



Marketing Your Business Social Media Policies and Procedures

INTRODUCTION

L'BRI has created the following policies and procedures to assist all Independent Consultants. The intent of these guidelines is to ensure that all Consultants have the same information and parameters when making decisions in how to market and build your L'BRI business. These guidelines also reflect the best practices and policies that are universal today in the direct sales industry.

MARKETING YOUR L'BRI BUSINESS

Adherence to the L'BRI Marketing Plan

As a L'BRI Consultant, you are obligated to market and promote your L'BRI business only as set forth in official L'BRI literature and in a manner consistent with L'BRI Policies and Procedures. You may not offer the L'BRI opportunity through, or in conjunction with, any other system, program, or offering.

General (applying to both online and offline marketing and promotion)

It is your responsibility to safeguard and promote the good reputation of the L'BRI brand; to ensure that your marketing efforts contribute to the public interest; and to avoid discourteous, deceptive, misleading, unethical, or immoral conduct or practices.

Independent L'BRI Consultant Logo / Identity

L'BRI grants its Consultants a limited license to use the Independent L'BRI Consultant logo. This license allows you to use the Independent L'BRI Consultant logo in communications, including on approved websites, and on items you make for yourself or your team to conduct your L'BRI business. This license may not be assigned to third parties to produce items for you or your teams. If you would like a third party to produce items that have any L'BRI logo on them, or if you would like to use a logo other than the Independent L'BRI Consultant logo, you must get written approval from the Company. No other use of the L'BRI logo is permitted and no license for the use of any other L'BRI mark, name, or logo is permitted.

When referring to the Company name, L'BRI, please be sure to always present the company name as follows:

L'BRI

{Or}

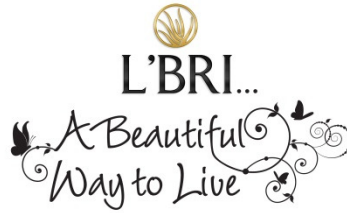
L'BRI PURE n' NATURAL

When using the Company name, you are required to present the correct spelling, capitalization and punctuation as listed above. Do not refer the Company as L'bri, lbri or LBRI.

The logo below is APPROVED for Consultant use:



The logos below are NOT APPROVED for Consultant use:



Trademarks and Copyrights

You may not use L'BRI trade names, trademarks, copyrighted material, designs, images, or symbols without prior written permission. Video or audio recordings of company events, training, and/or speeches are also copyrighted, and may not be utilized or distributed without written permission.

The name L'BRI is a trademark of L'BRI, is of great value to the Company, and is supplied to you for your use only in an authorized manner. Use of the L'BRI name on any item not produced or authorized by the Company in these Policies and Procedures or without specific written permission from the company is prohibited.

As a Consultant you may use the L'BRI name in the following manner:

[Consultant's Name]
L'BRI Independent Consultant
L'BRI Independent Manager

Example:
Alice Smith
L'BRI Independent Consultant

You are not allowed to use the name L'BRI in any form in your team name, a tagline, an external website name, your Personal Website address or extension, as a personal name, or as a nickname. Additionally, only use the phrase L'BRI Independent Consultant/Manager in your phone greeting or on your answering machine to clearly separate your L'BRI business from L'BRI, Inc. For example, you may not secure the domain name www.buylbri.com.

You are permitted to use the L'BRI name in your email name/address provided that the address you select does not in any way imply or give the perception that the address belongs to L'BRI Corporate. You are also not permitted to include any reference to geography, city, state, county or country in your email address. If you choose to incorporate L'BRI into your email address, we recommend that you include your first name and/or first & last name along with L'BRI in creating the address:

ACCEPTABLE Email Address Examples:

lbriwithsally@yahoo.com
bettyslbriskincare@gmail.com
emilyparkerlbri@wi.rr.com

UNACCEPTABLE Email Address Examples:

lbrisamples@gmail.com
lbrioftexas@yahoo.com
bestskincare@wi.rr.com

There are numerous words, images, phrases, taglines, and/or ideas developed or coined within the L'BRI community, and used by Consultants to promote L'BRI, their L'BRI business, or their L'BRI team. No Consultant can claim the exclusive right to use such words, images, phrases, taglines, or ideas that are in the L'BRI community domain for use by all L'BRI Independent Consultants.

Domain Names, Email Addresses, and Online Aliases

You are not allowed to use or register L'BRI or any of L'BRI's trademarks, product names, or any derivatives, for any Internet domain name, or online aliases. Additionally, you cannot use or register domain names, and/or online aliases that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume the communication is from, or is the property of L'BRI Corporate.

Examples of the improper use of L'BRI are: www.lbriisgreat.com; www.myspace.com/lbrifan; www.lbri.com/official, www.lbri.com/usa, etc., or having "L'BRI" showing up as the sender of an email.

Use of Third Party Intellectual Property

If you use the trademarks, trade names, service marks, copyrights, or intellectual property of any third party in any posting, it is your responsibility to ensure that you have received the proper license to use such intellectual property, and paid the appropriate license fee. All third-party intellectual property must be properly referenced as the property of the third-party, and you must adhere to any restrictions and conditions that the owner of the intellectual property places on the use of its property.

Advertising Templates and Approval

You may only advertise or promote your L'BRI business using approved images acquired through L'BRI. No approval is necessary to use these approved tools. If you wish to design your own online or offline marketing materials of any kind, your designs must be submitted to the L'BRI. Unless you receive specific written approval from L'BRI to use such self-developed tools, the request shall be deemed denied.

Media and Media Inquiries

If a member of the press or media contacts you about L'BRI or your L'BRI business, (including blogs with 1,000 or more unique visitors per month), you must contact L'BRI before you respond or disclose any information. If L'BRI requests that you not respond to said press or media inquiry, or requests that you refer the press or media contact to the Company to respond, you agree that you will comply with such requests.

If you wish to proactively contact the media or distribute any form of press release that includes information about L'BRI, its products, or the opportunity, you must first seek approval from the Company.

Consultant Release

By entering into the Consultant Agreement, you authorize L'BRI to use your name, testimonials, and/or likeness in L'BRI advertising or promotional materials with no remuneration. Additionally, you consent to and authorize the use and reproduction of any and all photographs or videos taken by or supplied to L'BRI, and further consent to the use and reproduction of any quotes, testimonials, stories, conversations on social networking media and/or for any print or electronic publicity, marketing, or promotional purposes, without remuneration.

L’BRI Replicated Websites

When you sign up as a L’BRI Consultant you will be provided with a L’BRI Replicated Website to facilitate the easiest online buying experience for your customers. You are solely responsible and liable for the content that you add to your L’BRI Replicated website and must regularly review the content (every 30 days) to ensure it is accurate and relevant.

You may not alter the branding of your Replicated Website, and you may not use your Replicated Website to promote, market or sell non-L’BRI products, services or business opportunities. Specifically, you may not alter the look (placement, sizing etc.) or functionality of the following:

1. The L’BRI Independent Consultant Logo
2. Your Name

Because your Replicated Website resides on the www.lbri.com domain, L’BRI reserves the right to receive analytics and information regarding the usage of your website.

External Websites and Blogs (non-replicated websites)

Approved Consultant Websites

The term *Replicated Website* refers to the external-facing Consultant website offered by L’BRI to you for a monthly fee (beginning in 2012). The term *registered external website* refers to your own L’BRI-approved personal website (if you have one), or other L’BRI-approved web presence that is hosted on non-L’BRI servers and has no official affiliation with L’BRI, Inc. You are not allowed to monetize your Replicated Website or your registered external website through affiliate programs, AdSense, or similar programs.

You are allowed one external website or blog (not including a Team Site you may develop as a leader) to personalize your L’BRI business and/or promote the L’BRI opportunity. If you wish to develop an external website you must do the following:

1. Subscribe to a L’BRI Replicated Website;
2. Adhere to the branding and image usage policies described in this document;
3. Agree to modify your website to comply with current or future L’BRI policies;
4. Agree to remove all references to L’BRI within 5 days from your registered external website in the event of the voluntary or involuntary cancellation of your Consultant Agreement.

A blog, or website developed on a blogging platform, that is developed for the primary purpose of marketing or promoting L’BRI products and/or the L’BRI opportunity is considered an External Website and must be registered with L’BRI.

If you have questions about your own website, or concerns about another website, you may contact L’BRI at support@lbri.com.

External Website Content

You are solely responsible and liable for your own website content, messaging, claims, and information and must ensure your website appropriately represents and enhances the L’BRI brand and adheres to L’BRI guidelines and policies. Additionally, your website must not contain disingenuous pop-up ads or promotions or malicious code. Decisions and corrective actions in this area are at L’BRI’s sole discretion.

Independent L’BRI Consultant Image Mandate

To avoid confusion, the following two elements must be prominently displayed at the top of every page of your registered external website:

1. The L’BRI Independent Consultant logo
2. Your name and title

Although L’BRI brand themes and images are desirable for consistency, anyone landing on your page needs to clearly understand that they are at an Independent Consultant site and not a L’BRI Corporate page.

External Sites Must Exclusively Promote L’BRI

Your L’BRI external website must contain content and information that is exclusive to L’BRI. You may not advertise other products or services other than the L’BRI product line and the L’BRI opportunity. For example, you may not create an Internet skincare store where brands other than L’BRI are offered.

No e-Commerce or Stock-and-Sell Retailing

Your registered external website must only facilitate the entry into your L’BRI Personal Website. You may not stock and sell L’BRI products, nor may you facilitate an e-commerce environment that would facilitate this model. All orders must be placed through your official Personal Website or Consultant Workstation.

External Website Termination

In the event of the voluntary or involuntary cancellation of your Consultant Agreement, you are required to remove your registered external website from public view within ten (10) days and redirect (forward) all traffic from that domain to www.lbri.com. Your external website may be transferred to another L’BRI Consultant, subject to L’BRI approval, on a case-by-case basis.

External Website Links

Your external website can only link to pages within your approved external site, your L’BRI Personal Website, or to your social networking sites that you use to promote your L’BRI business (e.g., Facebook, Twitter, LinkedIn, etc.). You cannot monetize your external L’BRI website by having outbound links, affiliate programs, Google Ad Sense, or other similar tactics.

External Website Naming

Your external website cannot identify a city, state or country names, or abbreviations of these geographical names when used in isolation (for example: Alberta.lbri.ca, usa.lbri.us, or id.lbri.us). In addition, you must choose a uniquely identifiable website name/URL that cannot:

- a) Use the word “L’BRI” in any form;
- b) Be confused with other portions of the L’BRI corporate website;
- c) Confuse a reasonable person into thinking they have landed on a L’BRI corporate page;
- d) Be confused with any L’BRI team name;
- e) Contain any discourteous, misleading, or off-color word that distracts from L’BRI’s image; or
- f) Identify or be confused with a geographical location, region, state name, or country.

Online Advertising, Marketing and Promotion

Social Media

Social Media and social bookmarking, including, but not limited to, blogs, Facebook, MySpace, Twitter, Xing, LinkedIn, Digg and Delicious, and others, may be used by Consultants. However, Consultants who elect to use Social Media must adhere to these specific social media policies and procedures as well as L’BRI’s policies relating to Marketing your Business.

Consultants Are Responsible for Their Postings

Consultants are personally responsible for their own postings and all other online activity conducted on behalf of the consultant’s business, and/or which can be traced back to the company, and will be held fully responsible for any and all such activities. This applies even if a Consultant does not own or operate a blog, website, or Social Network site. If a Consultant posts any comment to any such site that relates to L’BRI or which can be traced to L’BRI, the Consultant is responsible for the posting.

Identification as a L'BRI Consultant

You must disclose your full name on all Social Media postings, and conspicuously identify yourself as an Independent Consultant for L'BRI. Anonymous postings or use of an alias is prohibited. Should you create a business profile page on Facebook for example, you must display the title of your page as follows:

Examples of **Acceptable** Branding for Independent Consultants

Sally Smith – L'BRI Independent Consultant; or,
Molly Smith -- L'BRI PURE n' NATURAL Independent Consultant

Examples of **Unacceptable** Branding for Independent Consultants

L'bri Pure n' Natural Aloe Skin Care

Barbara with L'Bri Pure n' Natural

You must display your first and last name, and utilize the term "Independent Consultant" following your name, whenever you use the L'BRI name. Use of the L'BRI Independent Consultant logo should also be used in your Profile pictures, but not as your main profile picture.

Truthfulness in Online Postings

It is your obligation to ensure your postings and other online marketing activities are truthful, are not deceptive and do not mislead customers or potential Consultants in any way. Postings that are false, misleading, or deceptive are prohibited. This includes, but is not limited to, false or deceptive postings relating to the L'BRI income opportunity, L'BRI's products and services, and/or your biographical information and credentials.

Websites and web promotion activities and tactics that mislead or are deceptive, regardless of intent, will not be allowed. This may include spam linking (or blog spam), unethical search engine optimization (SEO) tactics, misleading click-through ads (i.e. having the display URL of a PPC campaign appear to resolve to an official L'BRI Corporate Site when it goes elsewhere), unapproved banner ads, and unauthorized press releases. L'BRI will be the sole determinant of truthfulness and whether specific activities are misleading or deceptive.

Respecting Privacy

Always respect the privacy of others in your postings. Consultants must not engage in gossip or advance rumors about any individual, company, or competitive products or services. Consultants may not list the names of other individuals or entities on their postings unless they have the written permission of the individual or entity that is the subject of their posting.

Professionalism

You must ensure that your postings are truthful and accurate. This requires that you fact-check all material you post online. You should also carefully check your postings for spelling, punctuation, and grammatical errors. Use of offensive language is prohibited.

Prohibited Postings

Consultants may not make any postings, or link to any postings or other material that:

- Is sexually explicit, obscene, or pornographic;
- Is offensive, profane, hateful, threatening, harmful, defamatory, libelous, harassing, or discriminatory (whether based on race, ethnicity, creed, religion, gender, sexual orientation, physical disability, or otherwise);
- Is graphically violent, including any violent video game images;
- Is solicitous of any unlawful behavior;
- Engages in personal attacks on any individual, group, or entity;
- Is in violation of any intellectual property rights of the Company or any third party.

Responding to Negative Posts

Do not converse with one who places a negative post against you, other independent Consultants, or L'BRI. Please report any negative posts to the Company immediately by contacting support@lbri.com. Responding to such negative posts

often simply fuels a discussion with someone carrying a grudge that does not hold themselves to the same high standards as L'BRI, and therefore damages the reputation and goodwill of L'BRI.

Internet Advertising / Awareness Generation

Online Classifieds

You may not use online classifieds (including Craigslist) to list, sell or retail specific L'BRI products or product bundles. You may use online classifieds (including Craigslist) for prospecting, recruiting, sponsoring and informing the public about L'BRI and the L'BRI business opportunity, provided L'BRI-approved images are used. These templates will identify you as an Independent L'BRI Consultant. If a link or URL is provided, it must link to your Replicated Website or your registered external website.

EBay / Online Auctions

You may not list or sell L'BRI products on eBay or other online auctions, nor may you enlist or knowingly allow a third party (customer) to sell L'BRI products on eBay.

Online Retailing

You may not list or sell L'BRI products on any online retail store or ecommerce site, nor may you enlist or knowingly allow a third party (customer) to sell L'BRI products on any online retail store or ecommerce site.

Banner Advertising

You may place approved banner advertisements on a website provided that your ad has been approved by the home office and utilizes only L'BRI approved graphics and images. All banner advertisements must link to your Replicated Website, a registered external website, or the L'BRI Corporate website. You may not use *blind* ads or web pages that make product or income claims that are ultimately associated with L'BRI products or the L'BRI opportunity.

Unsolicited Email Spamming / Mass E-mailing

You are not allowed to transmit mass, unsolicited emails to promote L'BRI, its products or the L'BRI opportunity to people who you do not know, or who have not given you permission to contact them. People who are 'opt in' subscribers, who have initiated a request to be included in bulk emailing, newsletter or other standardized communications directly from you, are allowed.

Spam Linking

Spam linking is defined as multiple consecutive submissions of the same or similar content into blogs, wikis, guest books, websites or other publicly accessible online discussion boards or forums and is not allowed. This includes blog spamming, blog comment spamming and/or spamdexing. Any comments you make on blogs, forums, guest books etc. must be unique, informative and relevant.

You may not use blog spam, spamdexing or any other mass-replicated methods to leave blog comments. Comments you create or leave must be useful, unique, relevant and specific to the blog's article.

Social Networking Sites (Facebook / Twitter/ LinkedIn)

You may use social networking sites (Facebook, Twitter, LinkedIn, blogs, forums and other social shared interest sites) to share information about the L'BRI business opportunity and for prospecting and sponsoring; however, these sites may not be used to sell or offer to sell specific L'BRI products. Profiles you generate in any social community where you mention or discuss L'BRI must clearly identify you as an Independent L'BRI Consultant, include your photo as your main profile picture, and when you participate in those communities you must avoid inappropriate conversations, comments, images, video, audio, applications or any other adult, profane, discriminatory or vulgar content. The determination of what is *inappropriate* is at L'BRI's sole discretion, and offending Consultants will be subject to disciplinary action and/or termination. If a link is provided, it must link to your Replicated Website or a registered external website.

Digital Media Submission (YouTube, iTunes, Photo Bucket etc.)

You may upload, submit or publish any L'BRI-related video, audio or photo content that you develop and create as long as it aligns with L'BRI values, contributes to the L'BRI community greater good and is in compliance with L'BRI Policies and Procedures. These submissions must clearly identify you as an L'BRI Independent Consultant (either in the content itself and/or in the content description tag), must comply with all copyright/legal requirements, and must state that you are solely responsible for this content and not L'BRI, PURE n' NATURAL Inc. You may not upload, submit or publish any content (video, audio, presentations or any computer files) received from L'BRI or captured at official L'BRI events or in buildings owned or operated by L'BRI, Inc. without prior written permission.

Sponsored Links / Pay-Per-Click (PPC) Ads

Sponsored links or pay-per-click ads (PPC) are acceptable. The destination URL must be to either your Replicated Website or to a registered external website. The display URL must also be to either your Replicated Website or to your registered external site, and must not portray any URL that could lead the user to assume they are being led to a L'BRI Corporate site, or be inappropriate or misleading in any way.

L'BRI reserves to the right to update or change these policies and procedures as necessary. The Company will work to provide you with revised guidelines that address any changes or enhancements to social media and other technology. With all Consultants working together to adhere to these policies, we create a stronger and more unified presence and brand identity for L'BRI.