

Required Disclaimers on Independent Consultant-Produced Materials, Online Content, or Advertisements

When promoting the Arbonne Opportunity or sharing product results, Independent Consultants are required to provide the disclaimer(s) that coincide(s) with the statements they are making. The disclaimers provide reasonable expectations of what the average person can expect when building an Arbonne business and/or using the Arbonne products. Using the appropriate disclaimers will help ensure you are not misleading anyone when promoting the Arbonne Opportunity and products.

Disclaimers must be **CLEAR AND CONSPICUOUS** on all IC-created materials including digital advertising, social media posts, training materials, videos, and website/blog content, regardless of space constraints (and should also account for platform limitations).

Please make sure you are using the appropriate required disclaimers in the chart below. Depending on the scenario, you may be required to use more than one disclaimer.

SCENARIO	REQUIRED DISCLAIMER
Posting or sharing advertisements (e.g., flyers, events, exclusive offers, directory listings, etc.) that are not making income, lifestyle, or product claims.	This advertisement has been produced by [first and last name], an Arbonne Independent Consultant, and has not been prepared or provided by Arbonne.
Sharing actual earnings, promotions, and incentive trips in social media posts.	There are no guarantees. Results are different for everyone. Annual typical earning statement available at iccs.arbonne.com .
Posting photos of the white Mercedes-Benz and/or the lifestyle you and others have because of your Arbonne businesses.	There are no guarantees. Results are different for everyone. Annual typical earning statement available at iccs.arbonne.com .
Promoting the Arbonne Opportunity, SuccessPlan, income, or lifestyle opportunities in IC-created materials (e.g., flyers, newsletters, videos, training documents, etc.).	<p style="text-align: center;">[Include disclaimer at the bottom of the document or at the end of a video.]</p> <p>This consultant-created training material (or advertisement) has been produced by [first and last name], Arbonne Independent Consultant, and has not been prepared or provided by Arbonne. Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful. Each Independent Consultant's results are dependent on their 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. The annual typical earning statement is contained in the Arbonne Independent Consultant Compensation Summary (ICCS) available at iccs.arbonne.com.</p>

<p>Sharing product claims or your healthy living results (whether on social media sites or in personally-created materials).</p>	<p>The typical results are different for everyone. Results vary depending on individual effort, body composition, age, eating patterns, exercise, and the like.</p>
<p>Making product claims and sharing testimonials referring to the beneficial effects of Arbonne nutrition products.</p> <p>The US Federal Drug Administration (FDA) requires a disclaimer to be provided any time beneficial effects of products are shared. They also have guidelines on the placement of the disclaimer.</p>	<p>[When the disclaimer comes <u>directly</u> below the claim, use Example A. If the disclaimer does <u>not</u> come directly below the claim (e.g., when there's additional text after the claim), use Example B (Note that in Example B, the disclaimer will also need to be in a box and in bold).]</p> <p>Example A:</p> <p>Arbonne Essentials[®] Protein Shake Mix is supplemented with 24 essential vitamins and minerals to support healthy living inside and out. Protein promotes satiety.</p> <p>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</p> <p>Example B:</p> <p>Arbonne Essentials[®] Protein Shake Mix is supplemented with 24 essential vitamins and minerals to support healthy living inside and out.[‡] Protein promotes satiety.[‡]</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>[‡]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</p> </div>
<p>Promoting Arbonne products or the Arbonne Opportunity via blogs, websites, or digital marketing channels.</p>	<p>[Display disclaimer clearly at the bottom of every page or section that includes Arbonne content.]</p> <p>This website is owned and operated by [first and last name], an Arbonne Independent Consultant, and is not endorsed by Arbonne. Any opinions expressed on this website are made by and the responsibility of the Independent Consultant and should not be construed as a representation of the opinions of Arbonne. Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful, as each Independent Consultant's results are dependent on their 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. The annual typical earning statement is contained in the Arbonne Independent Consultant Compensation Summary (ICCS) available at iccs.arbonne.com.</p>

For complete information, please refer to **3.12 Required Disclaimers on Independent Consultant-Produced Materials, Online Content, or Advertisements; 3.13 Medical Claims & Product Testimonials; 3.14 Income & Lifestyle Representations; and 4.5 Blogs, Websites & Digital Marketing** in the Policies & Procedures manual.

