



Success Plan

ORIFLAME
— SWEDEN —



Succeeding with Oriflame

We want you to have a long and successful Oriflame journey. As you build your career, it is important to understand the basics of being a Brand Partner so you are set up for success.

Your Oriflame journey is divided into three phases: Brand Partner, Manager and Leader. And throughout your journey, you will develop the skills that give you mastery over your current level and help you onto the next one. These skills will build on each other and help you make a strong, long-lasting career. The three main skills are Recommending Products, Team Building and Mentorship.



Recommending Products

As a Brand Partner, your main focus is to create the habit of regularly using and selling the products both online and in person and sharing the Oriflame opportunity. Creating a strong digital presence is the key to your success.



Team Building

As a Manager, your main focus is to expand upon the business-building behaviors you have already established. This means you should continue to sell products with a large group of people and actively invite new Brand Partners to join your team.



Mentorship

As a Leader, your main focus is to continue modelling the best practices that brought you to this level of success. Here your primary task is to develop Leaders within your team through mentorship. This ensures the long-term viability of your business.

Open a ready-to use online shop and earn up to

30%
on your sales

Invite others and start earning on your team's sales



Help others reach higher titles and get 3% extra on all of their team's sales



Develop your skills with our e-learning platform, beauty and business trainings



Get up to **30%** discount on your personal orders

Receive cash awards to recognise your achievements



Onboarding Programme and Starter Kit



Leading Business tools and apps



Social media materials to support you



Do you love beauty?

Do you have a passion for beauty and skin care? Do you enjoy a healthy lifestyle where you shine from the inside out? Then you have found the right place!

When you join Oriflame, you get the opportunity to use and work with high quality products and earn on your terms. You choose how far you want to reach — and we support you all the way.

Become an Oriflame Brand Partner today!

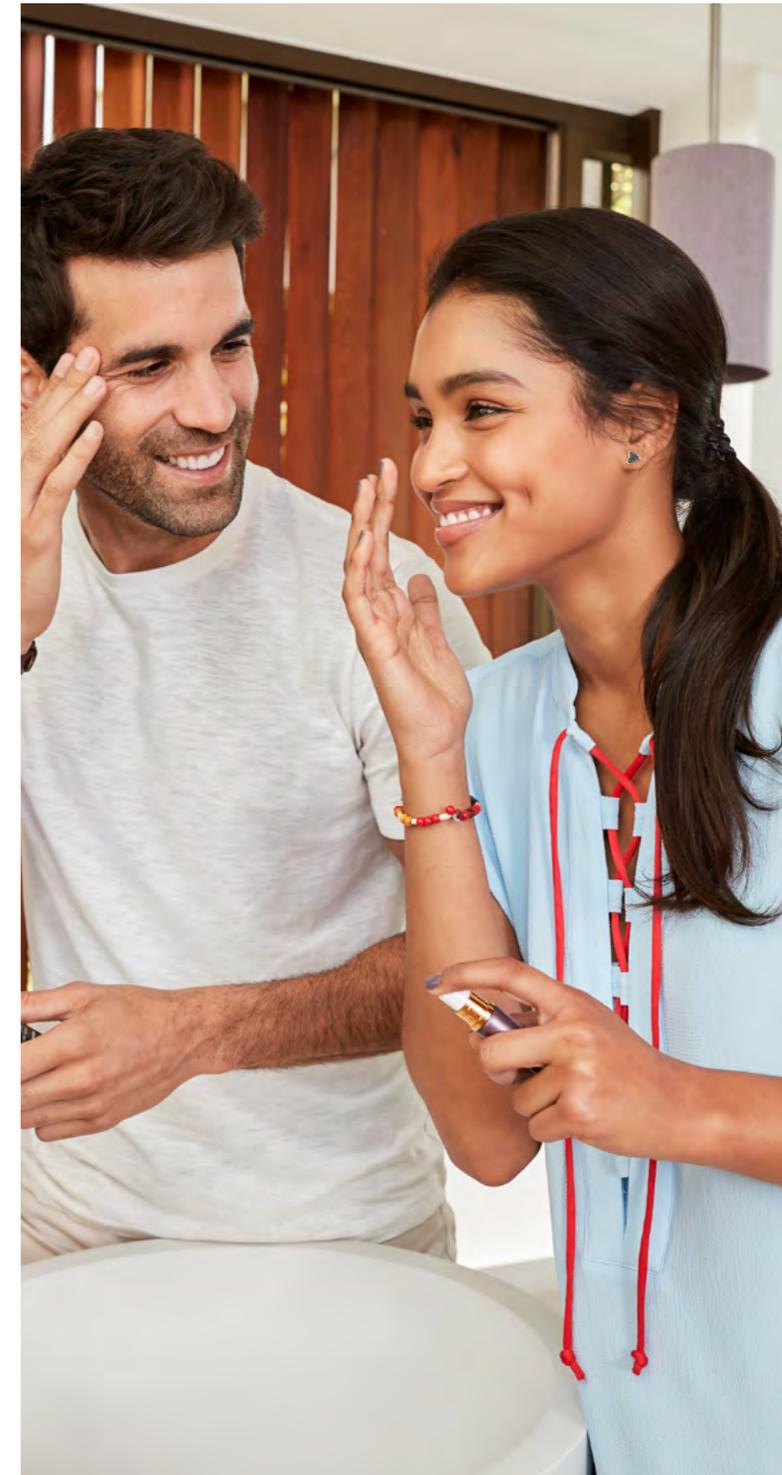
Recommending Oriflame Products is easy and fun! You don't need to be an expert in beauty or healthy lifestyles to share and promote our products and start earning. If you want to develop yourself and learn more about beauty, we will be happy to help you with our training courses.

Recommend to your friends

If you love our products, why not recommend them? As a Brand Partner you can open a Personal Beauty Store online. As part of your membership, Oriflame takes care of all the administration activities. Leave payments, deliveries and customer care with us! You can just share and recommend our products and collect the earnings. The more you share, the more VIP Customers you have, the more you earn!

Demonstrate the products

As a Brand Partner, you have access to our trainings that can increase your knowledge about beauty. You'll be able to host Skin Care workshops and boost your sales through the demonstration of our products. Holding Skin Care or Wellness online or offline sessions can increase your sales and bring loyal customers.





Making and saving money with Oriflame

As a Brand Partner you are guaranteed a 20% discount when buying products for yourself and your family as long as you pay membership and renewal fees. You can also enjoy our business opportunity by selling and inviting others to sell and building a team of your own.

Selling to customers is the best way to make money when you are new to the business. That is why we will offer Brand Partners the opportunity to benefit between 20-30% on everything they sell to customers and on their own purchases as well as on VIP Customers' activities, this is called Personal Staggered Benefit. The Personal Staggered Benefit consists of the Personal Staggered Discount and the VIP Customer Bonus.

Personal Bonus Points (PBP)

Each order you place or one of your VIP Customers places will add to your Personal Bonus Points (PBP). Bonus Points (BPs) are assigned to every individual item based on its price, see Glossary to learn more. PBP represents the total BPs collected from your personal purchases as a Brand Partner and your VIP Customers.

PBP Range	Personal Staggered Benefit
0-99.5 PBP	20%
100 PBP or higher	30%

Personal Staggered Discount

The Personal Staggered Discount consists of a guaranteed immediate discount and a Loyalty Discount (LD). Any registered Brand Partner is entitled to a guaranteed immediate discount of 20% for any personal order value. An additional 10% discount can be reached depending on the total volume of the PBP levels. This additional LD can be used for future orders.

This is how it works:

- At the end of the campaign the total Personal Staggered Discount 20%-30% level is calculated based on your PBP range achieved
- 20% immediate discount for personal purchases was provided immediately in the current campaign
- The additional 10% is a potential LD, calculated as the difference between the achieved Personal Staggered Discount level (20-30%) and immediate discount of 20%.
- The potential LD can be used in the next campaigns when you place orders again. Your LD cannot exceed the 50% of your actual personal order.
- You can use your LD during the next 17 campaigns.



Example: Personal Staggered Discount

You placed £200 orders during one campaign – your PBP volume is 186.5, please see the Glossary for the BP calculation. You have a 20% Immediate Discount and also get an extra 10% as Loyalty Discount. This means that you will receive a £20 discount to spend in the next campaigns, on top of the regular 20% discount. LD is valid for 17 campaigns.

PBP Range	Immediate Discount	Loyalty Discount	Total Personal Staggered Discount
0-99.5 PBP	20%	0%	20%
100 PBP or higher	20%	10%	30%

VIP Customer Bonus

As a part of your Personal Staggered Benefit you will also earn a VIP Customer Bonus on each of your VIP Customers orders. The bonus goes from 20% to 30% of the order amount, depending on your PBPs.

How does it work?

At the end of each campaign, your VIP Customer Bonus is calculated on the total value of the purchases of your VIP Customers, excluding VAT. The more VIP Customers you have online and the more they buy, the higher percentage and amount you will earn. The VIP Customer Bonus is to be paid as a part of the Success Plan bonuses at the beginning of next campaign.

PBP Range	VIP Customer Bonus
0-99.5 PBP	20%
100 PBP or higher	30%

Example: VIP Customer Bonus

You were very active on social media and attracted 5 VIP Customers. They registered and each one of them placed a £80 order for skincare products. Their order value represented £400.

Your total VIP Customer Bonus for that campaign is £100 (£400 – 20% VAT * 30%).



Sharing the business opportunity

Would you like to become a successful leader with Oriflame? There is a journey closely linked to your development. Here are the 3 phases of the Oriflame journey:

Brand Partner:

You can become an Oriflame Brand Partner by signing up. When you pay the membership and the annual renewal fee, you are entitled to enjoy all Brand Partner benefits. The primary focus for a Brand Partner should be on selling and inviting others to sell. As a Brand Partner you build your confidence as you repeat your successes. Brand Partners are also able to purchase products for themselves and their family with a guaranteed 20% discount.

Manager:

The next phase in your Oriflame journey is to become a Manager. The primary focus for a Manager is to coach their downline on how to become successful Brand Partners, through selling and inviting others to sell. A Manager sets an example by selling and inviting others to sell, and the more the team grows, the more time is being spent on coaching the Brand Partners in her or his network.

Leader:

The next step is to become a Leader, with a primary focus on building Managers and other Leaders. However, it is still important to lead by example and continue to fulfill the Brand Partner and Manager roles as well by selling, inviting others to sell, and the basic aspects of building Managers. This is what we call duplication. The sky is the limit!

This table demonstrates an estimation of how to spend your time during your journey

	Brand Partners	Managers	Leaders
Time spent	1-5 hours/week	6-15 hours/week	16+ hours/week
Selling	Learn	Teach and keep doing	Teach and keep doing
Recruiting	Learn	Teach and keep doing	Teach and keep doing
Building teams	-	Learn	Teach and keep doing
Mentorship	-	-	Learn and teach

Unilevel Bonus (UB)

As a reward for sharing the business opportunity by inviting others to sell, you will be entitled to the Unilevel Bonus based on your network's sales. This bonus can be paid already from your first recruit! The bigger your team gets and the more sales they make, the higher your Unilevel Bonus will be. As you achieve higher titles, your Unilevel Bonus will increase in percentage and levels it is paid on.

The size of your group is defined by all Brand Partners in your downline, meaning yourself and everyone below you at all levels down.

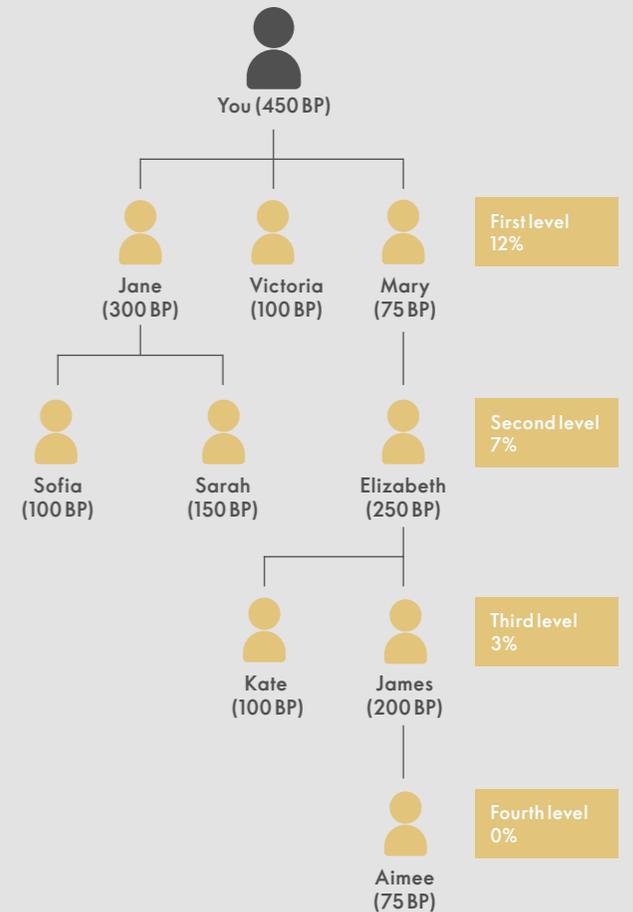
The Unilevel Bonus is based on the Business Volume (BV) of the five levels below you in your downline. Please see the Glossary for BV calculation. A level is the location a Brand Partner has in relation to another Brand Partner.

Example: Unilevel Bonus for Sapphire Directors and up

Level	Unilevel Bonus Percentages
1 st level	12%
2 nd level	9%
3 rd level	5%
4 th level	4%
5 th level	1%

Example: Unilevel Bonus

You have registered three Brand Partners. They have opened their own Personal Beauty Stores and have registered some of their friends as Brand Partners, too. In this example, you have three bonus qualified legs and a total of Downline Bonus Points (DBP), reaching the Team Manager title, so you get a Unilevel Bonus until your third level Brand Partners. Your total Unilevel bonus will be £63 (check our e-learning modules for further information on how to calculate your earnings). See the table under the page "How to qualify" to learn more about the Unilevel Bonus percentages.





Mentoring your team

As mentioned before, a Leader's focus should primarily be on developing Managers and Leaders. This is why mentorship is the key to developing a sustainable Oriflame business. As a reward for developing your team and building Managers and Leaders you will receive a Generation Bonus.

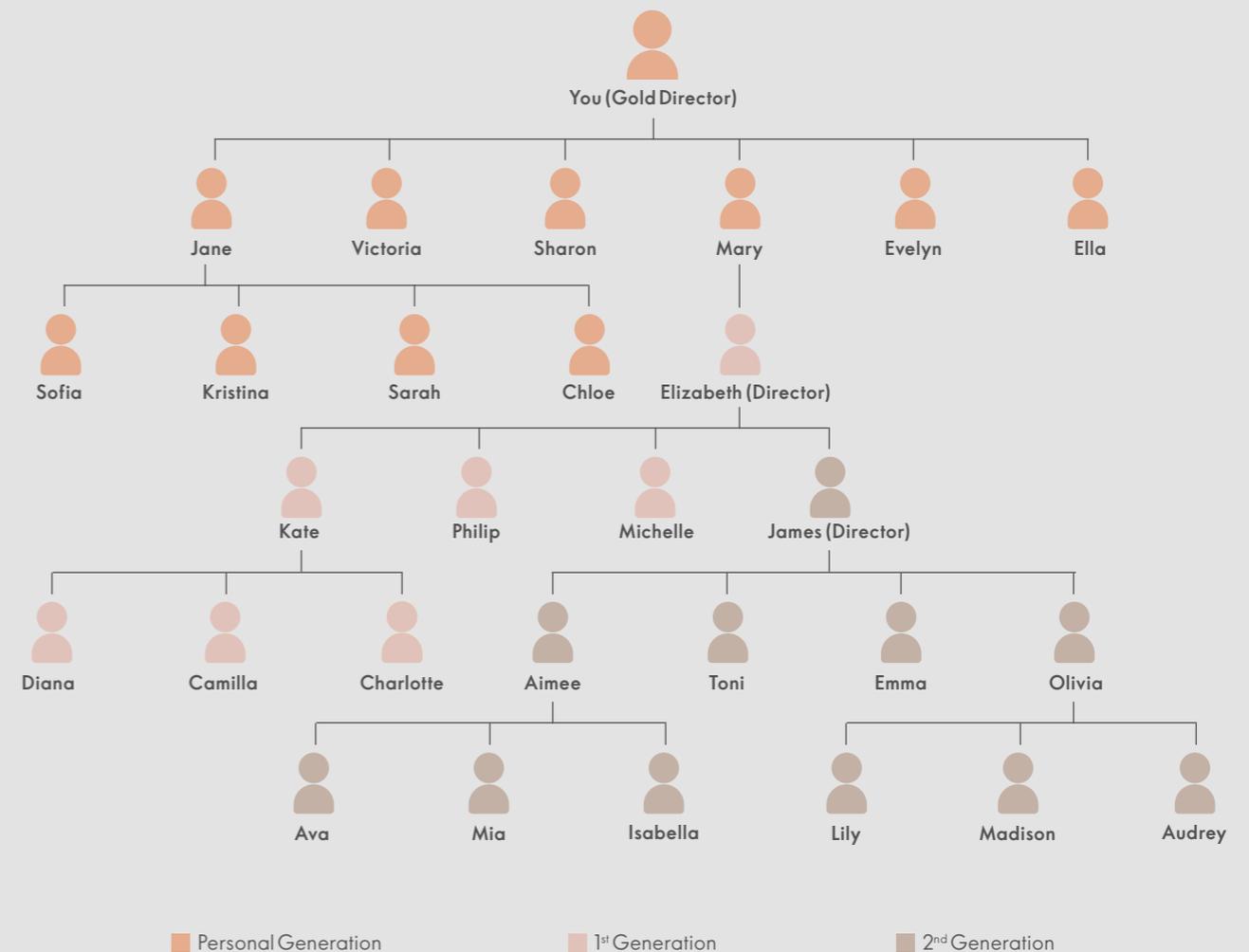
Generation Bonus (GB)

Your team's advancement opens a whole new group of bonuses for you. When you reach the Director title, you will be entitled to Generation Bonuses, on top of all your other earnings. When you hold a Director title or higher, you will get an additional 1% bonus from your Personal Generation. When you are a Gold Director or higher you will earn GB from Director generations below you.

The higher title you have, the more generations this bonus will be calculated on. It can reach up to 5 generations deep, which means that you can be earning on hundreds of people. You get the GB in addition to the Unilevel Bonus, and it is common for these bonuses to overlap. A Generation is a group that has formed in a Brand Partner's downline, starting with a Brand Partner in her downline that has a Career Title of Director or higher and including everyone below her/him, down to but not including the next Career Title Director or higher.

Example: Your mentorship:

By continuing to sell and inviting others to sell, you set an example to your downline. You have learned how to excel in both and are now able to teach and coach your own downline. This has led to their own growth, having developed into Directors. You will now earn 1% extra on all of your Personal Generation and 3% extra on all of Elizabeth's Generation, who is your first level Generation. Your goal now is to reach Sapphire Director. As soon as you reach that, you will be entitled to an extra 3% on the whole of James' Generation, your second level Generation (check our e-learning modules for further information on how to calculate your earnings). See the table under the page "How to qualify" to learn more about the Generation Bonus percentages.



Qualifications and awards

Oriflame has created a system that makes it easier for you to understand and teach the titles. The system promotes team stability within your team and your own success.

Paid-As Title:

Your Paid-As Title determines what you earn. It's based on performance in the current campaign and, therefore, might vary during any given campaign period. As every campaign closes, your Paid-As Title is the title you have at the closing of the campaign. The Paid-As Title is private, it is only known to yourself and your upline, it will not be shared with other people.

Career Title:

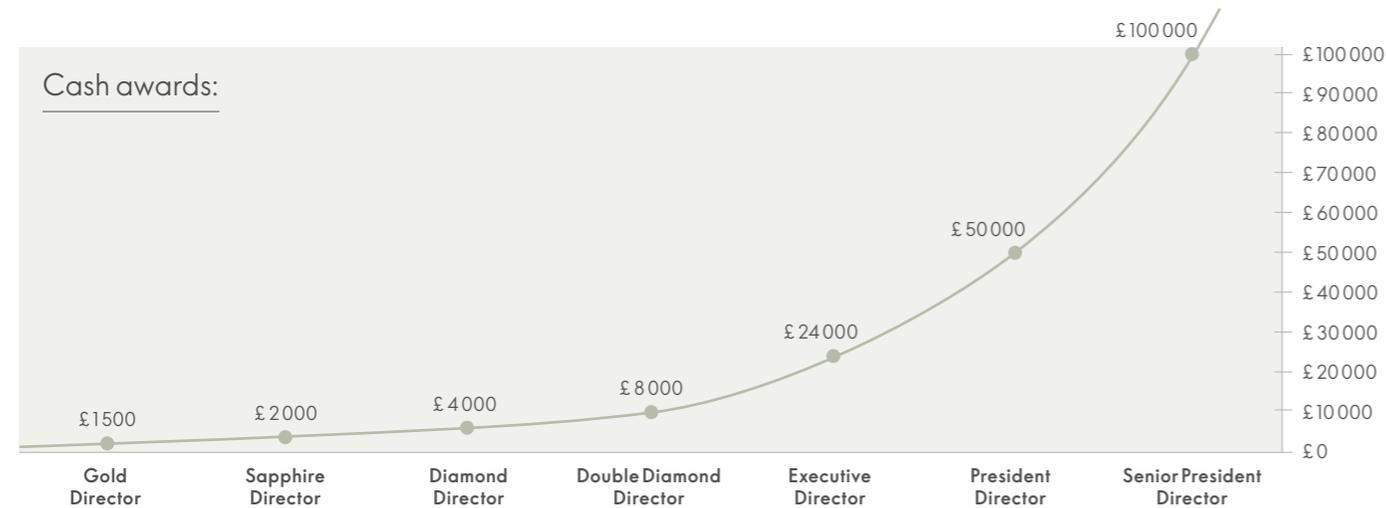
Your Career Title does not vary often, and it is used for recognition and Generation Bonus. This is the title you share with your team. When you reach a new Career Title for the first time, this new title is effective retrospectively to the first day of the campaign in which it was achieved.

Maintaining Your Title:

At the earlier part of your journey, when you have a Brand Partner through Senior Team Manager title, your Paid-As Title might differ based on each campaign, but your Career Title will always stay the same. Once you get higher than a Senior Team Manager, you will need to maintain your performance for at least 4 out of every 9 campaigns in order to keep your Career Title, or you will experience a demotion until you re-earn your title. You can re-earn your Career Title by achieving a Paid-As Title that matches your desired Career Title for 4 out of 9 campaigns.

Cash Award:

Oriflame gives you a Cash Award when you promote to a new Gold Director or higher Career Title within the Leader band. The Cash Award is a one-time bonus split into two payments. The first payment will occur at the time of the initial promotion and the second will occur when you re-qualify for the same (or higher) Career Title during your first re-qualification period. If you promote to a higher Leader title while still earning portions for a lower title, you are able to earn both Cash Awards.



Example: Your title:

In campaign 16 your title was Director. In campaign 17 you were promoted for the first time to Gold Director. In order to keep your Career Title of Gold Director, you will need your Paid-As Title to also match Gold Director for 4 of the next 9 campaigns.

In this example, your Paid-As Title matches your Career Title of Gold Director for 4 of the 9 campaigns. This means your Gold Director Career Title will be maintained starting with the 9th campaign.

Campaign	C16	C17	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
Paid-As Title	Director	Gold Director (1 st time)	Director	Director	Gold Director	Gold Director	Gold Director	Director	Director	Gold Director	Director	Director
Career Title	Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director	Gold Director



6 facts about Oriflame titles

1. When you qualify for the first time ever for a new Career Title, then that title is effective retrospectively to the first day of the campaign in which it was achieved.

2. If that title is a Senior Team Manager or lower, you will keep that same Career Title with no need for requalification, as long as you are active at Oriflame. Your Paid-As Title will vary, depending on the performance in each campaign.

3. For Director title or above, you will keep that same Career Title for 9 campaigns (including promotion campaign). During this period, you have to reach Paid-As Title in 4 out of 9 campaigns looking backwards, current campaign plus the previous 8 campaigns. This will remain as a rolling process with 9 campaigns as a base.

4. If a Director or higher fails to requalify for their Career Title by not being paid as that title for at least 4 out of 9 campaigns, then her Career Title will be the highest Career Title she has qualified for at least 4 times during those 9 campaigns but not lower than Senior Team Manager.

5. Brand Partners that had once achieved a Career Title of Director or higher and subsequently lost that Career Title must be paid as that title for at least 4 out of 9 campaigns before they will be promoted to that Career Title for 2nd (or subsequent) time. During this time period, they will still be paid at the title they qualify for which means that they may have a Paid-As Title that is higher than their Career Title.

6. This means that you can be requalified or demoted more than one title at a time, depending on the highest paid as title you reached 4 times on the previous 9 campaign catalogue.

Check our e-learning modules for further information on how to qualify for titles.

Your title will be determined by a combination of factors

Personal Bonus Point (PBP):

Represents the total BPs collected from your personal purchases as a Brand Partner and your VIP Customers.

Bonus Qualified Leg:

A bonus qualified leg is a leg with at least one Bonus Qualified Brand Partner (100 PBP or higher) anywhere in the leg. It can be infinitely deep.

Title Qualified Leg:

A title qualified leg (for example Director-qualified leg) is a leg that has at least one such Paid-As Title somewhere in this leg. It can be infinitely deep.

Downline Bonus Points (DBP):

DBP is the total sum of all PBP accumulated by all Brand Partners in a Brand Partner's downline, infinitely deep. DBP is a measure of overall network size.

Structure Requirements:

There are two types of structure requirements to build a solid business: Bonus Qualified Legs and Title Qualified Legs.

Strongest BP Rule:

No more than 50% of the DBP requirement for a title can come from your own PBP or from any individual leg. This rule helps you build to a strong organisation with high sales in all of the legs.

New Director+ Generation (NDG):

At least once every 17 campaigns, you as a Leader must have someone promote to a Director for the first time. This requirement starts from the title of Executive Director. Oriflame only requires a new first generation team member to reach this rank. It does not require a new Director leg to promote. The NDG encourages you to continue developing your team for the long-term success in your career and the careers of your downlines.

See full descriptions in Glossary

How to qualify

In the tables you can read about the different requirements you need to meet for Titles, Unilevel Bonuses and Generation Bonuses.

Titles:

	Titles	Personal Bonus Points (PBP)	Bonus-qualified Leg	Downline Bonus Points (DBP)	Strongest BP Rule	Title-qualified Legs	New Director (every 17 campaigns)
Leaders	Senior President Director	300	8	700 000	350 000	5 Director+ and 3 Sapphire Director+	1
	President Director	300	8	320 000	160 000	6 Director+ and 2 Sapphire Director+	1
	Executive Director	300	8	160 000	80 000	7 Director+ and 1 Sapphire Director+	1
	Double Diamond Director	300	6	80 000	40 000	6 Director+	-
	Diamond Director	300	4	40 000	20 000	4 Director+	-
	Sapphire Director	300	4	22 000	11 000	2 Director+	-
Managers	Gold Director	300	4	12 500	6 250	1 Brand Partner Platinum+ and 1 Director+	-
	Director	300	4	7 000	3 500	2 Brand Partner Platinum+	-
	Senior Team manager	300	4	3 500	-	1 Brand Partner Silver+ and 1 Brand Partner Platinum+	-
Brand Partners	Team Manager	250	3	1 800	-	2 Brand Partner Silver+	-
	Brand Partner Platinum	200	-	1 000	-	-	-
	Brand Partner Gold	150	-	500	-	-	-
	Brand Partner Silver	125	-	300	-	-	-
	Brand Partner Bronze	100	-	200	-	-	-
	Brand Partner	-	-	-	-	-	-

Unilevel bonuses:

	Titles	Level 1	Level 2	Level 3	Level 4	Level 5
Leaders	Senior President Director	12%	9%	5%	4%	1%
	President Director	12%	9%	5%	4%	1%
	Executive Director	12%	9%	5%	4%	1%
	Double Diamond Director	12%	9%	5%	4%	1%
	Diamond Director	12%	9%	5%	4%	1%
	Sapphire Director	12%	9%	5%	4%	1%
	Gold Director	12%	9%	5%	3%	-
Managers	Director	12%	9%	5%	2%	-
	Senior Team manager	12%	8%	4%	-	-
	Team Manager	12%	7%	3%	-	-
Brand Partners	Brand Partner Platinum	11%	6%	-	-	-
	Brand Partner Gold	10%	5%	-	-	-
	Brand Partner Silver	9%	-	-	-	-
	Brand Partner Bronze	8%	-	-	-	-
	Brand Partner	-	-	-	-	-

Generation Bonuses:

	Titles	Personal Generation	Director+ Generation 1	Director+ Generation 2	Director+ Generation 3	Director+ Generation 4	Director+ Generation 5
Leaders	Senior President Director	1%	3%	3%	3%	3%	3%
	President Director	1%	3%	3%	3%	3%	3%
	Executive Director	1%	3%	3%	3%	3%	3%
	Double Diamond Director	1%	3%	3%	3%	3%	-
	Diamond Director	1%	3%	3%	3%	-	-
	Sapphire Director	1%	3%	3%	-	-	-
	Gold Director	1%	3%	-	-	-	-
Managers	Director	1%	-	-	-	-	-
	Senior Team manager	-	-	-	-	-	-
	Team Manager	-	-	-	-	-	-
Brand Partners	Brand Partner Platinum	-	-	-	-	-	-
	Brand Partner Gold	-	-	-	-	-	-
	Brand Partner Silver	-	-	-	-	-	-
	Brand Partner Bronze	-	-	-	-	-	-
	Brand Partner	-	-	-	-	-	-

Glossary

Brand Partner

A person, whether Brand Partner, Manager, Director or Leader, who signs up and pays registration fee with Oriflame to join the business opportunity and to enjoy the guaranteed discounts.

Bonus Points (BP)

BPs are assigned to every individual item based on its Catalogue price. Higher priced products and sets have more BPs. BPs are used to define your progress such as for title qualifications, activity level, etc. BP is a measurement to ensure that the plan brings equal opportunity for everybody and helps to protect from market fluctuation. BPs are calculated by multiplying the BV with BV/BP ratio. BV/BP ratio can be redefined according to market conditions, the most up to date value can be found on Oriflame website under My Pages in the Success Plan. For accessories the BPs are divided by two.

Bonus-Qualified Partner

A bonus qualified Brand Partner is a Brand Partner that has accumulated 100 PBP in a campaign. There are no requirements on personal order, so a Brand Partner can be bonus qualified even if she has not placed any personal order while the 100 PBP-requirement is fulfilled by her VIP Customers' orders.

Bonus Qualified Leg

A bonus qualified leg is a leg with at least one bonus-qualified Brand Partner (100 PBP or higher) anywhere in the leg (can be infinitely deep).

Business Volume (BV)

BV is a monetary value of products and a base for all your earnings. The amount of your bonuses will be calculated as a percentage of total BV. BV is calculated as the catalogue price minus the maximum Personal Staggered Discount of 30% and VAT. For accessories the BV is divided by two.

Campaign

It is the time period of the catalogue, currently we have 17 campaigns per year.

Career Title

Is used for recognition and bonuses. This is the title you will share with your team. When you reach a new Career Title for the first time, this new title is effective for the entire campaign in which it is achieved.

Catalogue Price:

The recommended prices of the Products displayed-in during a valid printed and/or online Catalogue at the moment a purchase order is placed.

Downline

All the Brand Partners in your network.

Downline Bonus Points (DBP)

DBP is the total sum of all PBP accumulated by all Brand Partners in a Brand Partner's downline. DBP is PBP from yourself and everyone below you, all the way down. DBP is a measure of overall network size.

Generation

A Generation is a group that has formed in a Brand Partner's downline, starting with a Brand Partner in her downline that has a Career Title of Director or higher and including everyone below her/him, down to but not including the next Career Title Director or higher.

Leg

A part of your network that is defined by your direct recruit and all the Brand Partners below her. A Brand Partner cannot have more legs than her first level Brand Partners.

New Director+ Generation (NDG):

At least once every 17 campaigns, you as a Leader must have someone promote to a Director for the first time. This requirement starts from the title of Executive Director. Oriflame only requires a new first generation team member to reach this rank. It does not require a new Director leg to promote. The NDG encourages you to continue developing your team for the long-term success in your career and the careers of your downlines.

Paid-As Title

Determines what earn you earn, it's based on performance in the current campaign and therefore might vary during any given campaign period. At the close of every campaign, your Paid-As Title will be the title you have at the closing of the campaign.

Personal Beauty Store (PBS)

Is the unique marketing online tool available for all Brand Partners, that by sharing the link specially created for you, will give you the opportunity, among others, to invite new VIP Customers and increase your earnings from their online sales, as well as to share with them the Oriflame Business opportunity.

Personal Bonus Points (PBP)

PBP is the total sum of all BP accumulated by a Brand Partner and all her VIP Customers in any single campaign.

Strongest BP Rule

No more than 50% of the DBP requirement for a title can come from your own PBP or from any individual leg. This rule helps you build a healthy organisation with strong sales in all of the legs.

Structure Requirements

There are two types of structure requirements to build a solid business: Bonus Qualified Legs and Title Qualified Legs.

Title Qualified Leg

A title qualified leg (for example Director-qualified leg) is a leg that has at least one such paid-as title somewhere in this leg. It can be infinitely deep.

VIP Customer

A person that signs up without a registration fee with an intention to buy Oriflame products online.



Policy manual: Code of Ethics and Rules of Conduct

It is important that you read the Oriflame Code of Ethics (the "Code") and the Rules of Conduct (the "Rules") below, as they form an integral part of the terms of the partner application form. An Oriflame Brand Partner must comply with the Code and Rules and any amendments to them that have been published in the newsletter or otherwise communicated to the Oriflame Brand Partner.

Oriflame reserves the right to terminate at any time, and with immediate effect, the membership of any Oriflame Brand Partner who has provided false information on the partner

application form or who is violating the Code or the Rules. Terminated Oriflame Brand Partners lose all rights and privileges that accompany the membership, including their network. The Code and the Rules are there for your protection, to ensure that all fellow Oriflame Brand Partners maintain the same high standards. In line with Oriflame ethical standards, the Oriflame Brand Partners are expected to, and shall comply with any and all legal requirements of the country where they operate their Oriflame business even if certain obligations are not restated in the Code or the Rules.

The Oriflame Code of Ethics

As an Oriflame Brand Partner, I agree to conduct my Oriflame business according to the following principles:

1. I will uphold and follow the Rules as laid out in this official Oriflame Policy Manual and other Oriflame literature. I will observe not only "the letter" but also "the spirit" of the Rules.
2. My guiding principle for doing business with anyone I meet in my capacity as an Oriflame Brand Partner is to treat them as fairly as I would like to be treated myself.
3. I will present the Oriflame products, the Oriflame earning opportunities, the related trainings and the other opportunities and benefits offered by Oriflame to my customers and Brand Partners in an honest and truthful manner. Whether verbal or in writing, I will make only such claims related to the product, the earnings and the other opportunities that are mentioned in the official Oriflame literature (including Appendix 1).
4. I will be courteous and prompt in servicing and taking orders from my customers, as well as in the handling of complaints. I will follow the procedures outlined in the official Oriflame literature for replacement of products.
5. I will accept and carry out the different prescribed responsibilities of an Oriflame Brand Partner (and those of a Sponsor and Director (and above) when I progress to those levels of responsibility) as laid out in the official Oriflame Literature.
6. I will conduct myself in such a manner as to reflect only the highest standards of integrity, honesty and responsibility.
7. I shall not in any circumstances use the Oriflame network for marketing products or services other than those approved by Oriflame. I shall respect the direct-to consumer method of distribution and therefore not sell through any retail outlets of any nature.
8. I will respect the laws and regulations of the country where I conduct my Oriflame business and of my host countries if building an international group.
9. I understand that compliance with this Code and the Rules is a condition of my membership with Oriflame.

The Oriflame Rules of Conduct

1. Definitions

- A. “Oriflame Brand Partner” shall for the purpose of this document include any Oriflame Brand Partner irrespective of title and level (including Group Managers, Directors and above).
- B. “Personal Beauty Store” shall refer to a website designed, issued and hosted by Oriflame for the benefit of an Oriflame Partner in selected markets.
- C. “Oriflame” in this document refers to the local Oriflame entity with which you entered into the Partner Application Form, unless otherwise stated.
- D. “Line of Sponsorship” shall include the Oriflame Brand Partner, his/her Sponsor, and so forth, with the Line ending with Oriflame.
- E. “Personal Group” shall refer to all Oriflame Brand Partners sponsored directly and indirectly by an Oriflame Brand Partner, but shall not include the Direct Managers or their downlines.
- F. “Group” shall refer to the entire downline, including all Oriflame Brand Partners, Managers and their downlines.
- G. “The Oriflame Literature” shall mean the Success Plan - containing this Policy Manual, the Product Catalogues, Oriflame Starter Kit literature, the Newsletter and any other information printed or published on the official Oriflame website.
- H. “Sponsor” shall mean the person introducing a new person to Oriflame consultancy.

Words beginning with a capital letter but which are not defined herein, shall have the same meaning as in the previous sections of the Success Plan.

2. Membership

- 2.1 To become an Oriflame Brand Partner a candidate should as a general rule be sponsored by an existing registered Oriflame Partner. Under certain circumstances, Oriflame can assign a prospective Oriflame Brand Partner to any network.
- 2.2 An individual may only have one Oriflame membership, whether directly or indirectly. Indirect membership is membership through e.g. ownership of shares in a company which is registered as an Oriflame Brand Partner.
- 2.3 Oriflame reserves the right to refuse any application or re-application.
- 2.4 An applicant must be of the age of legal capacity to be an Oriflame Brand Partner. Oriflame may at its sole discretion approve other applicants subject to the guardian(s) written consent.
- 2.5 Membership may only be granted to individuals or to a limited liability company or partnership where parties are either spouses or parent and child/ children in a by Oriflame approved transfer of business process. A legal entity must provide the name of the person authorised to act on its behalf, as well as any limitations in his/her authorisation. Partners are mutually responsible and

- Oriflame can reclaim all dues from either or both in case of non-payment.
- 2.6 An Oriflame Brand Partner may withdraw from her membership within 30 days after joining (or longer if applicable under local legislation) and receive back from Oriflame any and all moneys paid as a condition for the membership as well as any required starter materials and products.
- 2.7 The Oriflame Brand Partners may resign their membership at any time after 30 days from joining by giving written notice to Oriflame. In such cases Oriflame is under no obligation to make any of the repayments mentioned in 2.6 above other than any required fees paid to become or remain a Brand Partner by the Brand Partner paid by the Brand Partner to Oriflame during the 30 days prior to termination.
- 2.8 An Oriflame Brand Partner’s membership will expire on the anniversary of registration.
- 2.9 Membership can be renewed by means of paying the annual subscription fee included in the first invoice after the anniversary of registration.
- 2.10 Should an Oriflame Brand Partner’s spouse wish to become an Oriflame Brand Partner, both spouses must either be sponsored jointly under the same membership (in the form of a limited liability company or partnership) or if separately below the wife or husband who first became an Oriflame Brand Partner. If the spouse joins under a separate membership any cash award earned by the spouse will be deducted from any higher cash award earned by the spouse who joined first - if such cash award is a result of the termination of membership of the spouse joining second for any reason.
- 2.11 Former Oriflame Brand Partners (or spouses of former Oriflame Brand Partners) may apply for new membership under the following conditions:
- a) At least six months have elapsed since the previous membership has been terminated by resignation (unless otherwise agreed with Oriflame).
- b) The new application must specify that it is being made under this rule.
- c) A former Oriflame Brand Partner may apply immediately for becoming a Brand Partner again, without specifying that he/she was a former Oriflame Brand Partner, if he/she has at least 12 months of inactivity following a termination of membership when the termination is due to failure to renew membership.
- 2.12 Oriflame has the right to terminate an Oriflame Brand Partner for any breach of the Code of Ethics and/or Rules of Conduct.
- 2.13 Oriflame reserves the right to suspend an Oriflame Brand Partner’s membership for up to 12 months with immediate effect, pending investigation of violation of the Rules.
- ### 3. Maintaining lines of sponsorship
- 3.1 Oriflame Brand Partners are only allowed to re-register under a different line of sponsorship if they resign their membership and apply for new membership under 2.11. If they do resign their entire Group is lost and transferred to their original Sponsor.
- 3.2 The transfer of membership from one person to another is only possible in special cases and at the sole discretion of Oriflame.
- 3.3 Oriflame Brand Partners who wish to transfer their membership may be allowed to do so, but only to their closest relatives (at the discretion of Oriflame). A letter requesting such a transfer must be sent to Oriflame. Oriflame Brand Partners who have transferred their membership under this rule may apply for

membership again if at least six months have elapsed since their last Membership was transferred.

- 3.4 In case of an Oriflame Brand Partner’s death, the Membership will be terminated within three months after the day of the death provided that no application for transferring of the Membership is made by the next of kin in accordance with 6.4. Upon termination, all pending payments to the deceased Oriflame Brand Partner will be made to the authorised heir/-s of the Oriflame Brand Partner. Oriflame reserves the right to request documents proving the authorisation of the heir/-s as a condition of the payment.
- 3.5 Transfer of a Group or part of a Group is not allowed.

4. Responsibilities of a Brand Partner

General responsibilities

- 4.1 Oriflame Brand Partners shall comply with all laws, regulations and codes of practice applying to the operation of their membership, including with any tax laws and regulations regarding tax registration and filing. The Oriflame Brand Partners shall not engage in any activity which may bring either them or Oriflame into disrepute.
- 4.2 Oriflame Brand Partners must take appropriate steps to ensure the protection of all private information provided by a customer, a potential customer, another Oriflame Brand Partner, in accordance with the local laws that apply to privacy and data protection.
- Responsibilities towards customers
- 4.3 Oriflame Brand Partners shall not use misleading, deceptive or unfair sales practices.
- 4.4 From the beginning of the contact with a consumer, the Oriflame Brand Partner shall identify her-/himself and explain the purpose of her/his approaching a customer or the purpose of the occasion. The Oriflame Brand Partner shall ensure full transparency of her/his identity as Oriflame Brand Partner in any related communication, whether by email, a website, social media page etc. Clear name and contact information as well as information that the sender is not an Oriflame official representative must be provided. The word “Independent” shall also added before “Oriflame Brand Partner” on any identity representation such as e-mail signatures, business cards, on website, social media page and the like.
- 4.5 Oriflame Brand Partners shall offer their customers accurate and complete product explanations and demonstrations regarding price and, if applicable, credit terms; terms of payment; a cooling-off period, including return policies; terms of guarantee; after-sales service; and delivery dates. Oriflame Brand Partners shall give accurate and understandable answers to all questions from customers.
- 4.6 To the extent claims are made with respect to product efficacy, Oriflame Brand Partners shall make only those verbal or written product claims that are authorized by Oriflame.
- 4.7 For all product sales to its customers Oriflame Brand Partners shall deliver or make available to the customer a product order form which: identifies Oriflame, the Oriflame Brand Partner making the sale including their name, address and telephone number, all material terms of the sale, terms of guarantee and/or warranty, details and limitations or after-sales service, the duration of the guarantee and the remedial action available to the customer.

4.8 Oriflame Brand Partners shall not use any testimonial or endorsement that is unauthorised untrue, obsolete or otherwise inapplicable, unrelated to the offer or used in any way likely to mislead the customer.

4.9 Oriflame Brand Partners shall not use comparisons which are misleading. Points of comparison shall be based on facts which can be substantiated. Oriflame Brand Partners shall not unfairly denigrate any other company, business or product, directly or by implication. Oriflame Brand Partners shall not take unfair advantage of the goodwill attached to the trade name and symbol of another company, business or product.

4.10 Oriflame Brand Partners shall allow their customers to cancel an order within the local applicable cooling-off period and return for a refund any goods already delivered which are re-sellable as new. When a customer requests the Oriflame satisfaction guarantee to be honoured the Oriflame Brand Partner shall offer the customer the choice of a full refund of the purchase price or full credit for exchange with the same or another Oriflame product. The cooling-off period and Oriflame satisfaction guarantee shall be clearly communicated to customers.

4.11 The Oriflame Brand Partner will make personal, telephone or electronic contact in a reasonable manner and during reasonable hours to avoid intrusiveness. The Oriflame Brand Partner shall discontinue a demonstration or sales presentation upon the request of the consumer

4.12 The information the Oriflame Brand Partner gives to the consumer shall be provided in a clear and comprehensible manner with due regard to the principles of good faith in commercial transactions and the principles governing the protection of those who are unable, pursuant to national legislation, to give their consent, such as minors.

4.13 Oriflame Brand Partners shall not abuse the trust of individual consumers and shall respect the lack of commercial experience of consumers and shall not exploit a consumer’s age, illness, mental or physical infirmity, credulity, lack of understanding or lack of language knowledge.

4.14 Oriflame Brand Partners shall not induce a person to purchase products based on the representation that the customer can reduce or recover the purchase price by referring prospective customers to the Oriflame Brand Partner for similar purchases, if such reductions or recovery are contingent upon some future event.

4.15 Oriflame Brand Partners shall fulfill customer orders in a timely manner. Responsibilities towards other Oriflame Partners

4.16 Oriflame Brand Partners shall not steal an applicant from other Oriflame Brand Partners, nor interfere by soliciting Oriflame Brand Partners in the line of sponsorship of another Oriflame Brand Partner.

4.17 An Oriflame Brand Partner shall not misrepresent the actual or potential sales or earnings of Oriflame Brand Partners. Any earnings representations and sales figures must be: (a) truthful, accurate, and presented in a manner that is not false, deceptive or misleading, and (b) based upon documented and substantiated facts in the relevant market. Potential Oriflame Brand Partners must: (c) be informed that actual earnings and sales will vary from person to person and will depend upon the skills of the seller, the time and effort put in and other factors and; (d) be provided with sufficient information to enable a reasonable evaluation of the opportunity to earn income.

4.18 An Oriflame Brand Partner shall not charge other Brand Partners or

prospective Brand Partners fees for any non-Oriflame developed/sanctioned materials or services except fees to cover expenses directly related to non-mandatory training or meetings conducted by the Oriflame Brand Partner.

Any marketing materials developed by Brand Partners must be consistent with Oriflame policies and procedures. Oriflame Partners who sell approved, legally allowed promotional or training materials to other Oriflame Brand Partners:

(i) shall only offer materials which comply with the same standards to which Oriflame adheres, (ii) be prohibited from making the purchase of such materials a requirement of other Oriflame Brand Partners; (iii) provide sales aids at a reasonable and fair cost, without any significant profit to the Oriflame Partner, equivalent to similar material available generally in the marketplace; and (iv) offer a written return policy that is the same as the return policy of Oriflame.

4.19 Oriflame Brand Partners shall contact other Oriflame Brand Partners only in a reasonable manner and during reasonable hours to avoid intrusiveness.

4.20 Oriflame does not impose any conditions for minimum purchases, whether in quantities or in value, on its Partners. Similarly, an Oriflame Brand Partner shall not compel or force those he/she sponsors to order through him/her, order any minimum quantities or maintain stock of products. All Oriflame Brand Partners may order any quantities directly from Oriflame, but handling and courier fees may apply depending on order size. It is up to the individual Oriflame Brand Partner's judgment to determine if he/she should keep any stock, reflecting the anticipated sale / consumption. Oriflame Brand Partners shall not require or encourage other Oriflame Brand Partners to purchase unreasonable amounts of inventory or sales aides. An Oriflame Brand Partner shall not keep more stock than he/she could reasonably expect to sell or consume.

4.21 Oriflame Brand Partners shall not use the Oriflame network for marketing materials, products or schemes which are not officially approved by Oriflame and that are inconsistent with Oriflame's policies and procedures.

4.22 Oriflame Brand Partners shall not systematically entice or solicit direct sellers of another company.

4.23 Oriflame Brand Partners shall not unfairly denigrate another company's products, its sales and marketing plan or any other feature of another company.

4.24 The Oriflame Brand Partners do not have any employment relationship with Oriflame. When presenting the Oriflame Business Opportunity to others, the Oriflame Brand Partners must clearly state the independent character of this business and the fact that no employment with Oriflame exists.

4.25 The Oriflame Brand Partners have no authority to bind or assume obligations on behalf of Oriflame. They shall indemnify Oriflame in respect of any costs or damages arising from any noncompliance to these Rules.

4.26 An Oriflame Brand Partner may not place orders in the name of another Oriflame Brand Partner, without that Oriflame Brand Partner's prior written approval.

4.27 In building their Personal Group, the Oriflame Brand Partners shall ensure that all new Oriflame Brand Partners will follow the credit terms, if credit is offered.

4.28 In becoming a Sponsor, the Oriflame Brand Partner shall ensure that he/she trains and motivates her personally sponsored Oriflame Brand Partners.

4.29 An Oriflame Brand Partner may not be involved in interviews regarding, or referring to Oriflame with any media, whether by television, internet, radio,

magazines etc. nor utilise any advertising media (including viral advertising as SMS, internet etc) for the purposes of marketing of her Oriflame business without Oriflame's prior written consent.

4.30 The Oriflame Brand Partners shall not be involved in social media dialogues which misrepresent or give incorrect or misleading information about Oriflame, its products or services, or may generally lead to loss of reputation by Oriflame, please see below the Social Media Dialogue - 10 Golden Rules.

5. Other rules and policies

5.1. There are no exclusive territories or franchises available under the Oriflame policy. No Oriflame Brand Partner has the authority to grant, sell, assign or transfer such a territory or franchise. Every Oriflame Brand Partner is free to conduct his/her business in any area of the country of registration.

5.2 The Oriflame Brand Partner must respect that Oriflame operates in certain markets, and not in all countries worldwide, strictly observing its obligations re product safety, product registration, import and other rules that may apply to trade in the respective countries. Oriflame bears no responsibility for any damage, disputes or claims arising from or related to cross-border trade conducted by Oriflame Partners to countries outside of markets where Oriflame operates. Thus Oriflame will hold the Oriflame Brand Partner fully liable for any such claims.

5.3 An Oriflame Brand Partner is independent of Oriflame. The only title which may be used on business cards, other printed materials or in email communication is "Independent (Brand) Partner" or "Oriflame Independent (Brand) Partner" and when qualified "Independent Beauty Manager" and "Independent Beauty Director".

5.4 Promotional materials, Personal Beauty Store and any social media applications, provided by Oriflame can be used as specified without further approval. It is understood that the Oriflame Brand Partners cannot register or host a website or homepage with the domain name including the word "Oriflame". The Oriflame Brand Partners can drive traffic to official Oriflame websites, blogs walls and the like. Oriflame reserves the right to pre-approve the material that will be published. The policy for online presence of Oriflame Brand Partners is further described in the Partner Online Policy below (Appendix 2).

5.5 Oriflame trademarks, logos and name are the property of Oriflame Cosmetics AG and may not be used by the Oriflame Brand Partner, neither in printed materials nor published on the Internet, without prior written consent from Oriflame. If such consent is obtained, trademarks and logos must be used exactly as stated in the Oriflame guidelines.

5.6 No Oriflame Brand Partner may produce or procure from any source other than Oriflame any item upon which the trademarks or logos are printed or displayed, unless approved by Oriflame in writing.

5.7 All Oriflame printed material, videos, photographs, design are protected by copyright and may not be reproduced in whole or in part by anyone, neither in printed materials nor published on the Internet, without prior written approval from Oriflame. When copyrighted material is legitimately used it is mandatory that reference to the Oriflame copyright is made in a visible and unambiguous way.

5.8 No Oriflame Brand Partner shall sell to, sell in, demonstrate, or display Oriflame products in any retail outlet, web shop, auction platform or the like. No

Oriflame literature may be sold or displayed in such retail outlets. Establishments which technically are not retail outlets, such as beauty parlours, may be used as venues to display, but not sell the products.

5.9 The contents of the Oriflame websites such as text, graphics, photographs, designs and programming are also copyright protected and may not be utilised for any commercial use without prior written approval from Oriflame.

5.10 Spamming (the abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages) is strictly prohibited. An Oriflame Brand Partner shall limit the number of promotional emails sent to end-customers so that any individual recipient does not receive more than one message per week. These messages cannot be sent on behalf of Oriflame and therefore full responsibility for contents lies on the sender.

5.11 Under no circumstances is any person authorised to repackage or in any way alter the packaging or labelling of the products. Oriflame products are to be sold in their original packaging only.

5.12 The Oriflame products do not cause damage or injury if they are used for their intended purpose and in accordance with instructions provided. Oriflame carries product liability insurance on its products. The insurance covers injury or damage where a faulty product is involved, but does not cover careless or negligent application or improper use of a product.

5.13 Oriflame reserves the right to deduct, at any time, any overdue invoices from any earnings or bonuses due for payment to the Oriflame Brand Partner.

5.14 Oriflame has the right to change its prices and range without prior notice.

Oriflame will not give bonuses or any other compensation for any losses suffered due to price changes, range changes or products being out of stock.

5.15 If requested upon termination of a Brand Partner's relationship with Oriflame, Oriflame agrees to:

(a) repurchase products from the Brand Partner. All of the following conditions must be met for Oriflame to grant a refund:

- returns must be made within 12 months from date of purchase, and

- will be refunded at 90% of the original net price paid after deduction of any earnings, bonuses or cash awards paid to the network, and

- items returned must be currently marketable Oriflame inventory including any Oriflame produced promotional materials, sales aids or kits,

For the purposes of this clause (a), currently marketable Oriflame inventory means any products that:

- have not been used, opened or tampered with in any way; and

- have not passed the expiry date; and

- are still marketed by Oriflame in its catalogues.

5.17 If an Oriflame Brand Partner in any way is involved, legally or otherwise, in any dispute or activity that may involve or negatively affect Oriflame or its reputation, such Oriflame Brand Partner must immediately inform Oriflame.

5.18 Oriflame reserves the right to expand or revise the Oriflame Success Plan, qualification criteria, or the Code and Rules with immediate effect.

6. Rights and responsibilities of Directors and any higher levels

In addition to the general rules above that apply to all Oriflame Brand Partners, the following rules apply specifically to Directors and up. Violation of any of these special rules will result in immediate loss of Directors (and above) status and any

underlying privileges - including any related remuneration - and may even result in termination of membership.

6.1 As a Director (and above) you must service your Personal Group Partners during each Catalogue Period by:

a) Recruiting and continuously developing your Personal Group.

b) Assisting, guiding and motivating the members of the Personal Group.

c) Conducting periodic meetings to train, motivate, set goals and to follow up.

d) Training your downline Oriflame Brand Partners to best conduct their Oriflame business.

e) Maintaining frequent communication, informing about meeting dates, venues, product news, training sessions, etc.

f) Participating in all seminars and meetings organised by Oriflame.

g) Enforcing the Code and the Rules and leading by example.

h) Attending business meetings with Oriflame that you are called upon to attend by your Area Sales Manager.

6.2 A Director (and above) may not represent (and/or be a member of) any other social selling company.

6.3 If the spouse of a Director (and any higher level) is a representative and/or a member of any other social selling company, the spouse is not allowed to participate in any Oriflame meetings and events, and the spouse's activities must be kept separate from Oriflame. The Directors (and above) must inform Oriflame if the spouse is a representative and/or a member of any other social selling company.

6.4 In case of a Director (and above)'s death, a Membership may be inherited by the Director (and above)'s next of kin in accordance with the law of the applicable country. Written claim for the Membership must be made within 3 months from the date of the death. In the absence of any such claims, the Membership will be terminated. For clarity, the legal beneficiary of the Membership must agree and comply with the terms and conditions of being a partner.

6.5 A Director (and above) must follow any additional rules or instructions communicated in writing by Oriflame from time to time.

7. Complaint handling procedure

Any complaint based on breaches of the Code of Ethics or Rules of Conduct shall be addressed to the local Oriflame sales organisation and/or the Managing Director of the Oriflame company operating in the country in question. The complaint handling body in each Oriflame market is lead by the Managing Director (Oriflame Code Administrator) of the local Oriflame company.

Appendix 1

Communication guidance

When approaching a customer/potential Oriflame member:

Do:

- Identify yourself and Oriflame
- Explain the purpose of your solicitation and the types of products Oriflame has
- Try to answer any and all questions in a fair, truthful and understandable way
- Only make claims about the products that are authorised by Oriflame. Refer your contact to the Oriflame website where she can read more about the products and the claims;
- Respect the privacy and other personal restraints the person may be under (e.g. time, place, age, physical condition)
- Stop any explanation (and leave) if asked to do so
- Only collect and/or store personal data of customers or potential customers when it is required and ensure you handle and protect that personal data in accordance with local laws on privacy and personal data protection
- Whenever you are selling Oriflame products:
 - inform the customer about the correct price of the products, terms of payment and delivery date
 - give your customer a written order form at the time of sale
 - inform the customer about her cooling-off period to cancel an order within a specified time and also her right to return and get a refund for products delivered which are re-sellable as new
 - Oriflame's product guarantees, after-sales service and compliant handling procedures.
- When presenting to potential partners:
 - inform them that actual earnings and sales will vary from person to person and will depend upon the skills of the seller, the time and effort put in and other factors; and
 - provide them with sufficient information to enable a reasonable evaluation of the opportunity to earn income.

Always feel free to remind your contact about the fact that Oriflame is a reputable social selling company that focuses on the development of innovative products in a sustainable way. Oriflame offers quality products and the ability to build a business. The business opportunity provides an independent, fun and flexible way of improving one's financial position while enhancing one's abilities and self-esteem.

Do not:

- Push the customer to buy or join – it is OK if they don't; they may still come back to you if you have made an impression of professionalism and have treated them fairly
- Overstate the product features – fairly and honestly present your experience using a product; always refer to the product leaflet or another information provided by the company
- Overstate any facts about:
 - the use, features and characteristics of the Oriflame products
 - the income opportunity Oriflame offers (in terms of e.g. time and easiness to reach levels, expected amounts earned at each level and generally the easiness and likelihood of being successful – remember, it all depends on the time and effort one is willing to put in and an individuals' personal skills!
 - your own success and experience with Oriflame or use someone else's statement of success which is not true or which is misleading
- Lie, mislead or deceive or be aggressive, intrusive or disrespectful
- Hesitate to tell your contact if you do not have, or are not sure about the answer to her question and contact the Oriflame Sales Support to clarify the question; then return to her with a correct answer
- Use improperly or without the required authorisation the personal data of customers, other Oriflame partners and or potential Oriflame members
- Use comparisons with other companies which are not based on facts that cannot be verified
- Unfairly damage the reputation of another company or systematically entice or solicit the sales force of another company
- induce a person to purchase goods based on a statement the person can reduce or recover the purchase price by referring other customers to you for similar purchases

Appendix 2

Partner online policy

This policy serves to clarify how Oriflame Brand Partners can shape their presence on the Internet without interfering with Oriflame's brand building activities or breaching copyright related laws, rules and agreements.

1. General

Oriflame offers its Brand Partners the possibility to set up Partner Personal Beauty Store (PBS) as well as various other centrally provided tools to sell and promote the Oriflame products and business opportunity on the Internet.

These applications are today the only approved digital tools where the Brand Partners can offer products for sale as well as displaying images and logotypes for which Oriflame is the rights owner.

Brand Partners are also allowed to host websites on which they communicate around Oriflame, its products and opportunity as long as it is clearly stated that these are not official Oriflame sites. At all times it must be transparent who is behind the site and relevant contact details must be visible. The Brand Partner should communicate in her own words and may only quote Oriflame texts by clearly referring to the source.

A Brand Partner may not build e-commerce sites on which Oriflame products are sold or otherwise conduct e-commerce outside of the approved Oriflame applications.

2. Domain name

Brand Partners may not register domain names containing the word "oriflame". The Brand Partner shall not register a social media page/group with name and picture that can mislead the consumer to believe that the page is an official Oriflame page/group:

- A social media (e.g. Facebook, VKontakte, Instagram) page/group name and picture shall clearly state that it is operated by an individual, e.g. "Anna's Oriflame Team" with Anna's own image.

- A social media page, group name shall not be named e.g. "Oriflame Casablanca" with an official Oriflame image e.g. Oriflame logo, Oriflame images.

3. Disclaimer

Brand Partners that host websites of their own and mention that they are part of Oriflame must make sure to clearly publish information that they are either

- a) Independent Brand Partners for Oriflame
- b) Independent Oriflame Partners

This information must be published clearly on the start page as well as under a disclaimer that is visible on all pages of the website. Name and contact information should be available on the website or in the account information for a social media page.

If a Brand Partner has a private website without Oriflame affiliation this policy is of course void.

4. Content & references to Oriflame

No content is to be copied from the official Oriflame website and published under the Partner's own name. If a Brand Partner links official Oriflame content to his/her own site from an Oriflame-owned domain this must be clearly stated.

5. Images

A Brand Partner may not take still or moving image material from an official Oriflame site and publish on his or her own site. All image material is copyright protected, and Oriflame has acquired the rights to use it. These rights are not extended to

Brand Partners.

- Moving images; videos etc: May be used through sharing function if and when available. The sharing function provides automatic reference to the source site.
- Images of models or persons: May be used through sharing function if and when available. The sharing function provides automatic reference to the source site.

- Images of Oriflame products: May be used with our without sharing function as long as the source site is mentioned in a visible and unambiguous way (for example: "source: www.oriflame.com 2012").

Any claims from a 3rd party that may be addressed to Oriflame will be transferred to the Brand Partner.

6. The Oriflame Logo

The Oriflame logo may be used in the formats that can be found on official Oriflame websites. The logo may not be altered or animated and can only be used as page header or footer, as well as in email signatures in its original format.

7. Social media sharing

Oriflame encourages presence on blogs, social networking sites and similar. Brand Partners are encouraged to blog and leave comments about Oriflame products where they deem it appropriate, but must adhere to the Code of Ethics' section 1.3 above re product claims. To as large an extent as possible we recommend that the Brand Partner uses the sharing functions provided by Oriflame in order to secure correct display and source information.

8. Search engine marketing

Brand Partners may conduct search engine marketing, such as Google Adwords, if the Oriflame rules of online presence

are followed. In addition;

- The ad must clearly indicate that it was created by an Independent Partner

- The heading should not give an impression that it is an official or in any way endorsed ad by Oriflame, and;
- It is prohibited to use "Oriflame" as a keyword.

Please take into consideration that each buyer of e.g. Adwords is responsible for any infringement against any other brand owner.

9. Training fees

Brand Partners are not permitted to charge fees for online trainings and webinars, beyond the direct cost of conducting the event itself.

10. Selling online

Brand Partners are only permitted to sell Oriflame products online through approved Oriflame applications, such as their own Personal Beauty Store.

Brand Partners are not permitted to sell Oriflame products via retail websites or online marketplaces.

11. Spamming

Spamming – the indiscriminate sending of unsolicited bulk messages – is strictly prohibited

For more practical information and examples on how to follow the Partner Online Policy please have a look at the Partner Digital Handbook.