

dew theory

S K I N — C A R E

Aesthetic Services & Skincare Disclaimer

Legal Policy

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DOCUMENT DT-LEGAL-006

EFFECTIVE DATE · UPON APPROVAL AND PUBLICATION

LAST UPDATED · AUGUST 15, 2026

DEWTHEORYCO.COM

ATTORNEY REVIEW DRAFT

BLOCKED FOR PAID SERVICES UNTIL LICENSING/SCOPE VERIFIED

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1. Aesthetic services, not medical care

Dew Theory provides cosmetic/aesthetic skincare information and, once licensing and facility requirements are verified, may provide services within the lawful scope of the credentialed professional. Dew Theory does not use a skin quiz, routine builder, facial, consultation or website communication to diagnose a disease, prescribe medication, or provide medical treatment unless a future licensed medical service is separately established and disclosed.

A Dew Theory consultation is not a substitute for evaluation by a dermatologist, physician or other qualified healthcare professional when medical diagnosis or treatment is needed.

2. Current professional-credential publication gate

The public site identifies Emily Mitchener as a licensed aesthetician and as working in "medical-adjacent skincare," while also stating that the exact board/license number will be published once confirmed for launch. Before paid aesthetic services are enabled, Dew Theory must independently verify the practitioner's legal name, credential type, jurisdiction, active status, applicable establishment/facility license and the precise scope for each advertised treatment. **No disclaimer can expand a license or legal scope of practice.**

3. Individual results vary

Cosmetic and aesthetic results vary based on skin characteristics, prior treatments, products, adherence to aftercare, sun exposure, medications, sensitivity, underlying conditions and other factors. Dew Theory should not guarantee a particular result, cure, percentage improvement or duration unless the claim is truthful, nonmisleading and supported by appropriate evidence.

4. Skin quiz, routine builder and website information

The Skin Quiz, Routine Builder, product descriptions, educational content and other website tools are intended to organize cosmetic skincare preferences and provide general aesthetic guidance. They are not medical diagnostic tools. A consumer with persistent, severe, painful, rapidly changing or otherwise concerning symptoms should seek appropriate medical evaluation.

5. Product use and reactions

Skincare products can cause dryness, stinging, irritation, sensitivity, breakouts or allergic reactions. Consumers should follow the product label and manufacturer directions. Where a patch test is appropriate under a product's directions or provider protocol, it may reduce but cannot eliminate the possibility of a reaction.

A consumer should stop using a product and seek appropriate medical advice if a significant reaction occurs. Trouble breathing, facial or throat swelling, fainting or other emergency symptoms require emergency medical attention.

6. Prescription products and medications

Dew Theory should not instruct a client to start, stop or change a prescription medication or prescription skincare product unless the person giving that instruction is legally authorized to do so. Clients should disclose relevant medications and recent procedures when asked for treatment safety. Any instruction that conflicts with a prescriber's direction should be resolved with the prescriber.

7. Treatment-specific consent

General website acknowledgment does not replace procedure-specific informed consent. Chemical peels, dermaplaning, extractions and any other service with materially different risks should not be performed unless the provider is legally permitted to perform the service, has screened for relevant contraindications and has obtained the required treatment consent.

8. Cosmetic and drug-claim boundaries

Dew Theory sells cosmetic skincare and currently offers products including a sunscreen product. Product and service claims must stay within the lawful intended use supported by the product's labeling and substantiation. Claims that a cosmetic treats acne, kills acne-causing bacteria, reduces inflammation as a therapeutic effect, changes cellular function or otherwise treats disease or affects the structure/function of the body can create drug-intended-use risk under federal law. A disclaimer does not cure an inherently misleading or unlawful claim.

Sunscreen claims must match the current OTC drug labeling and permitted directions/warnings for the actual product sold.

9. Photographs and before/after content

Before/after photographs and testimonials can illustrate individual experiences but should not be presented as guarantees or as typical results without a lawful and substantiated basis for the representation. Material connections, incentives, filters, retouching, lighting differences and other facts that could affect interpretation must be handled consistently with endorsement and advertising law.

10. Emergencies and medical escalation

Dew Theory is not an emergency service. Consumers experiencing a medical emergency should call emergency services or seek urgent medical care. Aesthetic staff should refer or defer when a client's condition appears outside lawful aesthetic scope or when medical assessment is indicated.

11. Contact

Questions about products or services: **[BUSINESS DECISION REQUIRED: publish monitored support channel.]**