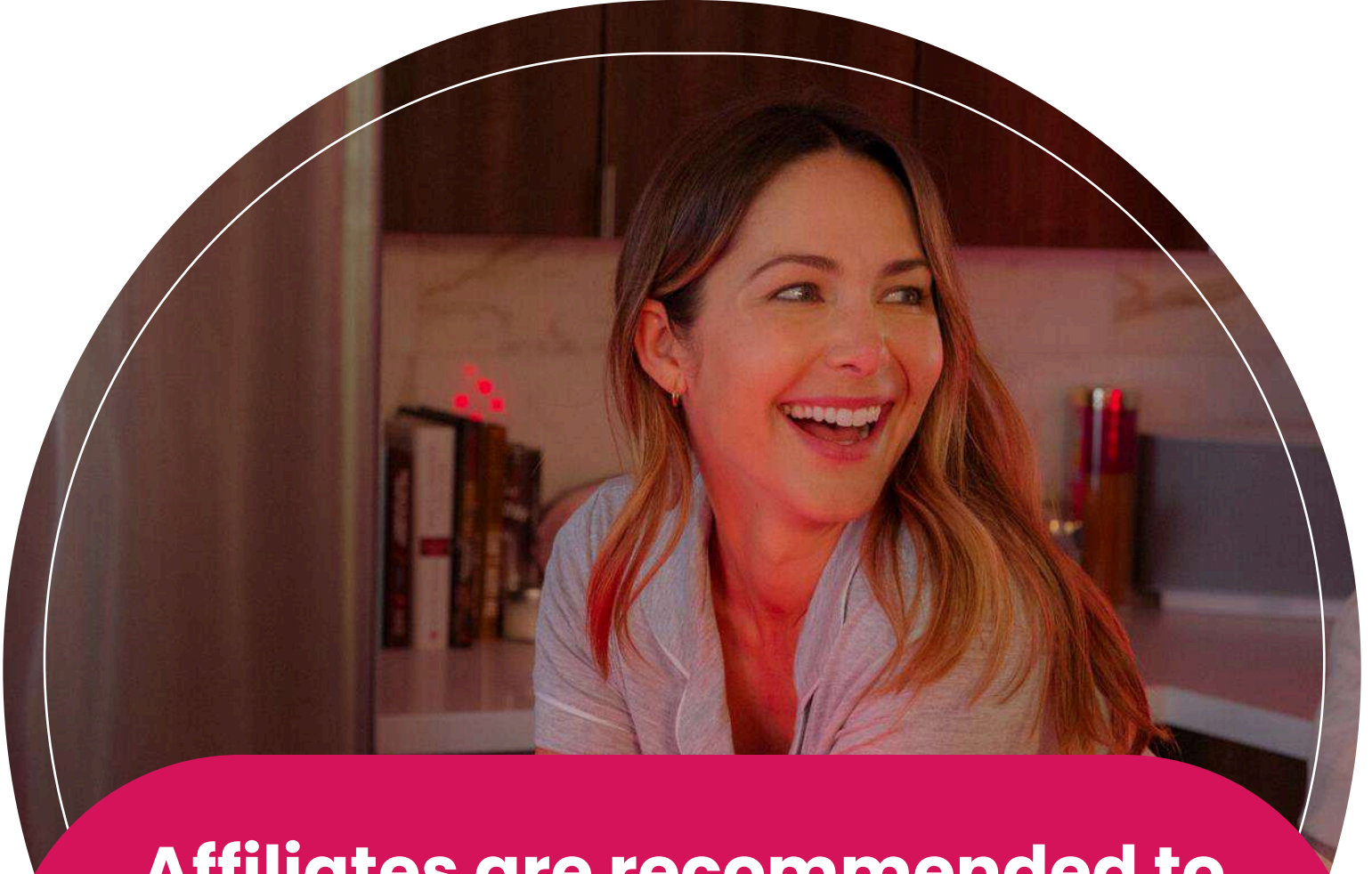
Filter



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- » **Referrals** shows you the customers that have used your coupon code. You will see a table with the headers: Reference, Amount, Description (of product bought), Status (of your payment), Date (of sale).
- » The **Payouts** tab is to keep track of all your payouts from your referrals.
- » **Visits** refers to how many unique visitors went onto the Vital Red Light website through your coupon code.
- » **Coupons** allows you to edit your coupon code and get custom code. Any request for a new coupon code can take between 1 – 5 days. Cannot have the word 'Vital' in it.
- » The **Creatives** tab will contain key assets that align with the brand message, including logos, images, and other relevant resources.
- » The **Order Details** displays each order associated with one of your referrals. The image below shows you the Order Details screen.



DESCRIPTION
Vital Elite, Bootstand
Vital PRO
Vital Charge
Vital Elite
Vital PRO



**Affiliates are recommended to
use the Vital Red Light color
codes and fonts:**

Fonts: Poppins Bold and Montserrat Aa

Colors: #D4175C and #191919





Affiliates are encouraged to promote Vital Red Light products on social media, blogs, and email lists they own. Affiliates who make more than 10 sales frequently (at least 3 times) can reach out to affiliates@vitalredlight.com to earn higher affiliate rates and custom discounts for their referrals.

The email address above also applies to affiliates who have questions that they need to have answered directly.

Affiliate Posting Guide: Maximizing Your Social Media Promotions

Welcome to the Vital Red Light Affiliate Program! You're now part of a movement that's changing lives with professional-grade red light therapy devices. To help you succeed and maximize your ROI, we've created this guide filled with practical, results-driven advice on how to promote Vital Red Light on your social media channels.

Let's spread the light together—creatively, authentically, and effectively!



01 Know Your Audience: Targeting For Maximum Impact

Before posting, understand who you're talking to. Are they busy professionals looking for recovery tools? Wellness enthusiasts exploring natural therapies? Fitness fans optimizing their performance? Tailor your messaging to resonate with their needs and aspirations.



- **Tip:** Use polls or Q&A features on Instagram Stories to learn about your followers' pain points or health goals.
- **Example Post Idea:** "Ever wondered how red light therapy can boost recovery? Let me show you how @VitalRedLight is changing the game for [insert audience need, e.g., post-workout recovery or skincare]."



02. Leverage Storytelling: Make It Personal

People connect with stories, not sales pitches. Share your own experience using Vital Red Light products or testimonials from real users to build trust and authenticity.

- **Show, Don't Just Tell:** Post videos or before-and-after photos demonstrating the benefits of devices like the Vital Charge or Vital Elite.
- **Tip:** Highlight specific features and benefits, like the portability of the Vital Charge or the full-body coverage of the Vital Elite.
- **Example Post Idea:** "This handheld light therapy device isn't just portable —it's a game-changer for my daily routine. Swipe to see how the Vital Charge works wonders for recovery and relaxation! #WellnessRevolution #VitalRedLight"

03. Create Engaging Visuals: Make Your Posts Pop

Social media is a visual-first platform. High-quality photos and videos showcasing Vital Red Light devices in action will grab attention and spark curiosity.

- **Lighting & Composition:** Use natural light and clean backgrounds to make your visuals shine.
- **Lifestyle Shots:** Show how you integrate the device into your routine—whether you're unwinding with the Vital Elite after a workout or using the Vital Pro for targeted relief.
- **Tip:** Use editing tools like Canva or Lightroom to enhance your images.



04. Use Strong CTAs (Call-to-Actions): Guide Your Audience

Don't leave your audience guessing—tell them what to do next! Clear, compelling CTAs can drive clicks and conversions.

Examples:

- “Ready to experience the power of red light therapy? Click the link in my bio for an exclusive discount!”
- “Curious about the benefits of the Vital Elite? DM me to learn more!”
- Tip: Pair your CTA with a limited time offer or exclusive deal to create urgency.

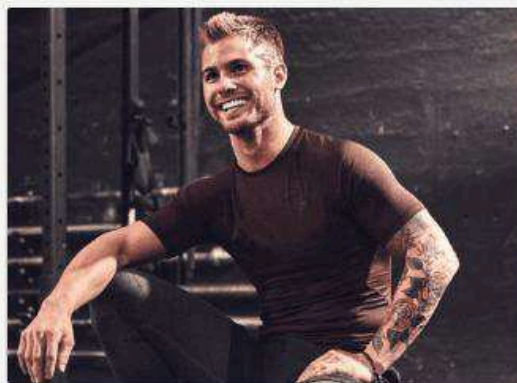
THE #1 RED LIGHT THERAPY COMPANY

The World's Best Trust **Vital Red Light**

...e a red light therapy company that provides you with professional products to use within your home. Red light, when targeted doses, is clinically proven to have a healing effect on your body. [Read More](#)



Marino 
...tician and Beauty Expert



Devon Levesque 
Endurance Athlete & Fitness Expert



Brooke Burke 
Actress, Entrepreneur, Wellne

OUR COMMUNITY

A close-up photograph of a man's face, lying down, with his eyes closed. His face is bathed in a strong red light, which is the focus of the image. The background is a soft, out-of-focus blue and white pattern.

05. Harness the Power of Reels, Stories, and Lives

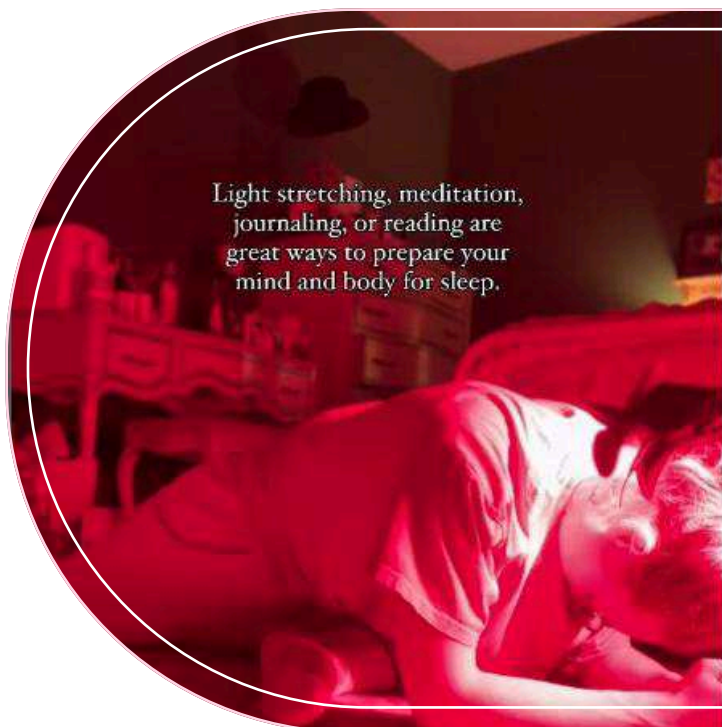
Dynamic content formats like Instagram Reels, Stories, and Live videos are highly engaging and favored by algorithms.

- **Reels:** Create short, snappy videos highlighting the product's benefits or unboxing the device.
- **Stories:** Use polls, sliders, or Q&A stickers to encourage interaction. Share behind-the-scenes content, like how you use Vital Red Light products daily.
- **Live Videos:** Host a session to discuss the benefits of red light therapy and answer audience questions in real-time.

06. Incorporate Hashtags & Tags: Boost Your Visibility

Hashtags and tags increase your reach and help Vital Red Light content trend within relevant communities.

- **Suggested Hashtags:** #VitalRedLight #RedLightTherapy #WellnessRevolution #HomeTherapyDevices #LightTherapyWorks
- **Tag Us:** Always tag @VitalRedLight to increase the chances of your content being shared with our audience.



premature aging. Quality sleep helps lower cortisol levels, reducing the negative impact on skin health.

6. Skin Barrier Function 🤝

Sleep supports the skin's natural barrier function, which is crucial for protecting against moisture loss, environmental irritants, and microbial invaders. A strong skin barrier leads to healthier, more resilient skin.

7. Dark Circles and Puffiness 🌞

Getting enough sleep can reduce the appearance of dark circles and puffiness around the eyes, as adequate rest allows for proper drainage of fluid and reduces blood vessel dilation in the area.

It's important to set yourself up for a successful night's sleep by allowing your mind and body to wind down at the end of the day.

#redlighttherapy #qualitysleep #beautysleep #skincaretips
#sleeptips #bettersleepbetterhealth #healthandwellness
#healthyskin #skinhealthexpert
@hudsonvalleyskinsage

07. Share Value-Added Content: Educate Your Followers

Position yourself as a trusted source of information by sharing the science and benefits of red light therapy.

Ideas for Posts:

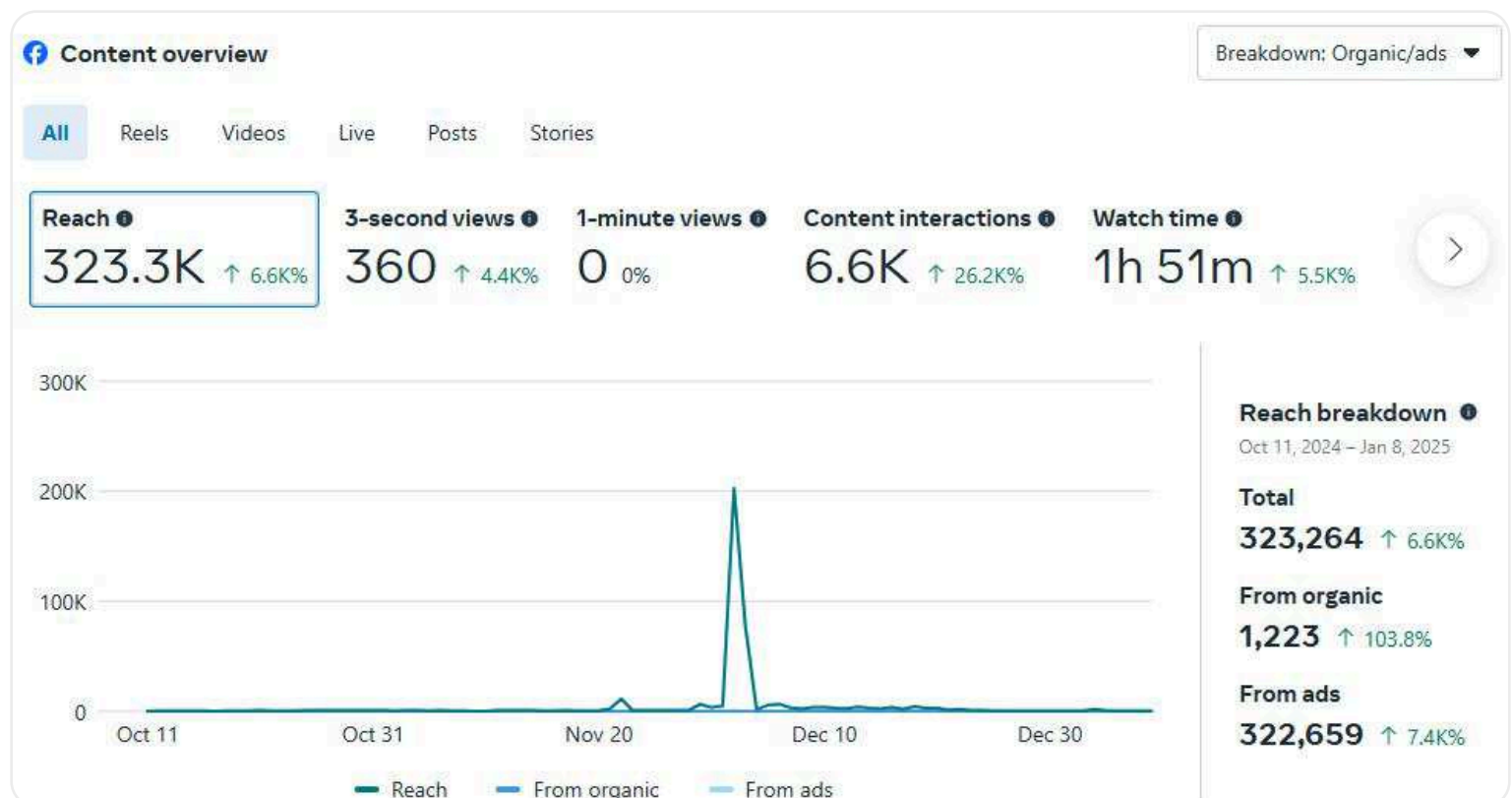
- Infographics explaining how red light therapy works.
- Comparisons between Vital Red Light products to help users choose the best device for their needs.
- FAQs about red light therapy answered in carousel posts.
- **Tip:** Include keywords like “clinically proven,” “portable therapy,” or “natural health solution” to appeal to wellness-conscious audiences.

08. Monitor and Optimize: Use Analytics to Grow

Pay attention to what works—and do more of it! Monitor your post insights to identify which types of content resonate most with your audience.

Metrics to Watch:

- Engagement rate (likes, comments, shares).

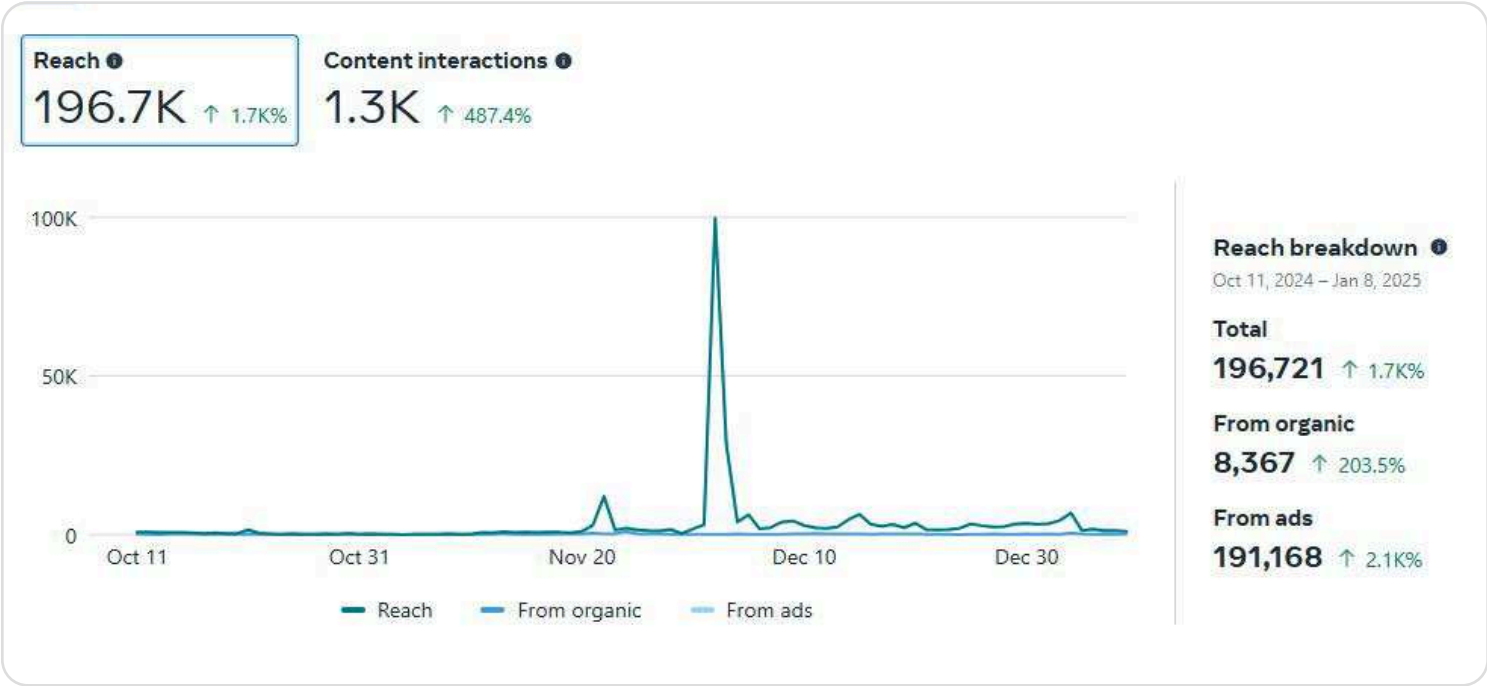


- Click-through rate (link clicks).
- Conversion rate (purchases via your affiliate link).

Tip: Experiment with different formats, captions, and posting times to find your sweet spot.

09. Stay Authentic: Build Trust and Loyalty

Above all, be genuine. Authenticity builds trust, and trust drives conversions. Share what you love about Vital Red Light products honestly and enthusiastically.



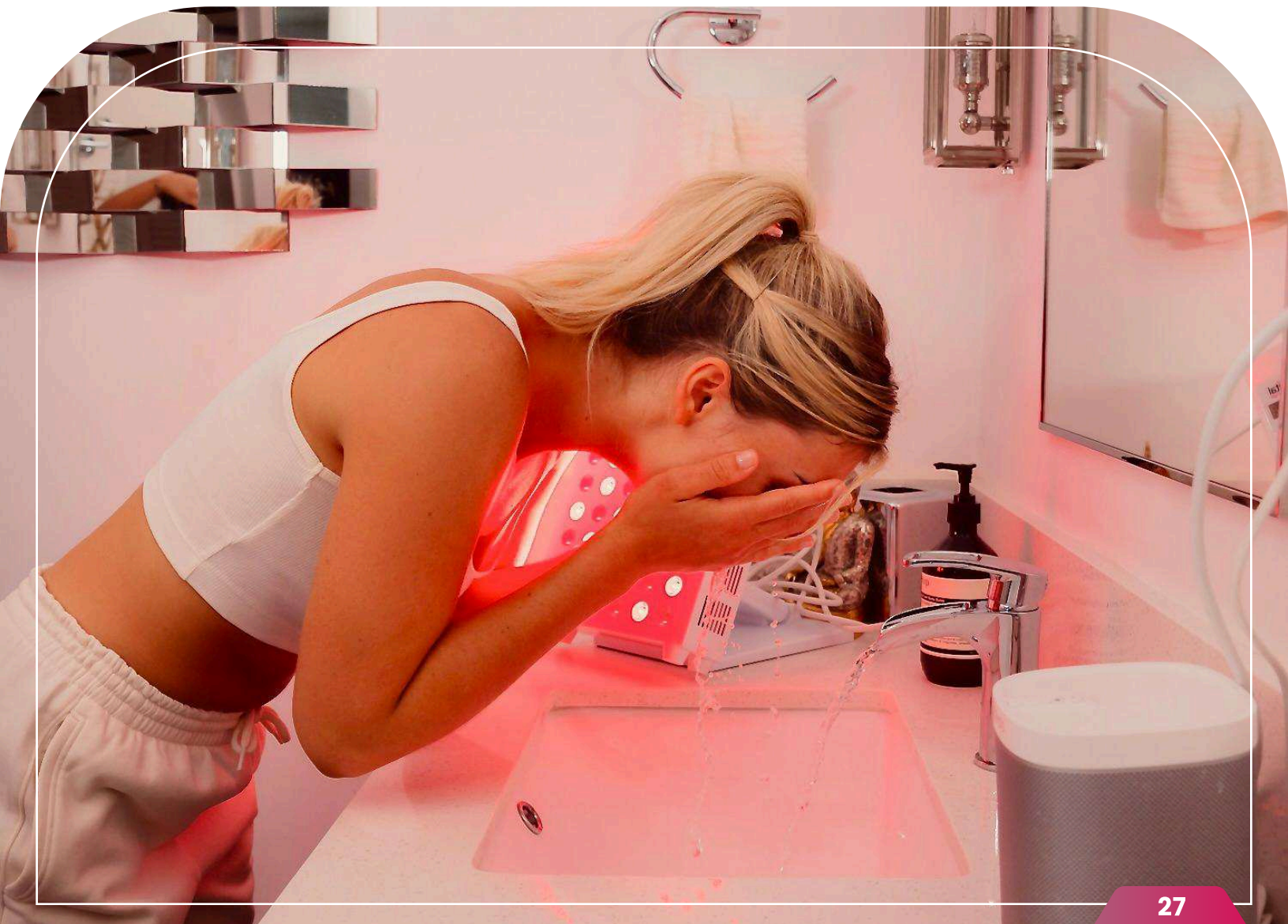
10. Stay Inspired: Explore Affiliate Resources

Vital Red Light provides all the tools you need to succeed. From customizable promotional materials to exclusive insider tips, we've got you covered. Need fresh ideas? Contact our affiliate support team (affiliates@vitalredlight.com) for guidance and inspiration!

Start Posting and Start Earning!

You have the tools, the products, and the audience—now it's time to shine. Follow these strategies and watch your social media promotions for Vital Red Light thrive. Together, we can spread the light and transform lives.

Ready to elevate your content game?
Start creating today!



THANK YOU

vital red light

For more information, please visit our website or
scan QR code.

