CELLULAR HEALTH

How to Become a Longevity Coach in Los Angeles: Building a Creator-Led Practice With Honest Claims, FTC-Compliant Disclosures and No Peptide or GLP-1 Selling

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In Los Angeles, many new longevity coaches find clients through Instagram, TikTok, YouTube and podcasts. That can work, but it is also where coaches get into trouble: before-and-after promises, undisclosed brand deals, and "link in bio" peptide or GLP-1 offers. The sustainable path is simple to state and harder to do: make only claims you can back with good evidence, disclose every material connection to a brand, never sell or source medicines or peptides, and refer medical questions to licensed clinicians. Coaches educate and refer. They never diagnose, prescribe, dose or sell.

Skill 1: know what a "health claim" is to a regulator

The FTC's [Health Products Compliance Guidance](https://www.ftc.gov/business-guidance/resources/health-products-compliance-guidance) explains that health-related advertising must be truthful and not misleading, and that health claims generally need competent and reliable scientific evidence. It also makes clear that implied claims count, not just the words you say outright. A photo, a caption and a product tag together can make a claim. **What that means for a coach-creator:** - "This helped me sleep better" next to a supplement link can read as a health claim about the supplement. - "Clients lose 20 pounds in a month" is a results claim you would need to substantiate, and it probably isn't typical. Don't post it. - "Reverse your biological age" is a claim almost no consumer product can support. FDA's [health fraud page](https://www.fda.gov/consumers/health-fraud-scams) lists phrases like this as warning signs.

Skill 2: disclose every material connection

The FTC's [Disclosures 101 for Social Media Influencers](https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers) says to disclose any financial, employment, personal or family relationship with a brand, including free or discounted products. Put the disclosure with the endorsement, in plain words like "ad" or "sponsored", where people will see it, not buried in a hashtag pile or only in your profile. On video, say it in the video. **Coach-specific add-ons:** disclose affiliate links on your website and newsletter too. If a clinic pays you for referrals, check your state's rules and whether that arrangement is allowed at all before agreeing to it; when in doubt, don't.

Skill 3: talk about peptides and GLP-1 without selling them

LA has a high density of med spas and clinics offering peptides and GLP-1 medicines. Your audience will ask about them. You can educate; you cannot be a storefront. - **Peptides.** The HHS notice published in the

Federal Register on 30 Oct 2026 ([FR 2026-22192](https://www.federalregister.gov/documents/2026/10/30/2026-22192/enforcement-discretion-policy-regarding-5 is an *interim 503A compounding enforcement-discretion policy* for six peptide bulk substances. It is **not FDA approval** of those peptides and **not the final bulks list**. Saying a peptide is "now FDA-approved" or "legal to buy" would be false. - **GLP-1 medicines.** FDA warns about telehealth red flags, such as claims that a compounded drug is "the same as" an FDA-approved one, and about products sold "for research purposes" ([FDA](https://www.fda.gov/drugs/postmarket-drug-safety-information-patients-and-providers/medications-containing-semag Don't post discount codes for GLP-1 sellers. - **The safe content lane:** explain what a medicine class is, what the regulator has actually said, what questions to ask a prescriber, and how training, protein and sleep support any plan. Our [Level 4 ethical marketing](/academy/level-4/ethical-marketing-peptides) and [HHS 503A peptide policy](/academy/level-4/hhs-503a-peptide-policy) modules walk through examples.

Skill 4: build content on the strongest evidence

The most defensible longevity content is also the least flashy: the [US Physical Activity Guidelines](https://odphp.health.gov/our-work/nutrition-physical-activity/physical-activity-guidelines) recommend at least 150 to 300 minutes of moderate aerobic activity a week plus muscle-strengthening on two or more days. A content calendar built on walking, strength, sleep timing, protein and fibre will never need a correction. **Content formats that stay in scope:** - "Three questions to ask before you book [service]." - "What this new study did and didn't find." (Use our evidence-quality checklist.) - "A 20-minute strength session you can do in a West Hollywood apartment." - Client stories only with written consent, no personal health data, and a "results vary" statement.

Skill 5: privacy and testimonials

Never post a client's health details, photos or messages without clear written permission, and remember a "before" photo can reveal health information. Don't cherry-pick your best result as if it were typical; the FTC guidance covers testimonials that misrepresent typical results.

Skill 6: scope, in writing

Health coaching is generally not a state-licensed profession in the US, but practising medicine, pharmacy and dietetics are regulated in California, as in every state. Put a short scope line on your profile ("I'm a health coach, not a doctor; I don't prescribe or sell medicines") and in every client agreement. NBHWC's [scope of practice](https://nbhwc.org/scope-of-practice/) is a useful reference; our [US state coach scope](/academy/level-4/us-state-coach-scope) module shows how to check.

A pre-post checklist (pin it above your desk)

1. **Claim:** Am I stating or implying a health result? What's my evidence? 2. **Typical:** Would an average client get this result? If not, don't imply it. 3. **Connection:** Do I have any relationship with a brand in this post? Is it disclosed clearly? 4. **Scope:** Am I suggesting a medicine, dose, peptide or seller? If yes, delete it. 5. **Referral:** Does this post tell people to talk to their own clinician where it matters?

A 90-day path for new LA coaches

1. **Weeks 1–2:** free Level 1, then Level 2. Write your scope line and disclosure policy before you post anything. 2. **Weeks 3–6:** Level 3. Practise turning three studies into accurate 60-second explainers. 3. **Weeks 7–10:** Level 4. Work through the ethical-marketing and peptide-policy modules; build a referral list of licensed local clinicians from public listings only. 4. **Weeks 11–13:** pilot with three to five clients. Consider whether NBHWC certification fits your goals; it is separate from LetsGo Academy.

LetsGo Academy: the training path

Start free at [Level 1](/academy). **[Level 3 (US$300)](/academy/level-3/evidence-quality-for-coaches):** evidence quality, GLP-1 and peptide foundations. **[Level 4 (US$500)](/academy/level-4/ethical-marketing-peptides):** ethical marketing, coaching alongside prescribers, US regulatory status (including the HHS interim 503A peptide enforcement-discretion policy, which is not FDA approval), referral scripts and state scope. **Level 5 (US$500):** jurisdiction (US, Singapore, UAE) and hard cases. *Train as a longevity coach for the GLP-1 and peptide era — education and referral, not a grey-market pharmacy.* Already coaching? Create your profile at /coach. We do not promise income, followers or client numbers. *Education only, not legal advice. LetsGo Academy is not NBHWC certification and does not grant any licence to practise.*

Practical takeaways

- "This helped me sleep better" next to a supplement link can read as a health claim about the supplement.
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Safety note

Education only. Coaches educate and refer; they never prescribe, dose, source or sell peptides or GLP-1 medicines. Lines tagged await review by Dr Vas Metupalle.

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