



Fair Advertising Guidelines

As an extension of the Arbonne brand, accurately representing yourself, the products and the Arbonne Opportunity in person and online is of the utmost importance. Before creating a flyer for a Discover Arbonne event, sharing a skincare testimonial, boosting a Preferred Client ASVP post on social media, etc., we recommend that you review these global guidelines to help ensure that your advertising tactics are transparent and above reproach.

THE BASICS



- Identify yourself as an Arbonne Independent Consultant on your social media accounts, videos, in-person events or any time you are discussing or referencing Arbonne.
- Share testimonials only from people who are real and have used the product.
- Obtain consent (record this consent) and review the content of a testimonial before sharing online or publishing.
- Use relevant hashtags to disclose your vested interest in sharing Arbonne (e.g., #ad, #sponsored, #ArbonneIndependentConsultant).
- Always use the appropriate disclaimers available in the Policies & Procedures manual when referring to expected results from Arbonne products, or when sharing the Arbonne Opportunity.
- Use approved language and claims provided in Arbonne tools to discuss the products and the Opportunity.
- Consult a legal professional before running a contest or incentive to ensure you are complying with relevant contest laws.
- Be respectful of those who are critical of your business or the industry, or who choose to support another Independent Consultant.
- Be clear when stating how a Client can receive a discount or promotion — and at what price — when publicly sharing Arbonne discounts and limited-time promotions (e.g., Enroll as a Preferred Client to get 40% off regular price on Arbonne Special Value Packs).
- Be clear and accurate when it comes to the cost of shipping and whether an item is free with a qualifying order.
- Honor pricing, promotions, discounts and incentives that you offer your Clients through personal discretion.
- Notify your Clients and prospects about the Arbonne 45-Day Money Back Guarantee, as well as the Cancellation/Withdrawal Period, and show them how they can contact Arbonne directly.
- Promptly deliver products to your Clients or prospects if the products have been shipped to you on their behalf.
- Share the benefits and love statements for the products, as well as the Arbonne Opportunity.
- Utilize the logos, images and videos for your business needs (available on the Digital Toolkit or other Arbonne platforms).
- Keep your contact information up-to-date at all times (e.g., Arbonne personal website, business email, phone number and address).



- Pose as the Arbonne Home Office or as an employee, or speak on behalf of Arbonne without permission.
- Share testimonials that are false, inaccurate, misleading or if their origins cannot be determined.
- Require or induce anyone to make purchases from a third party with whom you have a commercial relationship.
- Use hashtags that are unclear about your relationship with Arbonne (e.g., #IWorkAtArbonne or #ArbonneOwner).
- Make unsupported or incomplete product, income or lifestyle claims.
- Assume that using a disclaimer will absolve an unsubstantiated or exaggerated product, income or lifestyle claim.
- Copy what you see online regarding contests, raffles and/or drawings without doing legal research or consulting a legal professional.
- Disguise commercial communications about Arbonne as anything other than a commercial message.
- Ignore or be heavy-handed toward criticisms of your business via social media, as your response is also a reflection of Arbonne.
- Limit your Client's freedom of choice by harassing, coercing or influencing them if they would like to purchase elsewhere.
- Be unclear regarding how a promotion, discount, incentive or price is obtained, or how much supply is available for purchase.
- Use the award of a "Free Bonus With Purchase" to induce a sale if the bonus is not an Arbonne product, unless the free bonus is of nominal value.
- Describe a product as "free" if a Client is going to pay for shipping, or without disclosing that the Client must first place a qualifying order.
- Refuse to help your Client or prospect with an Arbonne return, or delay a return if it would cause them to miss the time period outlined in Arbonne's refund guidelines.
- Decline a Client's or prospect's request for help to cancel their account and reapply under another Independent Consultant.
- Disparage, attack or use scare tactics on other products, services, ads, companies or opportunities.
- Exaggerate the nature or importance of competitive differences.
- Imitate the copy, logos, slogans or illustrations of another advertiser in such a manner so as to mislead the consumer (i.e., creating your own material that plays on other companies' famous advertising campaigns like Nike's "Just Do It," Apple's "Think Different," or L'Oréal's "Because you're worth it").

GLOBAL OUTREACH

As a business owner, the representations that you make in reference to your business, Arbonne, the products and the Opportunity are regulated by country-specific laws that protect against false, aggressive, omissive and misleading advertising.

In addition, in the European Union (EU), your advertisements must describe the actual cost of a product/service accurately, including any ongoing or associated costs (like subscription fees) and taxes (such as VAT).

Regardless of where you conduct your business in the world, certain rules always apply. Never:

- Create the impression that a Client cannot leave the premises until they place an order.
- Conduct uninvited visits to a Client's or prospect's home, or ignore their requests to leave/not return.
- Make persistent and unwanted solicitations by calling, texting, emailing or using any other form of remote media.
- Use guilt to make sales or explicitly inform a Client that if they do not buy the product that your livelihood is in jeopardy.
- Make a direct appeal to children to persuade their parents to buy a product for them.
- Demand payment for products sent to the Client that they did not ask for, or demand that such unsolicited products are returned.

NEXT STEPS

- Discuss and evaluate your advertising tactics with your upline or team.
- Continue your education by searching for more healthy 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
**3.1 Operating with Integrity and in Compliance with Law;
3.8 Product Handling and Customer Service;
3.11 Independent Consultant-Sponsored Promotions and Incentives;
3.17 Non-Disparagement; 4.1 Responsibility for Postings; 4.7 Advertising;
and 6.1 Client Product Satisfaction Guarantee.**

