



## SUPPLEMENT TO THE POLICIES AND PROCEDURES INTERNET ADVERTISING AND SOCIAL MEDIA

As a company committed to providing you with tools to facilitate the growth of your business, we are pleased to offer an opportunity for you to use certain web-based marketing platforms, including your own websites and social media, to market Isagenix products and opportunities. Isagenix understands that internet-based marketing has become an invaluable tool to attract new leads, provide information about Isagenix products and income opportunities, and generate additional product sales. To help you understand what you can and cannot do when considering and using web-based marketing platforms, we have developed the following guidelines to supplement Section 6.3 of the Isagenix Policies and Procedures so you may successfully and properly market Isagenix products and the Isagenix income opportunity using the internet.

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**1. Foundational Principles.** The following principles apply to any action by an Associate involving the marketing and sale of Isagenix products and the Isagenix income opportunity using a web-based marketing tool or application:

- a. All content, including but not limited to blog posts, websites, and advertisements, must be submitted for review to the Compliance department prior to publication (Compliance@IsagenixCorp.com).
- b. All testimonials and claims must comply with the Policies and Procedures and Isagenix company practices.
- c. Isagenix products and advertisements for Isagenix may be displayed with other products or services so long as the other products and services are consistent with Isagenix values and are not marketed or sold by another network marketing company.
- d. Isagenix products and advertisements for Isagenix may not be displayed online with content that results in noncompliant implications. For instance, promoting Isagenix on a website or social media group that aims to cure medical conditions implies that our products are beneficial for such conditions.
- e. All Isagenix product orders must be placed using the Isagenix-provided shopping cart found within your Isagenix-provided replicated website. Product orders may not be taken on any website other than the Isagenix replicated website, including but not limited to retail websites like eBay, Amazon, and TaoBao.
- f. You must be truthful and honest when marketing Isagenix products and the Isagenix income opportunity. You must always identify yourself as an Isagenix Independent Associate and use the Isagenix Independent Associate logo provided by Isagenix.

**2. Domain Names, Metadata, Targeted/Paid Advertisements, and Pay-Per-Click Marketing.** When selecting terms for use in domain names, metadata, or for targeted advertising, and pay-per-click marketing, you may not include “Isagenix” or any term that may be a derivative of or confusingly similar to the Isagenix trademark, such as “Isogenix.com.” Additionally, you may not use a term that suggests an improper income, medical, drug, or weight loss claim. For example, using the domain name “cure-obesity.com” or entering “diabetes” in the metadata or keyword option is misleading and an improper marketing practice. Isagenix maintains the right to request the removal of “Isagenix” from the ad copy or title if the advertisement conflicts with corporate interests. When creating a pay-per-click advertisement, you should always identify the following as negative keywords on a campaign level for each campaign: Isagenix, +Isagenix, “Isagenix”, [Isagenix], Isa genix, Isegenix, Isogenics, Isagenic, Isagenex. Define each negative keyword as a broad, phrase, and exact match. While it is OK to advertise your Isagenix replicated website or approved personal website, you must not use “Isagenix.com” as a display URL.

- a. Isagenix discourages the use of “Isa” as a prefix in a domain name. If you use “Isa” or an Isagenix trademark in your domain name and Isagenix later decides to use that domain name, you agree to take all steps necessary to transfer the domain name to Isagenix. Additionally, if you use “Isa” in your domain name, you may be asked to take additional measures above and beyond those identified in the Policies and Procedures or these guidelines to avoid consumer confusion.

### 3. Independent Websites.

Isagenix believes in responsible use of websites to market our products and grow your business. Accordingly, you may operate an independently created website to market Isagenix products and to promote the Isagenix income opportunity (an “Independent Website”) if the following policies are observed:

- a. All materials and links that appear on your Independent Website comply with all of the Policies and Procedures.
- b. When possible, you should use the approved material in the Print and Web Media Gallery in the Marketing Materials section of the Back Office Library or other Isagenix-provided sales tools.
- c. If your Independent Website features, advertises, or references Isagenix products or the Isagenix income opportunity, either directly or indirectly, or is used in your marketing efforts, whether or not it mentions Isagenix, you must first receive written approval from the Compliance department prior to its publication or prior to any modification after approval is given. If your Independent Website is password protected, the Compliance department must receive passwords or credentials allowing unlimited access.
- d. All product orders must be processed using the shopping cart found on your Isagenix-provided replicated website. If a Customer can select Isagenix products for purchase on your Independent Website, the Customer must be redirected to your Isagenix-provided shopping cart to process any payments.
- e. Your Independent Website must prominently indicate that the site is maintained by an Isagenix Independent Associate and may not be identified as a corporate Isagenix website. Your Independent Website must prominently display the Isagenix Independent Associate logo rather than the Isagenix corporate logo and must prominently disclose your name. Your Independent Website must have the following disclaimer conspicuously present on each page in a legible font in addition to any necessary disclaimers identified elsewhere in the Policies and Procedures:
  - i. “This website is owned and operated by an Isagenix Independent Associate and is not endorsed by Isagenix International, LLC. Any opinions expressed on this website are made by and the responsibility of the individual Associate and should not be construed as a representation of the opinions of Isagenix International, LLC.”
- f. Access Isagenix disclaimers on our [Disclaimers](#) page at Isagenix.com. Associates must use appropriate disclaimers according to the content of the Independent Website. All disclaimers must be the same font and text size as the items referenced.
- g. Isagenix reserves the right to revoke your right to use an Independent Website at any time if Isagenix believes, in its sole discretion, that such revocation is in the best interest of Isagenix.

### 4. Banners and Advertisements.

Any use of independently created banners or ad copy or alterations to any approved banners or ad copy must be submitted to the Compliance Department for written approval prior to use. Banners and links may not be placed on any website that is inconsistent with Isagenix values, including, without limitation, any websites on which the sale of Isagenix products is prohibited, such as online auction or retail sites.

### 5. Social Networking Websites.

Network marketing companies are built on a foundation of relationships made through person-to-person contact. Social networking websites, such as Facebook and LinkedIn, are natural extensions of this foundation. Social networking websites can provide useful tools for an Associate to build and maintain contacts. You may advertise your Isagenix business on your social networking website if the advertisement is limited to the social networking shareable content provided by Isagenix; a video link, banner, or other approved marketing tool found in the Print and Web Media Gallery in the Marketing Materials section of the Back Office Library; or material approved by the Compliance Department. While you are encouraged to advertise Isagenix on your social networking website, you may not use Isagenix or a confusingly similar name as your account name, group name, page name, discussion name, or other social networking presence, and may not use the Isagenix logo, the Isagenix ‘A,’ or an Isagenix product picture as your profile picture. If you use a social networking website to market Isagenix, you must identify yourself as an Isagenix Independent Associate and not represent yourself as an official representative or employee of Isagenix. If you participate in any network marketing company other than Isagenix, you may not advertise both Isagenix and the other network marketing opportunity on the same social networking profile. Isagenix considers advertising other network marketing opportunities to your network of Isagenix contacts contained in a list of social networking contacts to constitute improper solicitation and cross-sponsoring. Isagenix maintains its own social networking profiles that permit our Associates to join pages created by Isagenix to communicate with the Isagenix community. You may not, however, create your own groups and pages using the Isagenix name, trademarks, or brands.



## **6. Blogs, Microblogs, and Podcasts.**

Isagenix does not encourage the use of blogs by Associates to advertise their Isagenix business or provide information regarding Isagenix or its products. Claims made by an Associate on their blog reflect directly on Isagenix. Isagenix asks that you use the About Me page on your Isagenix replicated website or submit a testimonial to the Compliance Department if you wish to tell your Isagenix story in an online forum. If you choose to use a blog, it may not be titled, branded, or advertised as an Isagenix blog. You must be identified on the blog as an Isagenix Independent Associate. All content on the blog must comply with the most recent version of the Policies and Procedures applicable to testimonials and income, weight loss, drug, and medical claims and should always use the proper disclaimers. Isagenix may be discussed in a blog, but you may not operate a blog where Isagenix is the primary focus. Any discussion of Isagenix must be done so without the functionality to enable comments by readers. The policy for blog postings applies to your use of a forum or discussion board to post Isagenix content on the internet. Isagenix maintains our own blogs that permit our Associates to subscribe to content via their RSS feeds to communicate with the Isagenix community. We strongly discourage Associates from publishing any independent conference calls they have with their team or distributing that content as a podcast, as that content has not been approved by the Compliance Department and should only be shared among and used for the sole purposes of the call attendees. Any recorded content must receive written approval from the Compliance Department prior to its distribution.

## **7. YouTube and Other Video Hosting Websites.**

Isagenix maintains an account on YouTube at [YouTube.com/User/Isagenix](https://www.youtube.com/user/Isagenix) to help our Associates disseminate the educational videos we produce. These videos may also be found on [IsaMovie.com](http://IsaMovie.com) and on the [IsaVideos](#) page of your Isagenix-provided website. We encourage you to link to or embed the YouTube videos on your own Independent Website or social networking pages. You may only use the YouTube videos in their original form and may not alter them in any way. Associates may not upload videos produced by Isagenix on social media platforms or Independent Websites. Instructions for embedding the videos are located in the Print and Media Gallery in the Marketing Materials section of the Back Office Library. Directing a prospective lead to a website with one of our videos can be an effective tool for you to begin a discussion about Isagenix products and the Isagenix business opportunity. You may not create your own accounts on YouTube or other video hosting websites to post Isagenix-created videos. Isagenix has ensured that videos are available in many locations, which allows Isagenix to keep the most recent and effective videos available for all of our Associates. If you create your own Isagenix video, including a video testimonial, you must receive written approval from the Compliance department prior to distributing the video.

## **8. Email**

All advertisements sent via email, telephone, or fax must comply with all anti-spamming laws for the state or country where the intended recipient resides. You are under obligation to research and comply with all laws concerning unsolicited commercial email. Under CAN-SPAM Act of 2003, it is unlawful in the United States “to use any telephone, facsimile machine, computer, or other device to send an unsolicited advertisement. ‘Electronic mail advertisement’ means any email message, the principal purpose of which is to promote, directly or indirectly, the sale or other distribution of goods or services to the recipient.”

## **9. Lead Generation and Affiliate Marketing Programs and Websites**

While participating in lead generation or affiliated marketing programs is permitted, you may not offer or distribute any lead generation or affiliate marketing program to another Associate. A lead generation program is a website that allows an Associate to gather information from a prospective Customer in order to recruit that individual. An affiliate marketing program is a program whereby someone is rewarded for referrals or web traffic.

