



## **Policies & Business Parameters** **Effective March 1, 2022. Revised March 6, 2024**

The goal of these policies and parameters is to ensure that L'BRI PURE n' NATURAL ("L'BRI" or the "Company") sets forth clear guidelines for operating your business as an Independent L'BRI Consultant and promoting goodwill for the L'BRI brand.

The policies listed within the Policies and Business Parameters are incorporated into, and form an integral part of, the Independent Consultant Agreement, entered into by and between Independent Consultants and the Company. It is your responsibility to read, understand, and comply with these policies and the Agreement as you operate your independent L'BRI business.

Please refer to this document when questions arise in the running of your independent L'BRI business.

### **I. General Policies.**

1. **Amendment and Modification:** L'BRI reserves the right to amend or modify these Policies and Business Parameters, the Independent Consultant Agreement ("Consultant Agreement") or the L'BRI Profit Plan (collectively, referred to herein as the "Agreement") whenever it deems necessary.
2. **Consultant Qualifications:** Prospective Consultants must be 18 years of age or older, a citizen or permanent resident of the United States, and possess a valid Social Security number to become a L'BRI Consultant. Consultants must have a bank checking/savings account, credit card (MasterCard, Visa or Discover) or debit card to pay for L'BRI orders or receive earned commissions. The financial accounts you use for your L'BRI business cannot be shared with another L'BRI Consultant.
3. **General Conduct:** Each Consultant agrees to represent L'BRI and its products with professionalism, integrity and accuracy and refrain from any conduct that could damage L'BRI's goodwill or reputation.
4. **Non-Disparagement:** Consultants shall not make disparaging statements about the Company or its products, business opportunity, employees, officers, directors, or other members of the Independent L'BRI sales force.
5. **Good Standing:** A Consultant must be in good standing with L'BRI in order to receive bonuses, commissions and promotional items or qualify for company sponsored incentives and trips. Good standing is defined as (a) being in full compliance with the terms and conditions of the Agreement; and (b) operating the independent L'BRI business free of any compliance issues.
6. **Independent Contractor Status:** As a L'BRI Consultant and Independent Contractor:
  - a. Consultants are responsible for their own activities, their own commitments and contracts, and all liabilities, obligations, and expenses which they may incur when operating their independent L'BRI business.
  - b. Consultants are solely responsible for complying with all Federal, State, and local laws, rules and regulations applicable to their L'BRI business.

- c. Consultants must maintain their own income and expense records to satisfy applicable Federal, State and local income tax requirements. At the end of the year, L'BRI will mail a Form 1099-NEC to report earnings of \$600 or more. The total amount listed in the Form 1099-NEC will be calculated from weekly commission checks and monthly bonus checks. L'BRI will also mail a 1099-MISC. The total amount listed in the Form 1099-MISC will be calculated from the value of any prizes and awards earned in the calendar year. Company is not responsible for providing Consultant with tax advice. For complete tax information for direct sellers, Consultant shall be responsible for seeking guidance from the Internal Revenue Service or their tax preparer or accountant.
  - d. Consultants are solely responsible for paying all Federal, State and local taxes applicable to the operation of the independent L'BRI business, and applicable to any commissions, bonuses, prizes, or other forms of income the Consultant may receive from L'BRI.
  - e. Consultants are responsible for obtaining and maintaining appropriate levels of insurance coverage with regard to the operation of their independent L'BRI business.
  - f. Consultants are not employees of L'BRI and cannot represent themselves as such in any way.
7. **Representation of L'BRI Products:** L'BRI is a Direct Sales Company and does not allow products to be sold in any retail environment, such as a beauty salon or health/wellness store or through any third-party online retail services such as eBay or craigslist. Owners of such establishments may become L'BRI Consultants, however, they would have to conduct their L'BRI business in a home environment or on their L'BRI-hosted website. Furthermore, L'BRI products are only to be advertised, marketed, and sold in the United States.
8. **Sales Territories:** There are no exclusive territories in L'BRI. Each Independent Consultant may advertise, market and sell L'BRI products and sponsor L'BRI Consultants in any state they choose. The Consultant can take their business with them should they move to another state. When a customer, or prospective customer, contacts L'BRI wanting to make a purchase, L'BRI makes reasonable efforts to give credit to the proper Consultant.
9. **Product and Income Claims:** Consultants shall not make any claims about the L'BRI products that are untrue or infer that L'BRI products can cure or have medicinal healing properties. Further, you may not make any income claims, express or implied, with respect to the income you make from L'BRI. This includes broad income claims, lifestyle claims, income projections, or disclosure of your own compensation.
10. **Three Day Right to Cancel:** Federal and state law requires that Consultants notify their retail customers that they have three business days (five business days for Alaska residents) within which to cancel their purchase and receive a full refund, contingent upon the return of the products in substantially as good condition as when they were delivered.
11. **Stacking Sales/Sponsoring:** The act of purchasing L'BRI products under your own account or the account of another Consultant and/or sponsoring new team members for the purpose of qualifying for commissions, bonuses or incentives is prohibited. Consultants are furthermore prohibited from artificially creating teams in their downline by placing personally sponsored Consultants with another Consultant or leader. Any other action or behavior used to qualify for rank advancement, incentives, commissions, or bonuses that is not driven by bonafide business activity is prohibited and may result in termination of Consultant's Agreement.
12. **Sponsorship Obligations:** When you choose to sponsor (recruit) an individual to join the L'BRI independent salesforce as a Consultant, it is expected that you will support their independent business by sharing information and engaging in communication with these individuals. The role of the sponsor is to provide support, motivation and access to training for their L'BRI team. L'BRI provides extensive Consultant training for those who wish to partake. It is the responsibility of the sponsor to encourage downline team members to attend these trainings and events in order to obtain training in the areas provided.

13. **Non-Solicitation:** L'BRI Consultants are expressly prohibited from soliciting other L'BRI Consultants, Hosts, or customers to join another direct sales company or affiliate marketing program. Managers/Executive Managers are prohibited from recruiting or building a team with another direct selling company or affiliate marketing program.
14. **Promotion:** In order for a L'BRI Consultant to achieve the rank of Manager or Executive Manager, the following criteria must be met:
  - a. Requirements regarding the number of personally qualified Consultants and group volume as set forth in the Profit Plan must be met; and
  - b. the Consultant must be in good standing with the company (good standing is defined as an active Consultant free of any compliance issues, not subject to any form of sanction, suspension, or disciplinary censure); and
  - c. commit to attend company sponsored meetings, conference calls, webinars, trainings, and conventions on a regular basis.
15. **Switching Sponsors:** L'BRI supports and protects the sponsor/recruit relationship and does not transfer Consultants from their original sponsor. Current Consultants or former Consultants who terminated their agreement within the previous six months are not allowed to enroll under a new/different sponsor.
16. **Cancellation of Status as an Independent Consultant:** If you wish to cancel your status as an Independent Consultant, send an email of resignation to L'BRI at support@lbri.com. All customers and Consultants in your down line will then roll-up to your sponsor or active upline.
17. **Returning Starter Kit and Business Supplies:** L'BRI offers Consultants a discount on the purchases of products, business supplies and marketing materials. In the event that a Consultant decides to cancel their Consultant Agreement, they may return their Starter Kit and any product or business supplies that were personally purchased from L'BRI during the one year period preceding termination of their Consultant Agreement. A refund of 90% of the original purchase price will be provided so long as the returned items are "resalable". Items returned from the Starter Kit will be refunded at 90% of the prorated purchase price which reflects the discount received when purchasing the original Starter Kit.
  - a. To be considered "resalable", the products must be unopened and unused, and in "resalable condition" which means in a condition that is appropriate for L'BRI to resell the items at full retail price.
  - b. Residents of Louisiana, Massachusetts or Wyoming may return the Starter Kit and business supplies to L'BRI at any time for a refund of up to 90% of the purchase price so long as they are resaleable.
  - c. Residents of Montana may cancel their Consultant Agreement within 15 days from the date of enrollment and return the Starter Kit and business supplies to L'BRI for a full refund.
  - d. Shipping and handling fees, or fees required to return products to L'BRI are not eligible for a refund and are the sole responsibility of Consultant. If the Consultant received commissions on any of the items returned to L'BRI, L'BRI will deduct the amount of the commission from the refund.
18. **Rejoining L'BRI Following Cancellation or Resignation:** If you decide that you want to return to L'BRI as an Independent Consultant, you have two options.
  - a. Reinstatement: You may be reinstated as a L'BRI Consultant anytime within 6 months of your original resignation date provided that you pay any outstanding Monthly Technology Fees. Consultants who are reinstated, will not be considered new Consultants for purposes of incentives or programs and must be reinstated under their original sponsor or immediate upline leader.
  - b. Reenrollment: Consultants rejoining L'BRI, after being absent for 6 months or longer, will be considered a new Consultant and will be required to purchase a new Starter Kit, and complete the online enrollment process again. Upon completion of the enrollment process, you will be allowed to join under your original sponsor/immediate upline leader or choose to join under someone new.

19. **Succession Due to Death or Incapacitation:** In the event of a Consultant's death or incapacitation, their L'BRI business may be passed to their heirs. Incapacitation includes impairment by reason of mental illness, mental deficiency, mental disorder, disability, or other cause, to extent that Consultant lacks sufficient understanding or capacity to make or communicate responsible decisions concerning Consultant's person. In order for Consultant to pass their L'BRI business to their heirs legal documentation effectuating this transfer must be submitted to L'BRI. If a Consultant wishes to bequeath their L'BRI business, Consultant shall be responsible for working with an attorney to prepare a will or another testamentary instrument to accomplish such a transfer. If a L'BRI business is transferred in this manner, beneficiaries acquire the right to collect all bonuses and commissions from the existing down line organization, provided certain qualifications are met. The successor(s) must:
- Execute a new Consultant Agreement committing to complete the requirements of the role;
  - Comply with the terms and provisions of the Agreement; and
  - Meet qualifications outlined in the L'BRI profit plan to be compensated at the appropriate rank.
20. **Transfer Upon Death of a Consultant:** To perform a testamentary transfer of a L'BRI business, the successor must provide the following documents to L'BRI:
- An original death certificate; and
  - A notarized copy of the will or other instrument establishing the successor's right to the L'BRI business; and
  - A completed and executed Consultant Agreement.

## II. Marketing your L'BRI Business

- 1. Adherence to the L'BRI Marketing Plan:** As a L'BRI Consultant, you are obligated to market and promote your L'BRI business in accordance with the terms and conditions of the L'BRI Policies & Business Parameters and the Consultant Agreement. You may not market or promote L'BRI products, your independent L'BRI business or opportunities to join the independent L'BRI sales force through, or in conjunction with, any other system, program, or offering.
- 2. L'BRI Reputation and Professionalism:** It is your responsibility to safeguard and promote the good reputation of the L'BRI brand in your online and offline marketing and promotion and ensure that your marketing efforts contribute to development of L'BRI's strong brand awareness. As a L'BRI Consultant should refrain from engaging in any discourteous, deceptive, misleading, unethical, or immoral conduct or practices.
- 3. Independent L'BRI Consultant Logo License:**
  - a. License Grant:** L'BRI grants to Consultants a limited non-exclusive, revocable license to use the Independent L'BRI Consultant logos (identified below as approved for use in Section 3(c) without alteration, in connection with your L'BRI business. (a) in communications (b) on approved websites, and (c) on items you make for yourself or your team to conduct your L'BRI business.
  - b. License Restrictions:** This license may not be assigned, transferred or sub-license to third parties to produce items for you or your teams. If you would like a third party to produce items that display the L'BRI logo on them, or if you would like to use a logo other than the Independent L'BRI Consultant logos approved for use below, you must obtain prior written approval from the Company. No other use of the L'BRI logos are permitted and no license for the use of any other L'BRI marks, names, or logos have been granted under this license.
  - c. Reservation of Rights:** Consultant acknowledges and agrees that L'BRI owns all rights, title and interest in and to the L'BRI Consultant Logos, names and other trademarks and nothing in the Agreement shall be construed as transferring ownership of the logos, names and marks or any rights therein to Consultant. L'BRI explicitly reserves all rights to the logos, names and marks not granted to Consultant under this Agreement or the license.
  - d. Quality Standards:** L'BRI has an interest in maintaining and controlling the quality, integrity and accuracy of use of its name, logos and marks. As such, Consultant agrees to follow all quality standards and guidelines provided to Consultant in connection with Consultant's use of the name, logos, and marks, including the following:

L'BRI Independent Consultant Logos APPROVED for Consultant use include:



The logos shown below (and any variation of the logos shown above) are NOT approved for Consultant use:



- 4. Color Palette:** To keep branding consistent, please use the official L'BRI colors in your marketing efforts. The L'BRI color palette includes smoke (#445d5c), gold (#cba052), grass green (#509659), celery (#e3eaba) and white (#ffffff). Periwinkle (#5e8ab4) and orange (#f58132) may also be used in materials that promote hosting and the opportunity to become an Independent Consultant of L'BRI, respectively. The L'BRI logo must always appear in black, gold, and white only. The logo may not be displayed in any other colors.
- 5. Use of Trademarks and Copyrights:** Except as expressly authorized in this Agreement, you may not use L'BRI names, trademarks, logos, copyrighted material, designs, images, or symbols without prior written permission. Video or audio recordings of company events, training, and/or speeches are copyrighted, and may not be utilized or distributed without written permission.
- 6. Use of L'BRI Company Name:** The L'BRI name and trademark is of great value to the Company, and is supplied to you for your use only as expressly authorized herein. Use of the L'BRI name on any item not produced or authorized by the Company is prohibited.

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 to the Company as L'bri, lbri or LBRI.

As a Consultant you may use the L'BRI name as follows:

[Consultant's Name]

L'BRI Independent [Title]

Example:

Alice Smith

L'BRI Independent Consultant

You are not allowed to use the name L'BRI in any form in your external website name, your Personal Website address or extension, as a personal name, or as a nickname. For example, you may not secure the domain name [www.buylbri.com](http://www.buylbri.com). 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.

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 and 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 certain words, images, phrases, taglines, and/or ideas that have been used within the L'BRI community, and used by Consultants to promote L'BRI, their L'BRI business, or their L'BRI team. Examples include but are not limited to *A Beautiful Way to Live* and *The Power of Aloe*. No Consultant claims the exclusive right to use the words, images, phrases, taglines, or ideas that have fallen into the L'BRI community domain for use by all L'BRI Independent Consultants.

- 7. 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 originates from, or belongs to L'BRI Corporate.

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

- 8. 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.
- 9. Advertising Templates and Approval:** You may only advertise or promote your L'BRI business using approved images acquired through L'BRI and found in the Learning Center or on the L'BRI Connect App. 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 L'BRI for approval. Unless you receive specific written approval from L'BRI to use such self-developed tools or materials, the request shall be deemed denied.
- 10. 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.
- 11. Consultant Release:** By entering into the Consultant Agreement, you authorize and grant to L'BRI a license to use your name, personal story, testimonials, and/or likeness in L'BRI advertising or promotional materials with no claim for compensation or 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 that capture your name, image or likeness, and further consent to the use and reproduction of any of your quotes, testimonials, stories, and conversations on social networking media and/or for any print or electronic publicity, marketing, or promotional purposes, without claim for compensation or remuneration.
- 12. 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 the About Me section of your L'BRI Replicated Website and must regularly review the content (every 30 days) to ensure it is accurate and relevant.

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](http://www.lbri.com) domain, L'BRI reserves the right to receive analytics and information regarding usage of your website, in accordance with the L'BRI Privacy policy available at [lbri.com/privacy-policy](http://lbri.com/privacy-policy).

### III. External Websites and Blogs

#### 13. Approved Consultant Websites

The term *Replicated Website* refers to the external-facing Consultant website offered by L'BRI to you for a monthly fee. 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 that 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:

- a. Subscribe to a L'BRI Replicated Website;
- b. Adhere to the branding and image usage policies described in this document;
- c. Agree to modify your website to comply with current and future updates to the L'BRI policies;
- d. Agree to remove all references to L'BRI from your registered external website within 5 days 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. Personal or business social media pages or groups are not considered External Websites and do not need to be registered.

If you need to notify L'BRI of your external website or if you have questions about your own website or concerns about another website, you may contact L'BRI at [support@lbri.com](mailto:support@lbri.com).

**14. 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. You must regularly review the content (every 30 days) to ensure it is accurate and relevant.

Additionally, your website must not contain disingenuous pop-up ads or promotions or malicious code. L'BRI maintains the right to review and approve all registered external websites, to ensure conformance with L'BRI's quality, use, copyright, trademark and other standards at any time. Any corrective actions deemed necessary, shall be at L'BRI's sole discretion, and Consultant agrees to perform such corrective actions.

**15. 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.

- 16. External Sites Must Exclusively Promote L'BRI:** Your registered 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.
- 17. 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 Business Center.
- 18. 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](http://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.
- 19. 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, Instagram, TikTok, Twitter, LinkedIn, etc.). You cannot monetize your external L'BRI website by having outbound links, affiliate programs, Google Ad Sense, or by utilizing other similar tactics.
- 20. External Website Naming:** Your external website name cannot identify a city, state or country, or abbreviations of these geographical locations when used in isolation (for example: [Chicago.lbri.us](http://Chicago.lbri.us), [usa.lbri.us](http://usa.lbri.us), or [id.lbri.us](http://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 language that distracts from L'BRI's image; or
  - f. Identify or be confused with a geographical location, region, state name, or country.

#### **IV. Online Advertising, Marketing and Promotion**

- 21. Social Media:** Social Media and social bookmarking, including, but not limited to, blogs, Facebook, Instagram, Twitter, TikTok, LinkedIn, and others, may be used by Consultants to promote their L'BRI business. However, Consultants who elect to use social media must adhere to the specific platform policies as well as L'BRI's policies related to marketing your business.
- 21. Personal vs. Business Pages:** These Policies and Business Parameters must be upheld on any social media site where you choose to promote your L'BRI business or share that you are a L'BRI Independent Consultant. If you choose to engage in these activities on your personal social media accounts, your personal accounts will be held to the same polices outlined in this document.
- 22. 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 L'BRI business, and/or which can be traced back to the Company and Consultant 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 media 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. Consultant shall indemnify L'BRI for all claims related to such actions taken by Consultant in accordance with the indemnification provisions of the Independent Consultant Agreement.



**23. Identification as a L'BRI Consultant:** You must disclose your full name on all social media pages where you conduct your L'BRI business, and across all platforms utilized by you. You must also conspicuously identify yourself as an Independent Consultant for L'BRI in the page description. Anonymous postings or use of an alias is prohibited. Should you create a business profile page on Facebook or Instagram for example, you must include your name and cannot create the impression that you represent L'BRI corporate. You must display the title of your page as follows:

Examples of **Acceptable** Branding for Independent Consultants

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

Instagram: LBRIConsultant\_SallySmith; or,  
LBRI\_withMollySmith

Examples of **Unacceptable** Branding for Independent Consultants

L'bri Pure n' Natural Aloe Skin Care  
Barbara with L'Bri Pure n' Natural  
Try\_LBRI

Use of approved L'BRI Independent Consultant logo should also be used in your Profile pictures, but not as your main profile picture.

**24. 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. For example, using filters in before and after posts or videos is deceptive and is prohibited.

Consultant is solely responsible for ensuring that all postings and other online marketing activities, related to Consultant's L'BRI business are accurate and truthful.

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 (e.g. having the display URL of a pay-per-click campaign appear to resolve to an official L'BRI Corporate site when it goes elsewhere), unapproved banner ads, and unauthorized press releases. L'BRI retains sole discretion in determining truthfulness of an ad or activity and whether specific activities are misleading or deceptive.

**25. Respecting Privacy:** Always respect the privacy of others in your postings. Consultants may 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.

**26. 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.

**27. Prohibited Postings:** Consultants may not make any postings, or link to any postings or other material that:

- a. Is sexually explicit, obscene, or pornographic;
- b. 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);

- c. Is graphically violent, including any violent video game images;
- d. Is solicitous of any unlawful behavior;
- e. Engages in personal attacks on any individual, group, or entity;
- f. Is in violation of any intellectual property rights of the Company or any third party.

**28. Responding to Negative Posts:** Do not converse with anyone who makes 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.

## V. Internet Advertising / Awareness Generation

**29. Online Marketplaces:** You may not use online marketplaces featured on social media platforms, including, but not limited to, Facebook Marketplace, to list, sell or retail specific L'BRI products or product bundles, nor may you enlist or knowingly allow a third party (customer) to do so. You may however, use such online marketplaces 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 posts 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. These sites have their own policies about the types of listings allowed. You are responsible for reviewing and complying with these policies as well.

**30. 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.

**31. 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.

**32. Banner Advertising:** You may place approved banner advertisements on a website provided that your ad has been approved by the L'BRI home office and utilizes only L'BRI approved graphics and images. All banner advertisements must link to your Replicated Website, your 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.

**33. 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, may be sent such communications.

**34. 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.

**35. Social Networking Sites (Facebook / Twitter/ LinkedIn):** You may use social networking sites (Facebook, Instagram, Twitter, LinkedIn, blogs, forums and other social shared interest sites) to share information about the L'BRI business opportunity and for prospecting and sponsoring. If a link is provided, it must link to your Replicated Website or a registered external website. 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 controlled by L'BRI, in L'BRI's sole discretion. Offending Consultants may be subject to disciplinary action and/or termination.

**36. 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 the L'BRI Policies and Business Parameters. All submissions must: (a) clearly identify you as an L'BRI Independent Consultant (either in the content itself and/or in the content description tag), (b) may not infringe on the intellectual property, privacy or other rights of any third party, and (c) 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 from L'BRI.

**37. 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 your 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 false, inappropriate or misleading in any way.

*L'BRI reserves to the right to update or change these policies 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.*