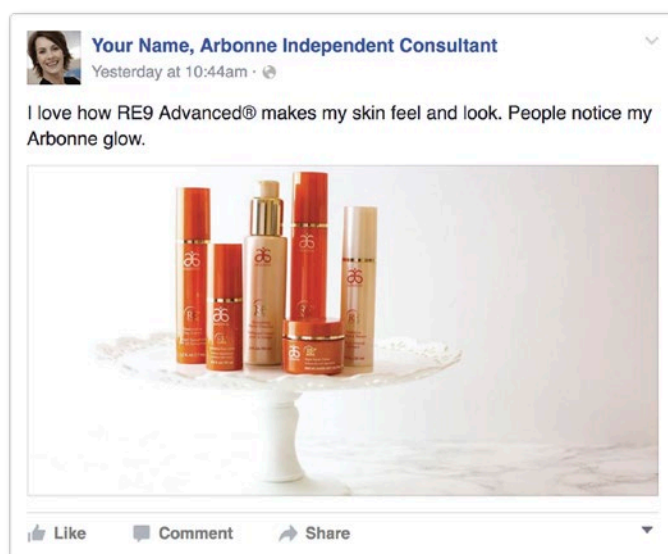
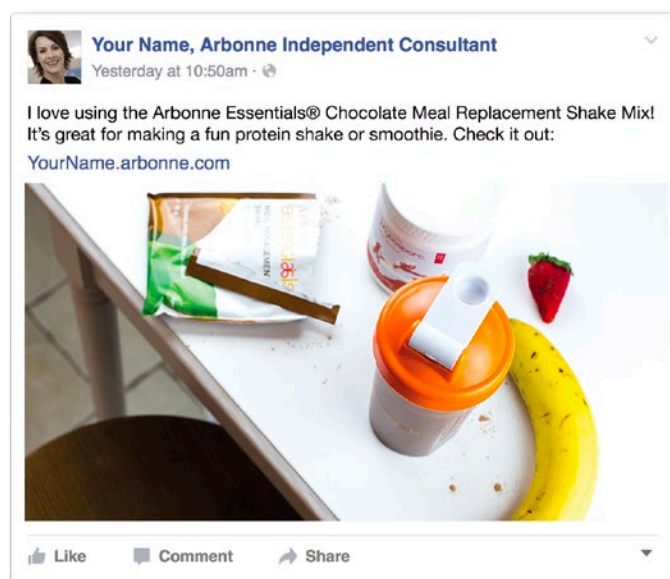


# Promoting Arbonne Product on Social Media

Advertising your Arbonne business is a great way to introduce new Clients to Arbonne products and expand your team.



## Advertising can be created compliantly in:

- Online banner ads
- Social media ads
- Classifieds
- Social media images

Keep in mind that any type of advertising must first be reviewed and approved by B.E.S.T.

## Approved advertisements must include:

- Arbonne Independent Consultant's first and last name along with contact information
  - When providing your contact information, please make sure that your email address does not violate Arbonne's trademark and that the web address being used is for an Arbonne replicated website.
- Arbonne Independent Consultant title
- Independent Consultant logo (These are available to choose from in the Digital Toolkit found on [arbonne.com](http://arbonne.com).)
- The full advertisement disclaimer (This can be found in the Policies & Procedures Manual)

## Advertising Guidelines:

- Ads may not feature specific products on sale for discounted prices or blanket discount promotions unless such ads feature an Arbonne provided promotion.
  - For example, "50% Flash Sale!" would not be allowed as it is not an Arbonne promotion. However, "20% off with a Preferred Client Account!" would be allowed as it is an Arbonne promotion.
- Advertisements are approved based on the content submitted.
- Independent Consultants are responsible for any changes that occur to their advertisements once they are published.
- Mass communication methods such as national and international ads, including print and online publications, are prohibited for use by Independent Consultants.



# Promoting Arbonne Product on Social Media

## Advertising on Social Media

Social media is the perfect platform for promoting your Arbonne business with compliant content that has the opportunity to reach a global audience.

Here are some tips to help you successfully post engaging and compliant content:

- **Promoting Products Online:** To avoid misleading anyone when directing them from your social media page to your Arbonne replicated website, it must be evident from a combination of the link and the copy in the post that the link belongs to the website of an Arbonne Independent Consultant.
  - Example of a compliant post: The new holiday products are here! I can't wait to try every single one! Check it out: sallysmith.arbonne.com
- **Product Claims:** Never post online that Arbonne products treat, cure, mitigate, or prevent any medical conditions, or make any guarantees regarding income. Product and income claims that should be used can be found in Arbonne training materials and tools, including the Arbonne Opportunity Presentation, Product Knowledge Manual, or Meet the Product Sheet.
  - Example of a compliant product claim: "Just started using the new Arbonne Essentials<sup>®</sup> line and I've never felt better." "I love how RE9 Advanced<sup>®</sup> makes my skin feel and look. People notice my Arbonne glow."
  - Example of a compliant income claim: "Congrats to John on reaching his new level of success. All that hard work paid off."
- **Testimonials:** Always reveal you are an Arbonne Independent Consultant when posting about Arbonne products online.
  - Only use your own personal testimonial and photographs.
  - Do not use before-and-after photos of others unless Arbonne provided them for use.
  - Do not make any medical or drug claims when giving your personal testimony, or mislead a consumer to expecting certain results if your experience is not typical.
- **Selling Products Online:** Arbonne Independent Consultants may only sell Arbonne products online through their Arbonne replicated website. Any other online sales media, such as online retail stores, Facebook commerce apps or suggestive posts, Amazon, or eBay are prohibited.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at [arbonne.com](http://arbonne.com) > Your Opportunity > Compensation > Compensation Summary.

