

Natural BioEnergetics Global (NBG)

Guidelines for Podcasts and Social Media

These guidelines establish ethical, conservative, and high-compliance standards for all podcast, social media, and other public-facing communications created, published, shared, or approved by Natural BioEnergetic Global (NBG), including communications about Natural BioEnergetics (NB), also known as Health Kinesiology (HK). The purpose of this document is to protect the public, preserve accuracy, reduce regulatory risk, and ensure that all communications are truthful, respectful, responsible, and aligned with strict industry standards for health-adjacent communications.

1. Scope and Application

These guidelines apply to all NBG representatives, employees, contractors, practitioners, volunteers, affiliates, guest speakers, influencers, moderators, editors, and third parties acting on behalf of NBG. They apply to all formats, including podcasts, interviews, livestreams, social media posts, captions, comments, direct messages used for promotional purposes, videos, graphics, webinars, email promotions, and republished or shared third-party content.

2. Core Ethical and Compliance Principles

1. All communications must be truthful, not misleading, and supported by an appropriate basis before publication.
2. No content may imply diagnosis, treatment, cure, prevention, mitigation, or management of a disease, disorder, symptom, or medical condition unless such statement is made solely in a specific, unequivocal medical context unrelated to NB/HK.
3. Content must avoid exaggeration, sensationalism, certainty claims, miracle language, fear-based persuasion, or claims that could exploit vulnerable audiences.
4. Personal experiences, testimonials, and anecdotes must never be presented as proof of typical outcomes or scientific proof.
5. Any material limitation, condition, or relevant context must be disclosed clearly and prominently.
6. NBG communications must respect consumer autonomy and must not discourage professional medical care, mental health care, emergency care, or licensed professional services.
7. When discussing science, speakers and creators must describe concepts accurately and conservatively, without overstating the state of evidence.
8. All sponsored, compensated, affiliate, or otherwise materially connected endorsements must include clear and conspicuous disclosure.

3. Language Rules for Natural BioEnergetics (NB) / Health Kinesiology (HK)

NBG requires disciplined language when referring to NB/HK. Medical terminology must not be used to describe NB/HK unless the terms are used in a specific, unequivocal medical context that is clearly separate from NB/HK. In other words, medical words cannot be used as shorthand, implication, analogy, or suggestive framing for NB/HK.

Prohibited in connection with NB/HK: Words or phrases such as “healing,” “treatment,” “therapy,” “therapeutic,” “cure,” “prevent,” “diagnose,” “prescribe,” “clinical improvement,” “medical benefit,” “patient outcome,” and similar medical or disease-oriented terminology must not be used to describe NB/HK, except where the speaker is clearly discussing medicine itself in a separate, explicit medical context.

Permitted language: The word “wellness” may be used when it is not framed as a medical claim. Scientific terminology is encouraged when used accurately and responsibly. NBG may use terms such as “balance,” “coherence,” “synchrony,” “homeostasis,” “resilience,” and “information” as scientific words that describe concepts relevant to NB/HK. NB/HK may be described as a biofield science application (or scientific discipline), provided that such wording is used carefully, does not imply medical efficacy, and does not overstate scientific consensus or regulatory status. Two concepts might need to be explained and defined here:

- Coherence measures how synchronized (biological and bioenergetic) signals or processes are. (Coherence refers to the degree to which oscillations or waves—such as electromagnetic fields, molecular vibrations, or quantum states—maintain a consistent phase relationship over time and space.) In Natural Bioenergetics, we could say that coherence represents a harmonious state where (bio)energy flows efficiently and biological systems operate in synchrony.
- Homeostasis is the process by which living organisms maintain a stable internal environment despite changes in external conditions, keeping factors like temperature, pH, and fluid balance within narrow limits.

For a deeper understanding of that and other concepts, one might want to go to [this document](#) posted on the nbglobal.org website (The Science, research summary button).

Do Not Say	Preferred Alternatives
NB/HK helps heal the body.	NB/HK is a wellness-oriented discipline. It is informed by science. See the wording on the nbglobal.org website: “Natural Bioenergetics

	(NB/HK) is a science-informed discipline that explores how the body's communication systems influence balance, resilience and well-being. Through precise muscle monitoring, practitioners gain insight into the body's responses and support a more integrated approach to wellness.”
NB/HK is a treatment or therapy.	NB/HK is not described by NBG as a treatment or therapy.
This session treated my condition.	This session made me feel much better in this or that way. For example, I could do this and that. I didn't have this and that problem, etc. This experience supported my personal sense of wellness (or similar.)
NB/HK cures.	NB/HK may be discussed using non-strictly medical, yet scientific concepts, such as balance, coherence, synchrony, homeostasis, resilience and information, where accurate and appropriate.

4. Podcast Guidelines

1. All hosts and guests must receive and follow these guidelines before recording.
2. Episode titles, descriptions, thumbnails, introductions, and spoken content must avoid medical claims, implied medical claims, or disease-focused promises.
3. Hosts must redirect or clarify any guest statement that uses prohibited medical terminology in relation to NB/HK.
4. Testimonials shared on a podcast must be clearly identified as personal experiences and must not be presented as typical, expected, or scientifically established outcomes.
5. If a speaker references science, research, or evidence, the statement must be proportionate, accurate, and not overstated.
6. Podcasts must not tell listeners to stop medications, avoid licensed care, delay diagnosis, or substitute NB/HK for medical evaluation or treatment.
7. Any sponsorship, affiliate relationship, paid placement, or material connection must be disclosed clearly within the episode and in the episode description.
8. Moderators and producers must review content before publication and remove or revise non-compliant statements.

5. Social Media Guidelines

1. All posts, reels, stories, livestreams, captions, comments, and graphics must comply with these guidelines.
2. Claims must be evaluated not only by the literal words used, but also by the overall impression created through visuals, captions, hashtags, testimonials, before-and-after narratives, and context.

3. Do not use disease names, symptoms, or medical conditions in a way that implies NB/HK addresses them.
4. Do not use fear-based messaging, urgent purchase pressure, or statements that imply that ordinary wellness challenges require NB/HK intervention.
5. Do not make unsupported claims about scientific proof, clinical validation, or research consensus.
6. Any material connection with an influencer, affiliate, guest, or promoter must be disclosed clearly and conspicuously in a way that is easy to notice and understand.
7. NBG is responsible for educating and monitoring affiliates, speakers, and content partners for compliance.
8. Posts that present consumer experiences must include appropriate context and must not imply guaranteed or typical outcomes.

6. Testimonials, Endorsements, and Reviews

Testimonials, reviews, and endorsements require heightened caution. NBG must not use fabricated, manipulated, selectively edited, or misleading testimonials. Testimonials must reflect honest personal views, and any material connection between the speaker and NBG must be disclosed clearly. A testimonial cannot stand in for scientific substantiation, and it must not communicate, expressly or by implication, that NB/HK heals, treats, or addresses a medical condition. If consumer experiences are shared, they must be framed as individual experiences only and not as representative outcomes.

7. Scientific and Educational References

NBG may discuss scientific ideas, educational concepts, and biofield-related topics in a careful and intellectually honest manner. References to coherence, synchrony, homeostasis, and information may be used where they accurately describe concepts and are not used as disguised medical claims. Statements about science must distinguish clearly between established evidence, emerging hypotheses, theoretical models, and organizational viewpoints. Content must not overstate certainty, imply universal acceptance, or suggest regulatory approval where none exists.

8. Review, Approval, and Monitoring

1. All podcast episodes, campaign concepts, promotional scripts, and core social media content should be reviewed before publication by an authorized NBG reviewer trained on these guidelines.
2. High-risk content, including claims-adjacent content, scientific references, testimonials, and collaborations, should receive heightened review.
3. NBG should maintain written approval records for campaigns, episodes, scripts, and influencer instructions.
4. If non-compliant content is published, it should be corrected, removed, or clarified promptly.

5. Repeated or material non-compliance by representatives, affiliates, or partners should result in escalation, retraining, suspension, or termination of authorization.

9. Practical Do/Don't Checklist

Do	Don't
Use accurate, measured, wellness-oriented language.	Do not use healing, treatment, therapy, cure, or similar medical terms for NB/HK.
Use scientific words such as coherence, synchrony, homeostasis, and information when accurate and appropriate.	Do not imply medical efficacy, clinical proof, or disease-related outcomes.
Present testimonials as individual experiences only.	Do not present testimonials as proof, guarantees, or typical results.
Disclose sponsorships and material connections clearly.	Do not hide, minimize, or obscure endorsements or paid relationships.
Encourage responsible decision-making and respect for licensed care.	Do not discourage medical care or suggest NB/HK is a substitute for diagnosis or treatment.

These guidelines are intended to support a culture of integrity, clarity, and public responsibility in all NBG communications. When uncertainty exists, NBG should use the more conservative wording, avoid implied claims, and seek review before publication.