



# **Policies & Procedures**

## for Distributor Websites

# Dear Distributor,

You are about to set up your personal website. In order to ensure your website is compliant with Reliv's Policies and Procedures, we have put together the following guidelines for you:

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# Reliv's Policies & Procedures for Distributor Websites:

## 1. D.6A Distributor Websites

Distributors may utilise the Internet to promote their business with the prior approval of Reliv International, Inc. Proposed content should be submitted to your local Reliv office for review before it is made available online. Allow at least 5 working days for the review and approval process of your official "Personal Reliv Website" and at least seven (7) to ten (10) working days for any other Reliv Distributor Websites you submit. Distributors understand and acknowledge that Reliv, in its sole and absolute discretion, may require changes to a website's content before granting approval. After initial approval of the website is granted, the Distributor may not change or modify the content without submitting the requested modifications to Reliv for additional approval.

### **The following are requirements when developing a website:**

- (a) Distributors must prominently place the phrase "Independent Reliv Distributor" in the banner at the top of the Distributor's homepage. The phrase must also appear on every web page on which a Reliv logo or trademark appears and following the Distributor's name where contact information is provided.
- (b) On the Distributor's homepage and any other web page that displays the Distributor's contact information, the Distributor must include a statement that viewers who have heard of Reliv from another Reliv Distributor should contact that Distributor for further information. It is the responsibility of every Distributor with a website to ensure that all new customers and Distributors have not been previously contacted by another Reliv Distributor.
- (c) Distributors may not utilise a shopping cart or any other means to make sales directly from their website.
- (d) Distributors are strictly prohibited from using any Reliv trademark in a website's domain name.

### **The following are general guidelines to follow while developing site content:**

- (a) Distributors may use material found in Reliv's Graphic Library on Flickr, consisting of images, videos, etc. (available under the Business Tools tab in the Distributor Portal).
- (b) Subject to Reliv's review and approval, Distributors may include a personal testimonial and the testimonial of a limited number of other Distributors or customers who have provided Reliv with written permission for the use of their testimonial on the website. (please refer to Sections D.6 of Reliv's Policies and Procedures and Reliv's advertising guidelines available under the "My Business" tab of your portal page.)
- (c) Distributors may link to the Reliv corporate home page or any other website produced and maintained by Reliv. A Distributor may not link to any third party website without the prior approval of Reliv.
- (d) From time to time Reliv may provide, or authorise an approved vendor to provide, Distributors the opportunity to utilise replicating websites to promote their business. The availability of such sites and the terms and conditions of their use will be displayed on Reliv's website at such time, if any, that Reliv determines to make replicating websites available to Distributors.

## 2. D.8 Domain Names:

Distributors are prohibited from using or registering any of Reliv's names, trademarks, product names, service marks, or anything confusingly similar to these names or marks, for any Internet domain name, display banner, URL, forum, blog or chat room name, etc.

## 3. Sharing your Reliv Story:

Your personal website offers an exciting opportunity to share your Reliv story with the world. Below you will find helpful information to keep in mind when drafting your story for the site. Following these guidelines will help ensure your message is shared in a compliant manner and that your material is approved quickly for use on your site.

### **So when writing your testimonial for example, it is best to:**

- Describe changes in day-to-day life since starting on Reliv products and launching a Reliv business
- Share lifestyle improvements, such as having more family time or starting a new workout routine
- Highlight specific positive experiences, such as running a 5K or going on a Reliv trip
- Use words such as enhance, promote, help and maintain to describe your wellbeing benefits
- Explain how you achieved success, whether with the products, the business or both!
- Be concise, relatable and engaging to encourage visitors to read the entire message
- Remember, Reliv products are not intended to cure, treat or prevent any disease or medical condition.

### **And please avoid:**

- Listing diseases, medical conditions or symptoms
- Stating that Reliv has allowed the avoidance or discontinuance of prescription drugs or treatment
- Making guarantees as to results others will achieve — everyone is different and individual results may vary
- Exaggerating income claims
- Giving the impression that Reliv will treat or cure any disease

***Please refrain from making any claims on a website or within your personal marketing materials unless these comply with EU regulations.***

### **As taken from CAP (Committee of Advertising) claims can be classified as follows:**

Reduction of disease risk claims: refers to any health claim that states, suggests or implies that the consumption of a food category, a food or one of its constituents significantly reduces a risk factor in the development of a human disease.

Nutrition claims: any claim which states, suggests or implies that a food has particular beneficial nutritional properties.

Health claims: any claim that states, suggests or implies that a relationship exists between a food

category, a food or one of its constituents and health.

**Please avoid:**

- Making references to the benefits of a single ingredient or product as a whole unless accompanied by an approved health and nutrition claim.
- Making claims that doubt the safety or nutritional adequacy of another product on the market.
- Advertising or implying that a balanced and varied diet is not sufficient.
- Encouraging individuals to swap a healthy diet for supplementation.

*Please note, if you do wish to make a claim on your website or within your personal marketing materials, please submit them to us prior to publishing. We can then check whether this claim along with the wording would be compliant against EU rules and regulations.*

If you already make such claims, please also submit them for review.

## 4. Disclaimers

**Please add the following disclaimers when creating your personal website:**

**Health Disclaimer**

The personal testimonials shared reflect individual experiences of Independent Reliv Distributors and are not necessarily typical of the results you may obtain. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

**First Point of Contact Statement**

If you have been in contact with another Reliv Distributor, please contact that Distributor for further information. By working with the person who first introduced you to Reliv, you are helping us to maintain the integrity of our company. However, if this is your first exposure to Reliv we would love to hear from you!

**Independent Reliv Distributor**

(As an "Independent Reliv Distributor", please add this to your website, clearly visible on the header/banner.)

**Financial Disclaimer**

As with any independent business, success as a Reliv Distributor requires a significant amount of hard work and dedication. The individuals featured in this material offer a glimpse into the lifestyle and economic benefits they are enjoying through the Reliv opportunity as a result of their own skills and personal effort. These stories are examples only and are not intended as averages or guarantees.

*Please note, that Reliv periodically conducts Internet searches to confirm Distributors are operating in accordance with Section D.6A.*

If a website is not compliant, we will contact the owner of the website and make them aware of the necessary changes. We are happy to help and we want your business and personal website to be a success!