



BEST PRACTICES FOR SOCIAL MEDIA CONDUCT

It is never appropriate to publicly disparage another individual for their comments, beliefs or actions. Even if the situation that you're reacting to is wrong or inappropriate, in your opinion, we have to all take the higher road and not continue to perpetuate or participate in the conversation. These guidelines apply all of the time. Anyone who is seen to be making or participating in inappropriate or offensive conversations publicly risks discipline up to and including the potential termination of your Arbonne account as an Independent Consultant. We don't want to find any of our Community in an unfavorable position; we want to always carry ourselves as an organization that lives our values every day of well-being and support for all of the world. Please always take a step back before responding to anyone and ask yourself if what you are about to say is how you would like to be portrayed to the world. Words have power so be sure to always choose wisely so that you can represent yourself, your Arbonne business, and the Arbonne brand in the best possible way.

During these unusually challenging times, if anyone contacts you from the media please refrain from directly commenting and instead refer them to communication@arbonne.com. Please visit The Source < Social Selling Series for more information on how to compliantly build your business on social media.



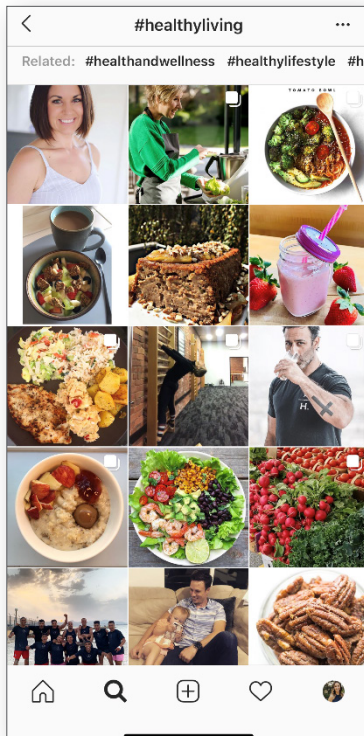
ENGAGING PROSPECTS VIRTUALLY WITH SOCIAL MEDIA



RESEARCH

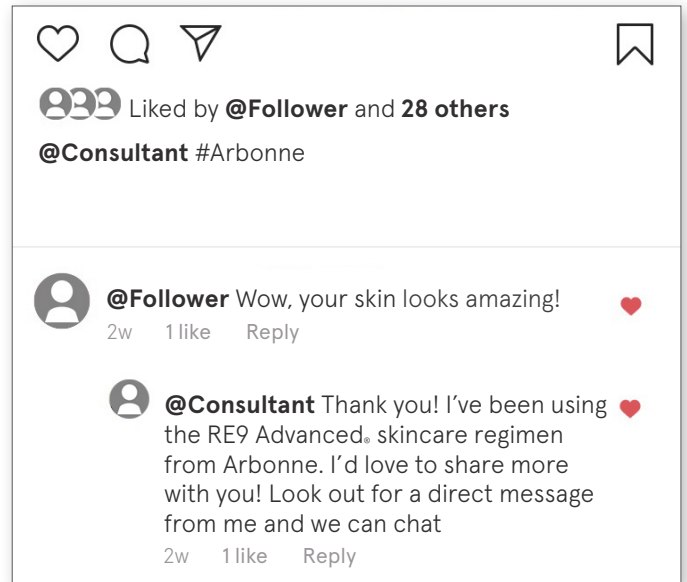
The internet is full of people! Find new prospects and start building genuine relationships with them through likes, comments and private messages.

- Use the Explore page on Instagram or browse hashtags to find and follow other like-minded people.
- Use Instagram polls to ask your audience what content they like to see.
- Stay in the know about the beauty and wellness industries. Learn about and share current events that relate to your passions or your Arbonne business.
- Ask questions in your photo captions or Instagram stories to see how your audience relates to your posts (e.g., What's your favorite skincare product? What's your must-have nutrition product?)



ENGAGE

Like, comment, share, favorite, retweet, private message, etc. Individually connect with those who want to connect with you! If anyone comments on your photo, reply! If they tag you, share to your Facebook News Feed or Instagram story! If they like and support your content, send them a private message to get their number and meet up for coffee.



EDUCATE

Use your social media posts as a way to educate your followers on product knowledge, the Arbonne Opportunity and your personal brand.

- Share product education found on The Source regarding ingredients and what it means to be Certified Arbonne Clean..
- Share the importance of skincare, clean ingredients and healthy living inside and out, and why they matter to you.
- Post compliant content about what it looks like to start and grow an Arbonne business.

EXAMPLE POST

Lital Mintz Snir is with Chantale Montgomery and 2 others at Arbonne. June 13 at 10:29 AM · Toronto, ON, Canada · 📍

Ya, we all have Arbonne in common. We are all VP's and we might even all enjoy watching The Bachelor 😊 (from left to right) @danashalit owned a business in event planning working over 50h a week. @mekrmpotic worked in TV production full time, @ochantale worked full time in marketing/writer and I worked full time as a travel agent. All so different! We would have never crossed paths if it wasn't for all of us seeing something special about @arbonnecanada opportunity. We were all skeptics, all of us almost said NO. We all thought we were way to "cool" to ever consider a business like this. The best part is that we were all open enough to listen to an opportunity that some people consider "different." A few years later we can all say that saying yes to new opportunities has changed our life forever. The door is always open! Get educated before you might pass on an opportunity of a lifetime. #diversity #beopen

123 22 Comments 7 Shares

EXAMPLE STORY

NEW! Skin Elixir Collagen Builder with Hyaluronic Acid #6105

#6105 Arbonne Healthy Skin Within

get it while you can!

QUANTITY 1 ADD TO BAG

In Stock

Drink in the glow! Our Skin Elixir works its magic from the inside out to boost collagen for healthy-looking skin, hair and nails. This vegan formula contains a skin-boosting botanical blend with sea buckthorn extract, combined with smart molecules like hyaluronic acid to build collagen and neutralize free radicals from sun and pollution known to cause oxidative stress (aka wrinkles). Like a super water for your skin, it's your daily dose of inner-loving care to help skin maintain its elasticity, smooth texture, plumpness, and overall healthy-looking glow. | 30 stick packs

Low inventory, more stock arriving soon!

I've been using for 3 straight weeks and have seen THE BEST results.

USE BEST PRACTICE

Do not use false income and/or lifestyle claims to engage or entice people into following you and learning about your business. It's best practice to always be transparent and authentic (both personally and virtually) when illustrating how you've grown your Arbonne business and how it has fit into your life dreams.

EXAMPLE POST

envpkristenwalter Carlsbad, California

Liked by michele.lopes28 and 461 others

envpkristenwalter This is Monday !! It didn't always look like this friends ! A decade of hard work, consistently bulding up people, falling on my face and getting up over and over again ! We have not stopped , we have just begun! #arbonne

View all 9 comments

JUNE 10



ACTION STEPS

1. Follow 5 new accounts you discover through research using the techniques above.
2. Engage with each new prospect by liking, commenting or sending a direct message.
3. Pick a topic that you are passionate about and curate an educational post about it. Make sure to personally reach out to everyone who likes or comments on it!

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at arbonne.com > Your Opportunity > Compensation > Compensation Summary.





USING “STORIES” TO HELP DRIVE BRAND ENGAGEMENT

With Instagram and Facebook Stories, you can share your life and your Arbonne business as much as you want throughout the day — with as much creativity as you want. You can bring Arbonne products, brand experience, and your personal story to life in new ways with copy that you write and pictures that you share. The photos and videos will disappear after 24 hours and won't appear on your profile grid or in the feed, helping to ensure that you don't oversaturate your followers with excessive posts.

Here's how to use Stories on the two platforms:



- **Facebook**
 - Download the app to your mobile device.
 - Stories will show up at the top of your News Feed.

Need help using Facebook? Check out their support page. If you need to set up a Facebook account, please see "Creating a Facebook Page for Your Arbonne Business" on The Source.



- **Instagram**
 - Download the app to your mobile device.
 - Stories will show up at the top of your Feed.

Need help using Instagram Stories? Check out their blog post. If you need to set up an Instagram account, please see "Building an Arbonne Instagram Account" on The Source.

Content Inspiration

- Create a series of fun facts or a weekly quiz related to your business.
- Feature social responsibility efforts.
- Showcase a "day in the life" of an Arbonne Independent Consultant.
- Create interactive content by using the poll function or asking followers to send responses.
- Provide behind-the-scenes coverage of events.
- Create content around holidays.
- Show step-by-step instructions to make your favorite Arbonne shake or vegan recipe.



USING “STORIES” TO HELP DRIVE BRAND ENGAGEMENT

Follow these tips to keep your content strong and compliant:

- **Keep your Stories brief and digestible**
There’s nothing that deters people more than an unnecessarily long story. Your entire story should be under 1-2 minutes.
- **Talk to the camera**
Facebook and Instagram Stories provide a personal perspective. Make sure to use this perspective to share your views on the Arbonne brand, products, events, etc.
- **Embrace vertical content**
People look at their phones vertically most of the time, so content that is vertical is the easiest to view.
- **Contrast text over an image**
Try using white text and shading in a darker color behind it or use black text and shade in a light color behind it.
- **Keep composition in mind**
When taking photos and videos, use natural light coming in from the side so it doesn’t create a silhouette. Always make sure your shot takes up the whole frame.
- **Plan your content**
Create Stories, use an editorial calendar, and experiment with different weekly segments or serialized content.
- **Track your responses**
Record the date, time, description of the story, and number of views received to help you track which content is engaging to your followers. Set an alarm to remind you about 30 minutes before a story expires to get the most up-to-date numbers.
- **Go live**
Instagram Live can be saved in your story for up to 24 hours. You can also download the live video to save for other uses.
- **Use direct messaging**
Save the first image or video and send it as a direct message to a group of your friends to alert them of a new story being published. You can also direct message people who have viewed your Stories or voted in a poll on your story. You can also ask people to direct message you using the “Reply” or “Send Message” bar in response to a question you pose in your story.

Highlight and archive Stories

- The highlight feature on Instagram allows you to keep Stories around for longer than 24 hours.
- Your followers can find the highlights underneath the bio on your profile.
- Pull relevant images and videos from your story archive to create a highlight based on a certain topic, like RE9 Advanced[®], 30 Days to Healthy Living, or the Arbonne Opportunity.
- Create a new highlight by clicking the “New” circle on your profile underneath your bio. Select the images and videos you’d like to add to your highlight, then select a cover image and create a title.
- **PRO TIP:** Create cohesive images or icons as your highlight cover photos. This will make your profile look professional and help your viewers quickly understand the topic of each highlight.



You can also generate more followers by using social media cross-promotions:

- On Twitter
 - Tweet about new Stories as they are posted.
 - Include a video clip or image from your story in your tweet.
- On Facebook
 - Easily share your Instagram Stories to Facebook:
 - Set all stories to share to Facebook within the Story Controls.
 - Share individual stories to Facebook by adjusting your Sharing Options when posting a new story.
- With Other Instagram Users
 - Share other Instagram users’ posts to your story and tag them! You can also share other users’ public stories that you’ve been mentioned in. These actions can help you cross-promote each other’s profiles and grow your followers.

For more ideas and inspiration, or to share your success stories with social media, talk to your upline. They are the ultimate support for you, your business, and your team.

To review the social media guidelines, please visit the Social Media Policy Quick Reference Guide 2016.





Prospecting Through Electronic & Social Media Messages

With the help of email, text messages and social media messaging, it can be simple to connect with potential prospects and Clients. But before making that first outreach, it's important to know what spam is and how it applies to your Arbonne business.

Spam is sending commercial information by electronic means to someone who did not request it or consent to receiving it. Not only is spamming an unfair marketing practice and an act of unfair competition, it's also against the law in every country in which Arbonne is authorized to conduct business — and this also applies to our Independent Consultants. Please review the guidelines below to ensure that your messaging doesn't cross the line into spamming behavior.

THE BASICS



- Obtain expressed consent from the recipient before contacting them in any manner. Keep in mind that consent can be withdrawn at any time.
 - Consent can be given if a recipient:
 - Registers as a direct Client or Preferred Client and has opted-in to Arbonne communications.
 - Provides their phone number and says that they may be contacted.
 - Signs a document or checks a box indicating they consent to being contacted via phone/email/text/messenger.
 - **Please note:** You cannot contact someone electronically for the purpose of obtaining consent to send an electronic message.
- Provide a free and easy opt-out mechanism in every single communication you send. The Client or prospect must be able to opt-out in the same way they received the message. For example, if you text a Client, they must be able to unsubscribe via text.
- Honor opt-out requests immediately and maintain accurate records of these requests for at least 3 years.
 - You want to be able to show that you are honoring people's requests, so record the time, date and manner in which the request was processed.
- Use clear and transparent headers or subject lines.
- Identify yourself as an Arbonne Independent Consultant. This includes using a compliant email address that does not include the word "Arbonne."
- Provide valid contact information for yourself including your name, mailing address, phone and email address.
- Be upfront and clear in the intent of your outreach (e.g., Is this a promotional offer? Are you inviting them to look at the business opportunity? Are you following up on an order?).
- Use approved language provided in Arbonne tools to discuss the products and the Opportunity.
- Obtain permission before you share anyone's contact information (even with other Arbonne Independent Consultants).
- Utilize the My Office Pro CRM system for electronic messaging, as we have ensured it abides by global anti-spam, data security and privacy laws.
- Comply with the user Terms & Conditions of any social media or instant messaging platform that you use (e.g., Facebook, Instagram, Facebook Messenger, WhatsApp, etc.).



- Text anyone on the Do Not Call or Do Not Contact lists maintained in each country in which Arbonne is authorized to conduct business.
- Contact anyone who has not provided consent or who has clearly communicated that they do not wish to be contacted again.
- Implement a difficult opt-out process or ignore opt-out requests. The opt-out mechanism must be free and easy for the consumer.
- Send emails from an account that doesn't have a functioning return email address.
- Use confusing or unclear headers or subject lines.
- Share the recipient's contact information (even with other Arbonne Independent Consultants) without permission.
- Pose as the Arbonne Home Office or as an employee (includes creating email addresses with the word "Arbonne").
- Be misleading or unclear in the intent of your outreach.
- Make unsupported product, income or lifestyle claims.
- Use harvested address lists, automated dialers, robocalling, boiler rooms, sequential dialing or other prohibited tactics.

GLOBAL OUTREACH

Remember that you are a business owner. As a business owner, your electronic and social media messaging practices are regulated by country-specific laws that protect against spamming and misleading behavior. **For more information about the laws that apply to you, please visit the following websites:**

- **US CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) Act of 2003**
<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>
- **CRTC (Canadian Radio-Television and Telecommunications Commission) Unsolicited Telecommunication Rules**
<https://crtc.gc.ca/eng/trules-reglest.htm>
- **UK Privacy and Electronic Communications Regulations 2003**
<http://www.legislation.gov.uk/uksi/2003/2426/contents/made>
- **PL Act on Providing Electronic Services 2002**
https://www.giodo.gov.pl/data/filemanager_en/51.pdf
- **AU Spam Act 2003**
<https://www.acma.gov.au/theACMA/spam-industry-obligations>
- **NZ Unsolicited Electronic Messages Act 2007**
<https://www.otago.ac.nz/its/services/security/otago029306.html>

Please note: In the European Union (EU), additional steps are needed before recipients can be contacted electronically. You must inform subscribers about the purpose of collecting their data. For example, if an individual provides you with their email address, you can only use the email address to send marketing communications if they explicitly gave you the email address for marketing purposes. You must record this consent, and the individual may withdraw this consent at any time. **More information can be found at <https://eugdpr.org/>.**

NEXT STEPS

- Review the benefits of using the My Office Pro CRM provided by Arbonne for purposes of managing your electronic and social media messages.
- Evaluate your current electronic and social media messaging behaviors to identify opportunities for improvement.
- Continue your education by searching for healthier business tools on **The Source > B.E.S.T. > Quick Tips.**

**Need help or a second pair of eyes?
Send a request to best.arbonne.com!**

For related policies, please refer to **3.6 Electronic Communications and 3.26 Email, Text Message, and Other Direct Marketing Communications** in the Policies & Procedures manual.





Required Disclaimers on Independent Consultant-Produced Materials, Online Content, or Advertisements

When promoting the Arbonne Opportunity or sharing product results, Independent Consultants are required to provide the disclaimer(s) that coincide(s) with the statements they are making. The disclaimers provide reasonable expectations of what the average person can expect when building an Arbonne business and/or using the Arbonne products. Using the appropriate disclaimers will help ensure you are not misleading anyone when promoting the Arbonne Opportunity and products.

Disclaimers must be **CLEAR AND CONSPICUOUS** on all IC-created materials including digital advertising, social media posts, training materials, videos, and website/blog content, regardless of space constraints (and should also account for platform limitations).

Please make sure you are using the appropriate required disclaimers in the chart below. Depending on the scenario, you may be required to use more than one disclaimer.

SCENARIO	REQUIRED DISCLAIMER
Posting or sharing advertisements (e.g., flyers, events, exclusive offers, directory listings, etc.) that are not making income, lifestyle, or product claims.	This advertisement has been produced by [first and last name], an Arbonne Independent Consultant, and has not been prepared or provided by Arbonne.
Sharing actual earnings, promotions, and incentive trips in social media posts.	There are no guarantees. Results are different for everyone. Annual typical earning statement available at iccs.arbonne.com .
Posting photos of the white Mercedes-Benz and/or the lifestyle you and others have because of your Arbonne businesses.	There are no guarantees. Results are different for everyone. Annual typical earning statement available at iccs.arbonne.com .
Promoting the Arbonne Opportunity, SuccessPlan, income, or lifestyle opportunities in IC-created materials (e.g., flyers, newsletters, videos, training documents, etc.).	<p style="color: #4CAF50;">[Include disclaimer at the bottom of the document or at the end of a video.]</p> <p>This consultant-created training material (or advertisement) has been produced by [first and last name], Arbonne Independent Consultant, and has not been prepared or provided by Arbonne. Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful. Each Independent Consultant's results are dependent on their skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. The annual typical earning statement is contained in the Arbonne Independent Consultant Compensation Summary (ICCS) available at iccs.arbonne.com.</p>

<p>Sharing product claims or your healthy living results (whether on social media sites or in personally-created materials).</p>	<p>The typical results are different for everyone. Results vary depending on individual effort, body composition, age, eating patterns, exercise, and the like.</p>
<p>Making product claims and sharing testimonials referring to the beneficial effects of Arbonne nutrition products.</p> <p>The US Federal Drug Administration (FDA) requires a disclaimer to be provided any time beneficial effects of products are shared. They also have guidelines on the placement of the disclaimer.</p>	<p>[When the disclaimer comes <u>directly</u> below the claim, use Example A. If the disclaimer does <u>not</u> come directly below the claim (e.g., when there's additional text after the claim), use Example B (Note that in Example B, the disclaimer will also need to be in a box and in bold).]</p> <p>Example A:</p> <p>Arbonne Essentials[®] Protein Shake Mix is supplemented with 24 essential vitamins and minerals to support healthy living inside and out. Protein promotes satiety.</p> <p>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</p> <p>Example B:</p> <p>Arbonne Essentials[®] Protein Shake Mix is supplemented with 24 essential vitamins and minerals to support healthy living inside and out.[‡] Protein promotes satiety.[‡]</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>[‡]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</p> </div>
<p>Promoting Arbonne products or the Arbonne Opportunity via blogs, websites, or digital marketing channels.</p>	<p>[Display disclaimer clearly at the bottom of every page or section that includes Arbonne content.]</p> <p>This website is owned and operated by [first and last name], an Arbonne Independent Consultant, and is not endorsed by Arbonne. Any opinions expressed on this website are made by and the responsibility of the Independent Consultant and should not be construed as a representation of the opinions of Arbonne. Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful, as each Independent Consultant's results are dependent on their own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. The annual typical earning statement is contained in the Arbonne Independent Consultant Compensation Summary (ICCS) available at iccs.arbonne.com.</p>

For complete information, please refer to **3.12 Required Disclaimers on Independent Consultant-Produced Materials, Online Content, or Advertisements**; **3.13 Medical Claims & Product Testimonials**; **3.14 Income & Lifestyle Representations**; and **4.5 Blogs, Websites & Digital Marketing** in the Policies & Procedures manual.



HEALTHY BUSINESS INSIDE & OUT

When promoting your Arbonne story through social marketing or creating any type of promotional material, it's important to ensure the claims you make are in line with building a healthy business inside & out. The guidelines below will help you share your authentic journey while abiding by consumer protection laws and regulations, the Direct Selling Code of Ethics, and the Arbonne Policies & Procedures.

Promoting Arbonne Products

BEST TO:

- 1. Share your Healthy Living journey. Your testimonial and pictures should reflect only approved product claims as they appear in packaging or promotional materials approved and provided by Arbonne.**

REASON: Consultants are responsible for anything they post or share — even if they didn't create the content. Please review the Sharing Your Testimonial Guidelines document found on The Source.

- 2. Make product claims only found in country-specific, corporate-created tools.**

REASON: Only use tools created for the specific country in which you are conducting business and where your end consumer purchasing products resides. The product claims permissible in one country may not be compliant in another country.

- 3. Talk about how Arbonne is Healthy Living Inside & Out and promote the Arbonne 30 Days to Healthy Living Program. Explain how the program is a weight management program and that Arbonne has weight management products.**

REASON: Arbonne does not sell weight loss products nor do we have a weight loss or detox program (e.g., 28 Day Detox Program). For consistency and branding purposes, Consultants must provide the name of the Arbonne program and not create their own.

- 4. State that Arbonne's products are formulated without artificial flavors, synthetic dyes, parabens, animal products, and by-products. Do not say, "Free of ..."**

REASON: Always state that Arbonne's products are "formulated without" a certain ingredient, unless otherwise specified in corporate-created labeling and tools. From a layman's perspective, the phrases "formulated without" and "free of" may be synonymous, but from a regulatory standpoint, there is a difference.

- 5. Avoid statements that imply Arbonne's products treat, cure or prevent any type of medical condition (e.g., psoriasis, eczema, rosacea, fibromyalgia, cancer, autism, lupus, constipation, gastrointestinal disorders, migraines, depression, burns, etc.) — even if it's your own testimonial.**

REASON: Don't mislead consumers or potential prospects by making claims that Arbonne products can do things they were not formulated to do, even if you believe they worked for you in that way. Medical or implied medical claims violate the Arbonne policies and potentially federal and state laws and regulations. All product claims must be substantiated by competent and reliable scientific evidence. Arbonne follows regulatory guidelines when creating marketing tools to ensure the claims can be substantiated and not mislead the average consumer.

- 6. Defer consumers who are under medical care to seek doctor's advice rather than imply that Arbonne products can be used in place of prescription medications.**

REASON: Arbonne products are not formulated to take the place of prescription or over-the-counter products.



Promoting the Arbonne Opportunity

BEST TO:

- 1. Explain how product sales relate to title qualifications, income, trips, awards, incentives, bonuses, jewelry, etc. and how sponsoring a team of business builders will help leverage your time.**

REASON: Any amount or type of income earned through an Arbonne business is based solely through the sale of Arbonne products and not the mere act of sponsoring other Consultants. Do not state that Consultants can turn an expense into income. Income is not earned by purchasing products.

- 2. Be honest about the time, effort, skill, and dedication required to build and maintain a sustainable and successful Arbonne business.**

REASON: The financial success of a Consultant depends on their effort, dedication, skill, income-producing activity, and the time spent training and coaching their team. Earnings vary significantly and depend on a range of factors. Do not downplay the work that goes into building and maintaining an Arbonne business, or imply that after attaining VP status, Consultants can sit back and collect residual or passive income. These terms can mislead others to believe their income will continue to generate over an extended period without continued effort.

- 3. Share the importance of building a balanced business of both Preferred Clients and Consultants.**

REASON: Personal sales and sponsoring will help you grow a strong and balanced business. Continuously sponsoring Preferred Clients will keep retail sales coming through your business. Sponsoring Consultants and teaching them how to sell products and build a team will help leverage your time and build a healthy business.

- 4. State that the only requirement to start an Arbonne business is the Consultant Starter Kit fee.**

REASON: Unethical, false or unlawful recruiting practices violate consumer protection laws. Consultants should not require or encourage another Consultant to purchase unreasonable amounts of inventory or sales aids.

- 5. Explain how Consultants can increase sales by using the Arbonne Special Value Packs as business tools for product demonstrations during One-on-One and Group Presentations.**

REASON: It is okay to offer product options (e.g., Arbonne Special Value Packs) that meet a person's financial budget to provide them with tools to start their business. It is equally important to explain how to use these tools to increase retail sales.

- 6. Provide the information from the current Independent Consultant Compensation Summary (ICCS) when talking about the average annual earnings at each title or the time it takes to promote to each level in the SuccessPlan.**

REASON: Provide your prospects with sufficient information about the average time it takes to promote to each level and the average annual earnings of active Consultants from the preceding year. This information can be found at iccs.arbonne.com.

- 7. Explain how your Arbonne business has provided you with time freedom and financial flexibility.**

REASON: Explain how your business has allowed for time freedom because you get to work the business on your schedule and within the nooks and crannies of your busy life. If your Arbonne business has provided you with the financial flexibility to help pay off debt, go on vacation, or meet any other type of goal, it is okay to share those stories if you provide the amount of time and work it took to accomplish those goals.

- 8. Share how an Arbonne business can provide part-time or full-time earning potential.**

REASON: As independent business owners, you get to decide how much time you want to dedicate to income-producing activity and building your team. Some Consultants work to earn a little extra cash, and some want to dedicate their time and effort to turn this into a full-time business. Always refer to the ICCS when talking about income.

- 9. Talk about how a Regional Vice President (RVP) and National Vice President (NVP) earn the Mercedes-Benz Cash Bonus to purchase or lease a white Mercedes-Benz.**

REASON: The Mercedes-Benz Cash Bonus is not a gift nor is it "free." Vice Presidents must have the required sales volume (Qualifying Volume, or QV) in their Central Region or Nation to earn the cash bonus to purchase or lease a white Mercedes-Benz.

- 10. Explain when using the term "duplicate" how duplicating sales and sponsoring efforts helped you promote through the SuccessPlan and earn the incentive trip, bonus or award.**

REASON: Talk about a sale and sponsoring system that is easy for others to duplicate. Great coaches lead by example, do the do, and get into personal activity — selling, sponsoring, goal setting, personal development, etc. There is not one system for success. It is misleading to imply that someone is going to be successful or promote through the SuccessPlan by "duplicating" what someone else has done.





Guidelines for Arbonne Independent Consultants: Sharing Your Testimonial

The story of your Arbonne transformation is important, and we think you should share it. Your story can encourage and inspire others to make changes in their lives and start incorporating Arbonne products into their lifestyle.

If you are going to share your personal testimonial with others, below are some important “dos and don’ts” for crafting compelling, compliant stories with Before & After photos. Please read through them before starting to document your progress using Arbonne products, as it will help ensure that we are able to share your story online. Non-compliant Before & After photos are not acceptable.

Guidelines for Making Testimonials

Dos:

- Do use only your personal testimonial.
- Do ensure that you are actually using the product you are endorsing at the time you make the endorsement and are using the product in the manner directed on the packaging or in Arbonne materials provided by the Arbonne Home Office.
- Do ensure your testimonial is presented in a proper context, and it accurately and genuinely reflects your true and honest opinion on or experience of our product.
- Do inform us if your opinion or experience with our product changes after you have submitted your testimonial.
- Do ensure your testimonial includes only approved product claims as they appear in Arbonne-approved packaging or promotional materials provided by the Arbonne Home Office.
- Do clearly and conspicuously disclose you are an Arbonne Independent Consultant.
- Do ensure your testimonial will not mislead or deceive consumers or be untruthful in any way.
- Do obtain consent from every person who helped you create the materials you submit (e.g. photographers).
- Do include the following statement if you are sharing photos in Canada (even if you do not reside in Canada):
I warrant and represent that the Photos: (i) are original to me and that I have all necessary rights in and to the Photos; (ii) do not violate any law; (iii) do not contain any reference to or likeness of any identifiable third parties; and (iv) will not give rise to any claims such as claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party.

Don'ts:

- Do not use the testimonial of another person unless it is an approved testimonial provided by the Arbonne Home Office in official Arbonne tools, website, social media or The Source. Because Arbonne may make changes to approved testimonials, please check the website and The Source frequently to ensure the third party testimonials remain posted and approved by Arbonne.
- Do not use a testimonial to make health, therapeutic or medical claims. For example, that use of the product tightens skin, removes toxins, or permanently reduces wrinkles (which go beyond what are acceptable claims for a cosmetic product) is prohibited. Do not refer to medical conditions, injuries or ailments (of body or mind).
- Do not provide a testimonial which may discourage anyone from seeking medical treatment.
- Do not make claims in your testimonial if the claims are not substantiated.
- Do not provide a testimonial in respect of a product if you have not used the product or are not currently using the product.
- Do not provide a testimonial which does not reflect your genuinely held opinion or belief.
- Do not use a testimonial you or anyone else have previously used for another of our products (or in respect to another company's products).
- Do not provide a testimonial that includes the personal information (e.g. name, contact information, photo etc.) of any person other than yourself.
- Do not provide a testimonial that is not original to you or that may give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever.
- Do not reference or make comparisons to other companies or another company's products or procedures (e.g. cosmetic surgery).
- Do not use a testimonial that is fictitious or not genuine.
- Do not use testimonials that would mislead, deceive, create a false impression, or provide a wrong idea in the minds of consumers.
- Do not state that Arbonne or its products are approved or endorsed by any third-party organization, including any clinic or certifying agency.



Guidelines for Taking Before & After Photos

Dos:

- Disclose whether there are any remarkable or unique circumstances leading to your results.
- Use the same lighting, camera angle, pose and neutral/solid background in all photos.
- Photos must be in high resolution (at least 300 dpi or higher). Use the high-definition setting on your camera.
- For body photos: Take a photo from the front, side and back, and wear the same form-fitting, solid-color clothing in all photos.
- For face-only photos: Except where the photo is intended to show the effectiveness of an Arbonne cosmetic or facial care product, ensure that your skin is free of makeup and other skincare products in the photos, and keep hair pulled away from your face. If the product is intended to demonstrate an Arbonne cosmetic or facial care product, then only use the Arbonne product in the photo and state which products you are wearing.
- Photos must be of you and must be recognizable as the same person in each photo.
- Include the date the photos were taken.
- Ensure you have the permission of the photographer to use the photos and to provide them to us for the purpose of using them on our website or other promotional materials.
- Keep signed, dated and printed copies of your Before & After photos.

Don'ts:

- For face shots: Do not wear makeup or any other skincare product unless the testimonial concerns an Arbonne skincare product, in which case, do not use any skincare product that is not an Arbonne product. Do not allow your hair to conceal your face.
- For body shots: Do not wear markedly different clothing.
- Do not take the photo in a dimly lit location, with a busy or cluttered backdrop, or with different angles of lighting.
- Do not include any third-party material in the photo, including the products or logos of other companies, or the likeness of any other person. For example, any clothing worn in a photo must not contain any visible logos, trademarks or other third-party materials.
- Do not take low-resolution photos. (Avoid the use of low-resolution mobile phone cameras, if possible).
- Do not digitally alter any images, or take any other measures which would mislead, enhance, or alter either the "after" or the "before" photo, including the use of filters, airbrushing, or retouching applications.
- As a reminder, do not use a photo of someone else as a photo of you.
- Do not use Before & After photos if you have undergone any cosmetic surgery or other procedures that could artificially change the appearance of your face or body while you are using our products.

For Arbonne to consider approving your testimonial or Before & After photos to share on the official Arbonne website, please send a signed and dated statement of your testimonial, along with your photos and substantiation of the claims in your testimonial to beforeandafter@arbonne.com. Substantiation should include any Before & After photos and progress tracking information. Please include your contact details, including Arbonne ID, full name, address, telephone number and email. Please keep copies of your testimonials, photos and substantiation.

If Arbonne selects your testimonial or photos for use on our website or other promotional materials, you may be asked to sign a consent agreement, license, and certification in a form provided to you by Arbonne. Any materials submitted to Arbonne become our property and shall not be returned. Arbonne reserves the right to post or remove any photo or testimonial in its sole discretion. Submitting a photo or testimonial does not guarantee your photo or testimonial will be selected by Arbonne for our promotional materials.

Arbonne does not guarantee any particular result and each photo is submitted by individuals based on their own self-reporting and assurances that they have complied with the Sharing Your Testimonial Guidelines. While Arbonne insists that our Independent Consultants comply with these Guidelines, other than through Independent Consultant individual assurances, Arbonne does not have the ability to independently verify that any individuals in fact complied with the Sharing Your Testimonial Guidelines.



HEALTHY BUSINESS — INSIDE & OUT

Business Need To Knows

As the owner of an Arbonne business, it is important to understand and follow the business guidelines found in the Arbonne Policies & Procedures. These tips will help you build a business within the standard of the Direct Selling Association (DSA) Code of Ethics as well as other consumer protection laws and regulations.

DOS

1. Read and retain a copy of the Arbonne Policies & Procedures manual for the country in which you are conducting business and always reference the tools and materials provided by the Home Office.
2. Use the language found in country specific materials, as Arbonne has done the legal and regulatory legwork to protect your business.
3. Use and retain a copy of the official Arbonne Client Order Form/Sales Receipt for any in-person sales to keep an accurate record for your business. These receipts include the Client Satisfaction Guarantee as well as any federal or state consumer protection rights.
4. Emphasize that the registration fee is the only requirement to having an Arbonne business. There is no minimum purchase requirement. Other product purchase options are acceptable as long as they are based on what is financially feasible for that individual.
5. State that income and title promotions are achieved only from product sales to Preferred Clients and retail Clients.
6. Tell prospects about the actual skill, time, work, expenses, and effort necessary to build a sustainable and successful Arbonne business.
7. State that the Mercedes-Benz Cash Bonus is earned to purchase or lease a white Mercedes-Benz.
8. Make accurate statements about rewards, jewelry, incentives, and how they are earned through hard work and product sales.
9. Provide your prospects with the most current Independent Consultant Compensation Summary when discussing lifestyle and income claims and direct them to iccs.arbonne.com to receive additional information and the required legal disclaimer.
10. Remember that Preferred Client Rewards and Host Rewards are not transferable (with or without the individual's permission).
11. Take responsibility for protecting the personal identifying information of every individual.



B.E.S.T.
Business Ethics Standards Team

HEALTHY BUSINESS — INSIDE & OUT

Business Need To Knows

As the owner of an Arbonne business, it is important to understand and follow the business guidelines found in the Arbonne Policies & Procedures. These tips will help you build a business within the standard of the Direct Selling Association (DSA) Code of Ethics as well as other consumer protection laws and regulations

DONT'S

1. Guess what the rules or policies are in reference to your business — always ask the Business Ethics Standards Team.
2. Say that Arbonne products treat, cure, mitigate, or prevent any medical conditions, including weight loss or severe skin conditions.
3. Sell products on auction sites like eBay and Amazon, or sell to persons who ultimately resell the Arbonne products online. This is considered a zero-tolerance policy violation.
4. Place an order under another Arbonne account to manipulate sales volume in order to qualify for promotions, commissions, bonuses, and incentives.
5. State or imply that any expense or investment is necessary to join or be successful in Arbonne.
6. Assume that content on social media, in a Presentation, or other form of communication created by an Independent Consultant has been approved, or is accurate or compliant.
7. Pressure an individual to purchase a certain volume of products or dollar amount in order to start or work their Arbonne business.
8. Engage in unethical, false, or unlawful prospecting practices, misrepresent the Business Opportunity, or poach Consultants from other companies or teams, etc.
9. Make misleading or deceptive claims, or claims that cannot be substantiated even if it is your personal experience.
10. Mislead prospects or new Business Builders about the skill, effort, and time required to achieve success.
11. Fail to provide the Client Order Form/Sales Receipt to Clients regarding their product order, especially for in-person sales.
12. Misuse the personal identifying information of those who order from you, including their credit card information, address, name, etc.
13. Sell Arbonne products to persons, either directly or indirectly, who ultimately resell Arbonne products to a retail store or export products to unauthorized countries.

Tips and tools? Visit The Source > Business Basics > B.E.S.T. (Compliance)



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Questions? Visit [best.arbonne.com](https://www.best.arbonne.com)



For the complete policy, please refer to Section 4.4 of the Policies & Procedures Manual titled Social Networking Sites.

Launching on Social Media

Arbonne is a people business, so it thrives on building relationships. With so many social platforms available, connections are no longer limited to “in-person” or “over-the-phone” contact. This simple guide is the first step in your social media education to help you launch your business online.

GETTING STARTED

On your Arbonne social media accounts you can promote the products, the Opportunity, and what makes your specific Arbonne journey special. Sharing love statements about the products and your business will give your social media presence a level of authenticity that will attract Clients and business-builders.

When creating your Arbonne social media presences, create business accounts that represent you and your personal Arbonne brand. Avoid coming across as an official Arbonne Home Office page, and be careful not to misuse the Arbonne trademark.

- ✓ @JSmithIndependentConsultant, @JaneBotanicalBusiness, @KristiMomprenneur
- ✗ @ArbonneOttawa, @MakeMillions, @JaneArbonneConsultant, @MyBizSellsArbonne

1 Use images from the Digital Toolkit or the Arbonne social channels to help shape your personal brand image.



2 Use the following tactics to clarify your relationship with Arbonne:

- a. Pin a post or video about your Arbonne business to the top of your page
- b. Frequently state that you are an Independent Consultant in the About or Description sections, posts, videos, Lives, etc.
- c. Use Arbonne-created images and the Independent Consultant logo from the Digital Toolkit

SOCIAL SELLING

You are encouraged to publicly share Arbonne-created rewards, promotions, specials and incentives on your social accounts. Be clear when describing offers.

For example:

- ✓ Receive 20% off product orders with a Preferred Client account. Ask me how!
- ✓ Limited-time Arbonne sale! Receive 20-40% off select holiday products. Check it out on my site!

On the other hand, avoid using confusing language, which can be misleading.

For example:

- ✗ I can provide you with an exclusive 20% VIP client membership to purchase Arbonne that you won't find anywhere else!



To allow for an equal sales opportunity for all Independent Consultants, you may offer your personal discounts and promotions via interpersonal communication methods. **These methods include:**

- My Office Pro CRM journeys and other personal communications
- Text, email, or phone
- Private message or direct message
- 1:1, party, or get-together
- Closed groups and Lives

On your public Arbonne accounts, use redirecting phrases such as:

- ✓ Private Message me to order.
- ✓ Visit my website for more details.
- ✓ Looking for great deals on Arbonne products? Ask me about my closed Client group!
- ✓ Search no more for Black Friday deals! Contact me now!

Instead of using direct sales language such as:

- ✗ Discounted percentages (75% off)
- ✗ Amount saved (\$50 off for Moms)
- ✗ Give-and-take promotions (Buy One Get One [BOGO] Free)

VIRTUAL EVENTS & GROUPS

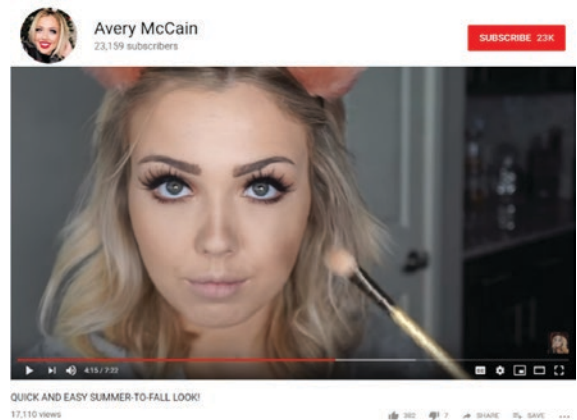
Grouping prospects and Clients into a variety of nutrition, business and product groups can be a great advantage to your growing business. Have a few Clients interested in a 30-day program? Maybe a few who love makeup? Use these common interests or goals to create a group and focus your messaging to target their needs. You can make it even more fun with personal product promotions!

- Only add individuals to a group or event who have given their permission or have requested to join
- Create a unique name for your event (Sally's Online Event)
- Include your personal Arbonne website to direct guests to place orders
- Utilize the Digital Toolkit, Photofy, Share It tool and any available Arbonne promotions
- Include the retail and/or Preferred Client pricing for products
- Include Arbonne business materials to inform your guests about account benefits and the Arbonne Opportunity
- Share Meet the Product sheets, Arbonne product videos, opportunity and lifestyle flyers/videos, etc.

VIDEO & OTHER ONLINE PLATFORMS

You are a product of the product and sharing your experiences, knowledge and the Arbonne Opportunity via video or any other online sharing medium is a great way to engage new prospects and connect with your Clients.

- Video channels created on social media platforms such as YouTube and Vimeo must follow the same guidelines as when creating an Arbonne social media account. The same goes for accounts created on other online platforms such as Smore, SoundCloud, Zoom, etc.
- All videos and online content need to include the appropriate disclaimer found in Section 3 of the Policies & Procedures Manual
- Use language from Arbonne tools when speaking about the products, ingredients and certifications
- Include a link to iccs.arbonne.com when talking about your success story, lifestyle, the Arbonne Opportunity, or income



SOCIAL MEDIA BEHAVIOR

You are encouraged to link, like, comment and share content from any Arbonne Home Office social media account. Promote good social media etiquette by refraining from soliciting potential Clients and prospects on Arbonne Home Office social media accounts.

- Remember the Golden Rule: Do unto others as you would have them do unto you
- Respect the privacy of others in your posts
- Avoid engaging in gossip or the disparagement of any individual, company, or competitor

NEXT STEPS

- Search "social media" on The Source to review tools that can help maximize your online potential
- Visit DigitalToolkit.arbonne.com for resources and customizable assets for your business
- Engage with B.E.S.T. by visiting facebook.com/arbonnebest to get weekly tips, examples, articles and more
- Send your content and questions to best.arbonne.com if you need help or a second pair of eyes



HEALTHY BUSINESS — INSIDE & OUT

Income & Lifestyle Claims

At Arbonne, we're committed to a healthy business inside and out. Knowing how to share, post and talk about the Arbonne Business Opportunity is one aspect of having a healthy business. Following these examples from B.E.S.T. will help you build a solid, successful and compliant business. Remember to include the appropriate income disclaimer, which can be found in the Policies & Procedures. Always reference and provide a link to the Independent Consultant Compensation Summary (ICCS) at iccs.arbonne.com.

Here's a list of lifestyle claims to USE when sharing the Arbonne Opportunity:

COMPLIANT

1. If you sign up as an Independent Consultant and take the time and effort to grow the business, there are numerous income opportunities for you to earn.
2. At the VP level, Arbonne Independent Consultants can earn a Mercedes-Benz Cash Bonus to purchase or lease a beautiful white Mercedes-Benz.
3. Yes! I promoted to RVP and just earned the Mercedes-Benz Cash Bonus! I can't wait to pick out my car and have my Mercedes-Benz party.
4. Thanks to my amazing Preferred Clients, Clients, and my hard-working team, we just promoted to Nation!
5. I earn commissions when my product recommendations lead to product sales.
6. We all love recommending products, now just imagine earning a commission from the orders placed by your friends and family!
7. Here's a link to the ICCS. You can see the average amount of time it takes a person to promote through the compensation plan. You can also see the average compensation for each level.
8. What are your sales goals? How much time are you able and willing to dedicate to your Arbonne business to meet those goals?
9. Everybody is different. It takes time, dedication, skills, and effort to build an Arbonne business.
10. This is NOT a get-rich-quick scheme.
11. Arbonne has a sales and sponsoring system to help us build strong and sustainable businesses.
12. Do not reinvent the wheel, follow your upline's system and guidance to build a successful business.
13. I'm able to work my Arbonne business in the nooks and crannies of my crazy and busy life.
14. You can build an Arbonne business alongside your full-time job.
15. The remarkable thing about this business is time leverage. We earn commissions and bonuses through our own personal product sales and we also earn overrides and bonuses based on our team's product sales.
16. I promoted to NVP in five years. Because of my Arbonne business, I now have time freedom and financial flexibility.
17. Woohoo! Thanks to my Arbonne business, I earned level four of this year's Arbonne Incentive Trip. The reward? Accommodations for two at a luxury hotel!
18. I share with others how to purchase premium quality products from my Arbonne business or under their own Arbonne ID.
19. If you join my business, I can coach you and provide you with the knowledge and tools to help you build a successful business.
20. There is no investment required to start an Arbonne business. The only cost is the Consultant Starter Kit fee.
21. Arbonne has customizable Arbonne Special Value Packs (ASVPs) you can purchase depending on your finances and sales goals. These product bundles can be used for selling, product displays, One-on-Ones, Presentations, etc.

HEALTHY BUSINESS — INSIDE & OUT

Income & Lifestyle Claims

Consumer protection laws and regulations, the Direct Selling Code of Ethics, and the Arbonne Policies & Procedures prohibit Consultants from making misleading statements or projecting guarantees. For more information, please refer to the Income Representations Policy in the Arbonne Policies & Procedures Manual.

Below is a list of lifestyle claims **NOT TO USE when sharing the Arbonne Opportunity:**

NON-COMPLIANT

1. If you sign up and become an Independent Consultant, you can get a free car.
2. I get paid for turning my expense into an income.
3. You're not a salesperson? Well that's good because I don't sell products. All I do is share and get paid for my recommendations. Where else can you find such an opportunity?
4. In a year from now you could make \$5,000 to \$23,000 a month by sharing health and wellness products.
5. This is the average VP pay and you can decide if you want to make more.
6. How many hours are you willing to work to make \$10,000 a month?
7. Join my Arbonne team and you too can be an NVP, retire your husband, and quit your corporate job.
8. You can promote to NVP by only working part-time hours (10–15 hours a week).
9. All you must do is duplicate your upline and you will be an NVP and earn a six-figure corporate income.
10. I can show you how to earn a million dollars.
11. If you duplicate what I did or what my upline did, you too can earn the income I'm making.
12. I work part-time hours for a full-time income.
13. It only took ENVP Sally Sue five months to promote to NVP — if she can do it, so can you.
14. I have a multi-million-dollar business. I can show you how to have one too.
15. After reaching NVP, you can sit back and collect your residual income.
16. Because of Arbonne, I make \$200,000 dollars a year and can afford a million-dollar home. Are you ready to join my team?
17. Because of my Arbonne business, I get to sit on the beach all day and drink skinny margaritas.
18. The NVP lifestyle is possible. All you need to do is duplicate your upline and you can have your dream home, live by the beach, work from home, and go on holidays whenever you want.
19. As Independent Consultants, we earn a lucrative income by simply sharing products and the Opportunity.
20. I'm not a salesperson. I don't sell anything, I offer solutions.
21. There is no secret to having a successful business. I simply showed the plan to 1,200 people who then showed the plan to 1,200 people and so on.
22. There isn't another industry that will pay you residual income for sharing products and the business opportunity.
23. If you treat your Arbonne business like a business and not a hobby, you can have financial freedom for you and your family.

ARBONNE MAKES NO PROMISES OR GUARANTEES THAT ANY INDEPENDENT CONSULTANT WILL BE FINANCIALLY SUCCESSFUL AS EACH INDEPENDENT CONSULTANT'S RESULTS ARE DEPENDENT ON HIS OR HER OWN SKILL AND EFFORT. YOU SHOULD NOT RELY ON THE RESULTS OF OTHER ARBONNE INDEPENDENT CONSULTANTS AS AN INDICATION OF WHAT YOU SHOULD EXPECT TO EARN. ACTUAL FINANCIAL RESULTS OF ALL ARBONNE INDEPENDENT CONSULTANTS FOR THE PRECEDING YEAR ARE CONTAINED IN ARBONNE'S INDEPENDENT CONSULTANT COMPENSATION SUMMARY (ICCS). YOU MAY VIEW THE INDEPENDENT CONSULTANT COMPENSATION SUMMARY ON ARBONNE'S OFFICIAL WEBSITE ICCS.ARBONNE.COM.



Independent Consultant Hosted Blogs and Websites

Independent Consultants (ICs) are permitted to promote their Arbonne business and share the Arbonne Opportunity and products on websites and other media channels (collectively “websites”) outside the channels provided by Arbonne. However, if an IC chooses to use these websites, the following guidelines must be adhered to.

GENERAL

- Clearly and prominently disclose that the site is hosted by an IC
- Utilize the IC logo as well as company-produced product and Opportunity images (available in the online image library provided by Arbonne)
- Include a link to your personal Arbonne website provided by the Company
- All lead generations must comply with applicable data security, privacy, anti-spam and other laws
- All Arbonne product orders must be directed to an Arbonne-authorized sales channel (e.g., personal Arbonne website provided by Arbonne, Company website, CRM, Arbonne App, etc.)
- All claims, testimonials, images, tweets, posts, re-posts, shares, etc. must comply with Arbonne’s Policies & Procedures and the website’s Terms & Conditions
- At the bottom of every page or section of the website that includes Arbonne content, you must provide the following disclaimer:

This website is owned and operated by <First and Last Name>, an Arbonne Independent Consultant, and is not endorsed by Arbonne. Any opinions expressed on this website are made by and the responsibility of the Independent Consultant and should not be construed as a representation of the opinions of Arbonne.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful, as each Independent Consultant’s results are dependent on their own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. The annual typical earning statement is contained in the Arbonne Independent Consultant Compensation Summary (ICCS) available at iccs.arbonne.com.

MULTIPLE BUSINESSES

- You may promote your other business(es), if applicable, on outside-hosted websites if said business(es) is/are not related to direct selling in any way (including coaching and training)
- The Arbonne business and any other applicable business(es) must be kept separate from one another
- Information for any business(es) other than Arbonne must be displayed on a SEPARATE page or section of the website
- You must notify Arbonne and provide the outside-hosted web address to best.arbonne.com within 60 days of the website’s publication

NATIONAL VICE PRESIDENTS ONLY

NVPs are permitted to have a password-protected website page, section or closed social media group for hosting training tools and materials. If, at any time, Arbonne requests to review the website, social media group or content being shared, the NVP is required to provide any necessary credentials in connection with the review.



COMPLIANT PRODUCT CLAIMS

All compliant product claims can be found on the Meet the Product sheets which are listed in the Product section of The Source or on each product shopping page. The phrases and language on the Meet the Product Sheets must be used verbatim to ensure compliant claims are shared. Please avoid taking words and phrases from these sheets out of context. To share the correct information, copy and paste the complete bullet before sharing online or with a client.