

Dear LIV,

We're very happy for the initiative you're taking to boost your business on social media and the internet. VINTARI® has some policies you need to know and follow before starting to promote yourself in the digital world.

## **1. SOCIAL MEDIA GUIDELINES**

- 1.1. When you create a Facebook, Twitter, Instagram, etc. profile you need to choose a username that does not contain the word "VINTARI" or any of its registered brands like La Lun Fem™, Chillax™, etc.
- 1.2. This includes the addition of geographic locations like VINTARIDallas, VINTARIMexico, VINTARIBogota, etc.
- 1.3. The only allowed exception is using "VINTARI LIV" or "VINTARI Independent Leader". E.g.: DallasVINTARIIndependentLeader, ChillaxVINTARILIV, etc.
- 1.4. You cannot use the word "official" in your social media names and branding. This term is to be solely used by VINTARI.
- 1.5. The same rules apply when choosing the link through which people will access your page. E.g.: "facebook.com/awesomeoils" is allowed, but "facebook.com/vintaridallas" is not.
- 1.6. You must use the "VINTARI LIV" or "VINTARI Independent Leader" logo as part of the design of your page and the images you post. You can find this logo in the documents section of your Back-Office. You must never use the VINTARI® official logo without the "VINTARI LIV" or "VINTARI Independent Leader" designation.
- 1.7. Your LIV name, LIV number or replicated website (online store), must always be included in the information page of the social profile or advertising you are promoting.

## **2. REPLICATED WEBSITES**

- 2.1. When you create a LIV account, you need to choose an URL through which clients will access your Online Store. This URL has this format: vintari.com/(URL)
- 2.2. It is prohibited to use VINTARI and any of VINTARI's trademarks in your URL. For example, this is not allowed: vintari.com/vintari
- 2.3. You also cannot use words that may cause someone to think that they are accessing an official VINTARI® Corporate store, like: vintari.com/store | vintari.com/buy | vintari.com/shakeme
- 2.4. The exception of using the name "VINTARI LIV" or "VINTARI Independent Leader" set out in Point 1 does not apply to replicated sites.
- 2.5. We recommend using your name or LIV ID. E.g.: vintari.com/100 | vintari.com/ScottLang
- 2.6. The replicated site must include your LIV name on it.

### **3. USING A WEBSITE**

- 3.1. You may use websites made by external designers to promote yourself on the internet. The same policies apply to these sites: you must not use any of VINTARI®'s trademarks in your domain, URL or link. E.g.: vintariplus.com | chillaxusa.com | vintaridallas.com
- 3.2. The exception to using the name "VINTARI LIV" or "VINTARI Independent Leader" set out in Point 1 does not apply to websites.
- 3.3. You must use the VINTARI LIV logo.
- 3.4. Using the VINTARI commercial brands on websites is a serious violation of these guidelines.

### **4. USING APPS**

- 4.1. LIVs may create APPs (mobile applications) as long as they do **not** use the VINTARI brands.
- 4.2. You cannot use these brands, even if you use the "VINTARI LIV" or "VINTARI Independent Leader" designation.
- 4.3. It is strictly forbidden to use the VINTARI logo, the "VINTARI LIV" or "VINTARI Independent Leader" logo, brand names, images, or URLs with any of VINTARI's registered trademarks in any APPs.
- 4.4. Using the VINTARI commercial brands in mobile applications is a serious violation of these guidelines.

### **5. ADVERTISING WITH GOOGLE ADWORDS**

- 5.1. As Independent Leaders, LIVs may make use of paid ads through Google, in observance with the following guidelines:
- 5.2. The link shown must be [www.vintari.com](http://www.vintari.com)/[replicatedwebsite], and not just [www.vintari.com](http://www.vintari.com).
- 5.3. The ad must include the phrase "VINTARI Independent Leader Site" or "VINTARI Independent Leader Store."

### **6. ONLINE SALES**

- 6.1. It is permitted to sell products through online sales platforms such as Amazon, Mercado Libre, eBay, etc., provided that the Client Price shown on the most recently published Price List is respected. Any LIV found to be selling products below this price will be contacted and temporarily suspended until the situation is rectified.
- 6.2. Your seller profile on these sales platforms must adhere to the Social Media Guidelines set out in item 1 of this document.

- 6.3. Your sales ads must follow the Advertising Policies and Procedures described in section 10 of this document.

## **7. GIVEAWAYS**

- 7.1. If you want to do special promotions, gifts from your sales or any other commercial strategy, you must always consult with VINTARI®'s Commercial Department at [commercial@vintari.com](mailto:commercial@vintari.com) and receive written approval.

## **8. PRINTED MATERIALS**

- 8.1. You must use the "VINTARI LIV" or "VINTARI Independent Leader" logo as part of the design on any printed materials. You can find this logo in the Documents section of your Back-Office. You must never use the official VINTARI logo. All advertising materials must be approved by [compliance@vintari.com](mailto:compliance@vintari.com)
- 8.2. Your LIV name and your LIV number or replicated website (online store) must always be included on printed materials you give out.

## **9. PROMOTIONAL ITEMS (diffusers, hats, t-shirts, etc.)**

- 9.1. It is strictly forbidden to create items such as t-shirts, diffusers, hats, or other items where the VINTARI or "VINTARI LIV" or "VINTARI Independent Leader" logos are used, you need prior approval in writing received from the email address [compliance@vintari.com](mailto:compliance@vintari.com).

## **10. POSTING GUIDELINES AND POLICIES**

- 10.1. Every time you post on social media (text, images or video), or create advertising materials you must comply with the following policies:

### **10.2. PRODUCT CLAIMS**

- 10.2.1. You may not make claims that include the mention of any illness. Specifically, it is prohibited to mention anything related to curing, preventing or helping diseases or conditions.
- 10.2.2. It is strictly forbidden to mention VINTARI products as a solution, aid, cure, etc. for COVID-19 or for any type of disease.

### **10.3. BUSINESS CLAIMS**

- 10.3.1. Social media posts with the following claims, or those akin, about VINTARI's Opportunity are prohibited:
- *I've earned...*
  - *I'm on a roll to earn...*

- *I left my job...*
- *I doubled my income...*
- *I purchased my house...*
- *I paid my debt...*
- *I retired at the age of...*
- *If i can do it, you can do it!*
- *It's easy!*

## **11. SANCTIONS**

- 11.1. VINTARI has Standard Operating Procedures outlining the steps the corporate office takes to guarantee that all LIVs comply with these policies.
- 11.2. VINTARI monitors social media and external websites daily, and if it finds a post that does not comply with these policies, it will contact the responsible LIV.
- 11.3. VINTARI will give the LIV a 48-hour timeframe to correct the issue or delete the post.
- 11.4. If after this timeframe the LIV hasn't corrected the issue, they will be temporarily disabled as a LIV until they address the request.**

## **12. REASONABLE USE OF VINTARI COMMERCIAL BRANDS**

- 12.1. If in doubt, please contact us immediately at [compliance@vintari.com](mailto:compliance@vintari.com)
- 12.2. Do not risk your LIV status by posting against these policy guidelines.
- 12.3. If you find a LIV, post or website that doesn't follow these policies please report it at: [compliance@vintari.com](mailto:compliance@vintari.com)
- 12.4. If you have further doubts, please contact your upline or corporate offices. You can find your country's contact number at [vintari.com](http://vintari.com)

### 13. SUMMARY TABLE

13.1. This table does not include all the information in this document and is only a quick visual guide.

	Use of only the commercial brands (VINTARI, La Lun Fem, etc.) or the official VINTARI logo	Use of the "VINTARI LIV" or "VINTARI Independent Leader" logo	Use of the commercial brands together with the "VINTARI LIV" or "VINTARI Independent Leader" designation in names or URLs
PRINTED MATERIALS	✗	✓	N/A
PROMOTIONAL ITEMS (diffusers, hats, t-shirts, etc.)	✗	✓ Requires written permission	N/A
SOCIAL MEDIA	✗	✓	✓
REPLICATED WEBSITES	✗	✓	✗
WEBSITES	✗	✓ Requires written permission	✗
MOBILE APPLICATIONS	✗	✓ Requires written permission	N/A