



UK RULES OF CONDUCT

Introduction

Congratulations! As an Herbalife Nutrition Independent Member, you are now part of a community of like-minded people who are driven by a purpose – to make the world healthier and happier. As global leaders in the nutrition industry, we have the responsibility to operate with ethics and integrity. As such, please review these Rules of Conduct¹ to help you on your journey.

Most Members join to enjoy a discount on Herbalife Nutrition products while striving to achieve their personal nutrition and weight-management goals. If that’s the reason you joined, then you need only focus on the first few pages of our Rules. If now, or at some time in the future, you wish to start your business, take the time to read and understand each Rule.

Because we know some aspects of running a business can be complicated, there is a team of people here at Herbalife Nutrition standing by to help you. If you have questions, you can reach them at 03450 560606.

Whatever your goals – better nutrition or better nutrition and extra income – we hope you find your Herbalife Nutrition Membership rewarding.

Best wishes for your success,

Your Herbalife Nutrition Team

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¹ Herbalife Nutrition has the sole and absolute discretion to change the Rules of Conduct and issue other rules, policies and advisories from time to time (altogether the “Rules”). However, the changes and new Rules will be prospective, which means they will not be applied to past behavior. Herbalife Nutrition may impose any corrective action or sanction to address any breach of the Rules, and we reserve the right to waive, fully or partially, any breach of any Rule.

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1.1 APPLYING TO BECOME A MEMBER

An individual applying to become an Herbalife Nutrition Independent Member (“Applicant”) must:

1. Be sponsored by an Herbalife Nutrition Independent Member (“Sponsor”);
2. Purchase the Herbalife Nutrition Member Pack (HMP);
3. Fill out and submit an Herbalife Nutrition Membership Application and Agreement (“Application”); and
4. Have the Application accepted by Herbalife Nutrition.²

1.1.1 Restrictions on Purchase Requirements

The only required purchase to become a Member is the HMP which is sold to a new Member at cost without markup or profit to the Sponsor.

The HMP may not be combined with other products, services or materials. Sponsors may not require Members to purchase:

- An inventory of products.
- Materials, products or services, whether or not produced by Herbalife Nutrition.
- Admission tickets to attend seminars, meetings or other events.

In addition, under the UK Trading Schemes Regulations (1997) Members may not pay or commit to pay in excess of £ 200 within the first 7 days from the date of entering into the Membership Application and Agreement. This includes the purchase of Herbalife Nutrition products, literature, sales aids etc.

1.1.2 Debt Discouraged

One of the benefits of an Herbalife Nutrition business is that it is inexpensive: The only required expense is the purchase of an HMP. Members are encouraged to build their business debt-free. Members who elect to retail products and/or build Member organizations don't need to invest in large inventories or incur burdensome debt.

Herbalife Nutrition strongly discourages incurring debt or obtaining loans to pursue the Herbalife Nutrition opportunity. Money loaned or granted for any purpose not specifically related to Herbalife Nutrition (including educational loans or grants) may not be used in the operation of an Herbalife Nutrition business.

1.1.3 One Membership Permitted Per Person

An individual may own, operate, and support only one Membership, except as permitted by the [Married Couples and Members who Marry](#), [Separation, Divorce, and Dissolution of Life Partner Relationship](#) and [Inheritance](#) Rules. (See Rules [2.1.4](#), [2.3](#) and [2.4](#)) If an individual submits more than one Membership Application, the first Application received and accepted is the valid Membership.

1.1.4 Annual Membership Services Fee

Members are charged an Annual Membership Services Fee (“Fee”) for Herbalife Nutrition computer processing and other services. The Fee must be received from the Member and may not be paid by another Member. If a Member does not pay the Fee by the anniversary date of the original Application, the Membership is terminated. Herbalife Nutrition tries to remind Members by mail/electronic mail of the deadline for payment. However, the Member is responsible for paying the Fee on time.

1.1.5 Acceptance/Rejection of Fee

If a Member has violated the Rules, Herbalife Nutrition may refuse to accept payment of the Fee, in which case the Membership will be terminated, and Herbalife Nutrition will refund payment of the Fee.

1.1.6 Communications with Herbalife Nutrition

Members must provide a permanent home or business address to Herbalife Nutrition and keep all contact information current in Herbalife Nutrition's records. All documents and statements submitted to Herbalife Nutrition must be complete, truthful, and submitted in a timely manner.

² Herbalife Nutrition reserves the right to accept or reject any Application in its sole and absolute discretion. Until the Application is accepted, the Applicant is granted a revocable license to buy and sell Herbalife Nutrition products.

1.1.7 Proper Purchasing

Only products purchased directly from Herbalife Nutrition count towards qualification, earnings and benefits under the Sales & Marketing Plan.

Members may not place or pay for orders on behalf of other Members.³

1.1.8 Payment

Submitting Payments:

Members must ensure that all payments submitted to Herbalife Nutrition are authorized and sufficiently funded. Members may not use the credit cards, personal checks or any other form of payment from their Members, retail customers or other individuals to pay for orders purchased from Herbalife Nutrition.

Members are financially liable for payments that are rejected for any reason.⁴

Herbalife Nutrition may restrict a Member's buying privileges for violations of this Rule and make volume and earning adjustments to settle disputed charges.

Accepting Payments:

When accepting payments online or via mobile, Members:

- **Must Incorporate a secure payment system.** For example:
 - Square, Flint, Spark Pay, iZettle or PayPal Here⁵
- **Must Implement appropriate security measures to protect customer credit card or payment information⁶ from unauthorized disclosure, access or compromise.** For example:
 - Never emailing or text messaging customer credit card or payment information, as these communication methods are not secure methods for transmitting credit card or payment information.
 - Always storing customer credit card or payment information in a centralized and protected location.
 - Regularly purging customer credit card or payment information when it is no longer needed or authorized for use by the customer.
 - Properly disposing hard copies of customer credit card or payment information by shredding, burning or pulverizing the data.
 - Staying up to date with, and complying with, data protection standards provided by law.
- **Must Comply with the latest Payment Card Industry Security Standard (PCI-DSS) applicable for credit and debit card payments.⁷** Using a payment solution that is up to date with the security standards required by PCI-DSS will ensure the transmission, processing, and storage of the customer's debit and credit card data is handled consistently with the payment card industry's required best practice security standards.

³ This rule applies unless Herbalife Nutrition requests and receives written authorization from the Member for payment to be made by another person. Written authorization may only be given for one specific order.

⁴ A Member whose payment is returned for insufficient funds may be surcharged by Herbalife Nutrition.

⁵ The secure payment systems provided as an example are for small to medium size businesses.

⁶ Customer credit card or payment information includes: credit card numbers, security codes & expiration dates, bank account numbers, checks, and other payment information, including receipts, logs or registers that include such information.

⁷ Examples of protective security standards required by PCI include, but are not limited to firewalls, and data encryption. Visit <https://www.pcisecuritystandards.org/> for more information regarding the PCI-DSS requirements.

2.1 MEMBERSHIP ELIGIBILITY

2.1.1 Members Must Be Individuals

Herbalife Nutrition only accepts Applications for Membership in the name of individuals. However, Members may have their Herbalife Nutrition earnings paid to a partnership or corporation by submitting a written request to the Herbalife Nutrition Member Services Department (“Member Services”).⁸ The Membership will remain in the name of the individual, and the earnings of the Membership will be reported in the name and tax identification number of the individual Member.

2.1.2 Dual Memberships

If Herbalife Nutrition determines that a Member, spouse, Life Partner, or other individual participating in a Membership has submitted more than one Application, or has worked or assisted in the development of another Membership, Herbalife Nutrition has the sole and absolute discretion to:

- Terminate or place conditions on one or both of the Memberships.
- Impose penalties or sanctions on the Memberships and/ or Sponsors.
- Adjust the volume and compensation of either or both sponsoring organizations for any period prior to the transfer or deletion of the Membership.
- Take other action it deems appropriate.

In cases of dual Memberships and similar violations, the Member may be allowed to continue as an Herbalife Nutrition Member, but must do so in the proper line of sponsorship as determined by Herbalife Nutrition. Herbalife Nutrition will determine the disposition of the deleted Membership’s downline lineage.

2.1.3 Membership Minimum Age

A person must be at least 18 years old to apply for Membership or participate in another Member’s Herbalife Nutrition business.⁹

2.1.4 Married Couples and Members Who Marry

Married couples and Life Partners¹⁰ may participate in only one Membership. If two Members marry each other, one Membership must be relinquished. If two Members enter into a Life Partner relationship with each other one Membership must be relinquished. The only exception to this Rule is when each Membership is at Supervisor level or greater at the time of marriage or entering into the Life Partner relationship. In this case, each spouse or Life Partner may continue to operate his or her individual Membership.

2.1.5 Recognition of Spouse or Life Partner

A Member may add their spouse or Life Partner to their Membership record to support them in the business and for recognition purposes¹¹. Members must inform their spouse or Life Partner that they have provided this information to Herbalife Nutrition and must refer them to Herbalife Nutrition’s online Privacy Policy for further information. The Member will remain the Member of record. However, in the event the Member separates from their spouse or Life Partner, the Member’s ownership or entitlement of the Membership may be impacted¹².

2.1.6 Activities of a Spouse or Life Partner

A Member is responsible for the acts of their spouse or Life Partner, whether or not the spouse or Life Partner participates in the Membership and whether or not the Member was aware of the spouse’s or Life Partner’s actions. The spouse and Life Partner must comply with the Rules and laws related to the Herbalife Nutrition business. For example, a Member will be responsible if their spouse or Life Partner solicits or promotes another Multilevel Marketing (MLM) or direct-selling opportunity to any Herbalife Nutrition Member or customer.

⁸ Member Services may be reached by calling 03450 560606.

⁹ Minimum age requirements vary from country to country. For age requirements in other countries, contact Member Services.

¹⁰ Life Partner: A person designated by an Member as their Life Partner on the “Add Life Partner Request Form”. Forms are available through Member Services.

¹¹ As an example, recognition allows Herbalife Nutrition event attendance and recognition for new business and Marketing Plan achievements.

¹² In the event of a separation/divorce or dissolution of Life Partner Relationship where a legal and/or financial aspect of the Membership becomes disputed, whether the spouse or Life Partner is added to the account or not may impact the local court’s decision.

Herbalife Nutrition reserves the right to terminate a Membership if the spouse or Life Partner engages in activities which, in Herbalife Nutrition’s opinion diminish, damage, or weaken the reputation of Herbalife Nutrition or its products.

2.1.7 Former Participant in Membership

A Former Participant (meaning a former Member, spouse, Life Partner or an individual who participated in a Membership) must fulfill the Period of Inactivity requirements before reapplying for Membership under a different Sponsor or assisting any other Membership. ([See Rule 2.1.9](#))

2.1.8 Disclosure of Former Membership

If a Former Participant applies for a new Membership, the Former Participant must notify Herbalife Nutrition at the time of application and provide the former Membership ID number. A Membership may be terminated if the Member fails to inform Herbalife Nutrition of activity in another Membership or makes misrepresentations regarding it.

2.1.9 Period of Inactivity

The Period of Inactivity is a waiting period where Former Participants (meaning a former Member, spouse, Life Partner, or an individual who assisted in a Membership) may not participate in the Herbalife Nutrition business in any way prior to changing Sponsors.

Waiting Period:

- Supervisors and below: one year
- World Team and above: two years (at time of deletion – from resignation or expiration of the Annual Membership Services Fee)

During the waiting period, Former Participants may not:

- Be involved in an Herbalife Nutrition business in any way.
- Sell any Herbalife Nutrition products or Materials.
- Sponsor or offer the Herbalife Nutrition opportunity.
- Promote, assist or support any Membership.
- Attend any Herbalife Nutrition or Member trainings or meetings.
- Visit Nutrition Clubs, unless they are only acting as a customer and are not involved in the Herbalife Nutrition opportunity in any way.
- Purchase products other than for personal use.

The Period of Inactivity is calculated as follows:

Example 1: Member Resigns		
	Supervisors and Below	World Team and Above
Membership Agreement (Application) Date	January 1, 2020	January 1, 2020
Membership Resignation Date	August 28, 2021	August 28, 2021
Period of Inactivity Timeframe	August 28, 2021 - August 27, 2022	August 28, 2021 - August 27, 2023
Date the Member would be eligible to sign a new Agreement under a different Sponsor	August 28, 2022	August 28, 2023

Example 2: Member Does Not Pay Annual Membership Services Fee		
	Supervisors and Below	World Team and Above
Membership Agreement (Application) Date	January 1, 2020	January 1, 2020
Date Annual Membership Services Fee is due (anniversary date) but is not paid	January 1, 2021	January 1, 2021
Period of Inactivity Timeframe	January 1, 2021 – December 31, 2021	January 1, 2021 – December 31, 2022
Date the Member would be eligible to sign a new Agreement under a different Sponsor	January 1, 2022	January 1, 2023

After the Period of Inactivity, the Former Participant may apply for a new Membership under another Sponsor.

Exception to Period of Inactivity

If the Former Participant wishes to apply for a new Membership under the original Sponsor and that Sponsor has remained in the original organization, Herbalife Nutrition may waive the waiting period.

2.2 TRANSFERRING YOUR MEMBERSHIP

2.2.1 Assignment, Sale, or Transfer of Membership

The assignment, sale, or transfer of any right or interest in a Membership is not permitted without prior written consent by Herbalife Nutrition in its sole and absolute discretion.

A Member may not transfer a Membership in order to circumvent the Rules or the law. If Herbalife Nutrition becomes aware that the former Member (Transferor) and/or the Transferor's spouse or Life Partner has engaged in conduct or activity that would violate the Rules after granting the transfer request, Herbalife Nutrition may apply sanctions to the transferred Membership.

2.2.2 May Only Be Assigned or Transferred to a Non-Herbalife Nutrition Member

A Membership can only be assigned or transferred to an individual who is not a Member, except as allowed by [Rule 2.4](#). Herbalife Nutrition will not consider a transfer request if the proposed Member (Transferee) has been involved in the Herbalife Nutrition business in any way in the previous 12-month period.

2.2.3 Status and Benefits

The achievements of a Member are personal, and if an assignment or transfer is approved, the status and benefits achieved by the Member may not be transferred with the Membership. The Transferee may be required to achieve all qualifications for status and earning requirements after the assignment or transfer is made. This includes Supervisor status, TAB Team status, vacation qualifications or any other rights of the individual Member.

2.2.4 Responsibility After Transfer

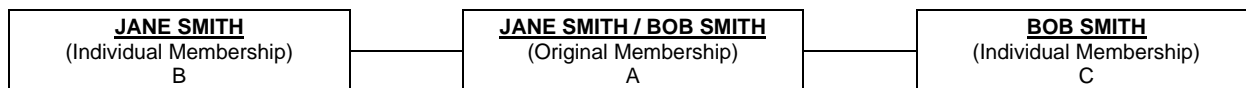
After transfer of the Membership:

- The Transferee shall be responsible to Herbalife Nutrition for any and all violations of the Rules committed by or on behalf of the Transferor in connection with the Membership.
- For a period of six months following the effective date of the transfer, acts by the Transferor and/or the Transferor's spouse, or Life Partner which would violate the Rules if the Transferor were still a Member, shall be treated as though the violations were the Transferee's violation.

2.3 SEPARATION, DIVORCE, AND DISSOLUTION OF LIFE PARTNER RELATIONSHIP

2.3.1 Establishing a New Membership

If a Member's spouse or Life Partner wishes to continue in the Herbalife Nutrition business during divorce proceedings or immediately after a divorce, or dissolution of a Life Partner relationship, the Member and spouse / Life Partner each must start a new separate Membership under the original Member's Sponsor. Herbalife Nutrition will deactivate the buying privileges of the original Membership and credit each new separate Membership with the business activity of the original Membership through an "Association." ([See Rule 2.3.4](#)) Each Member must use the ID number in his or her business.



The original Membership and its downline cannot be divided between the Member and the former spouse / Life Partner. For example they may not "divide" the Membership giving each person a 50% ownership.

Herbalife Nutrition must receive the following documents to establish a new Membership:

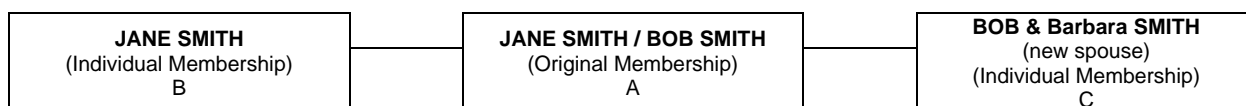
From a Divorcing Couple

- Newly completed and signed Agreements, for the Member and the spouse, sponsored by the Sponsor of the original Membership.
- A signed and notarized Divorce and Separation Form
- A copy of the Petition for Dissolution of Marriage, Settlement Agreement, or final divorce judgment.
- Newly completed and signed TAB Team Production Bonus Acknowledgment Forms, for the Member and spouse, reflecting the ID number of the new separate Membership (TAB Team level Memberships only).

From Partners in Dissolution of Life Partner Relationship

- Newly completed and signed Agreements, for the Member and Life Partner, sponsored by the Sponsor of the original Membership.
- A signed and notarized Dissolution of Life Partner Relationship Form from both parties. (If both parties do not provide the signed and notarized Form, a court order indicating that the relationship has ended, will be required).
- Newly completed and signed TAB Team Production Bonus Acknowledgment Forms, for the Member and Life Partner, reflecting the ID number of the new separate Membership (TAB Team level Memberships only).

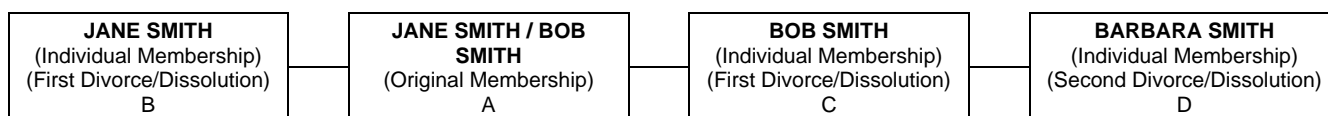
If a Member remarries or designates a new Life Partner, that person's new spouse or Life Partner may be added to the Member's new separate Membership to support the Member in the business and for recognition purposes.



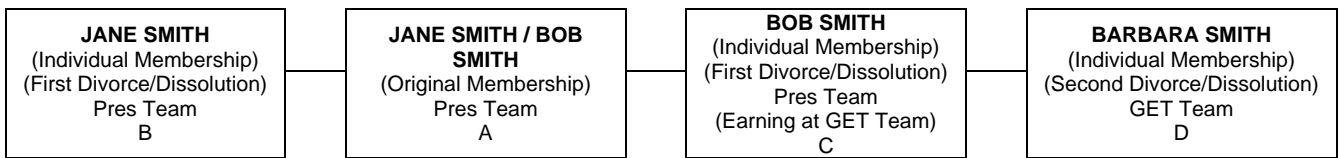
More than one Dissolution or Divorce:

Herbalife Nutrition will only associate one set of dissolved or divorced Memberships. In case of more than one Divorce or Dissolution of Life Partner Relationship, the dissolved Life Partner or divorced Spouse may establish a separate Membership, but the Membership will have no association.

For example, if Bob and Barbara divorce, Barbara may start a new separate Membership ("D") under the original Membership Sponsor, but it will not be associated to Bob's Membership ("C").



The Sales & Marketing Plan level of Barbara's Membership ("D") will be established based upon the business activity achieved under Membership ("C"). For example, the business activity of Membership ("C") is earning at GET Team, so Barbara's new Membership ("D") will be established at GET Team level.



2.3.2 Requests to Modify the Original Membership

Herbalife Nutrition will accept requests to make changes to the original Membership. All requests must be signed and notarized by both parties unless Herbalife Nutrition receives a certified copy of the court's final divorce judgment.

Removing a Spouse or Life Partner's Name: Herbalife Nutrition must receive a completed Request to Remove Spouse Form, or a Request to Remove Life Partner Form to remove the name of a spouse or Life Partner from the Membership record.

Payments: Herbalife Nutrition must receive a completed Request to Pay Form to make payment changes. Subsequent requests must be signed and notarized by both parties. The income statements for the original Membership will be mailed to the address of record unless both parties submit a signed and notarized letter of instruction.

Transfers: Herbalife Nutrition must receive a completed Divorce and Separation Form, or Dissolution of Life Partner Relationship Form, to transfer a Membership to someone who is not the Member, a former spouse or former Life Partner.

If a Member transfers a Membership and decides to establish a new Membership:

- The new Membership must operate independently from the original.
- Advancement within the Sales & Marketing Plan, Royalty Overrides, Production Bonuses and other earnings will be based solely on the achievements of the new Membership.

For Herbalife Nutrition to accept the new Application within one year of the transfer:

- The Sponsor of the original Membership must sponsor the new Membership.
- The new Membership's status will be equal to the status of the original at the time of the transfer.

If the Membership to be transferred is associated with another Membership as a result of a previous divorce, the transferred Membership will no longer be associated with that Membership.

2.3.3 Joining Under a Different Sponsor/Participating in Another Membership

To join under a different Sponsor, the Member or spouse or Life Partner must provide Herbalife Nutrition with the following required documents:¹³

From a Divorcing Couple

- A newly completed and signed Agreement.
- Signed and notarized Divorce and Separation Form.
- Copy of the Petition for Dissolution, Settlement Agreement, or final divorce judgment, or documentation from a court which declares an interim determination that the material community has ended.

From Partners in Dissolution of Life Partner Relationship

- A newly completed and signed Agreement.
- Signed and notarized Dissolution of Life Partner Relationship Form from both parties. (If both parties do not provide the signed and notarized Form, a court order indicating that the relationship has ended, will be required.)

In addition, the Member or spouse or Life Partner must comply with the Period of Inactivity. The Period of Inactivity will be determined as stated in [Rule 2.1.9 \(Period of Inactivity\)](#) or by the issuance date of the court document received, whichever is later.

Note: Establishing a new Membership under a different Sponsor requires the purchase of a HMP, and benefits will begin at a 25% discount with no association to the original Membership.

¹³ Forms and Applications are available through Member Services.

2.3.4 Divorce and Dissolution of a Life Partner Relationship and the Herbalife Nutrition Sales & Marketing Plan

Total Volume: The individual Memberships will receive Volume Point credit from the original Membership to combine with their own Volume Points (“Association”). This will determine the eligibility to receive Royalty Overrides, qualifications, re-qualifications and/or Production Bonuses.

For the purpose of Royalty Override percentage eligibility, the original Membership will combine volume with each of the individual Memberships, plus its own volume.

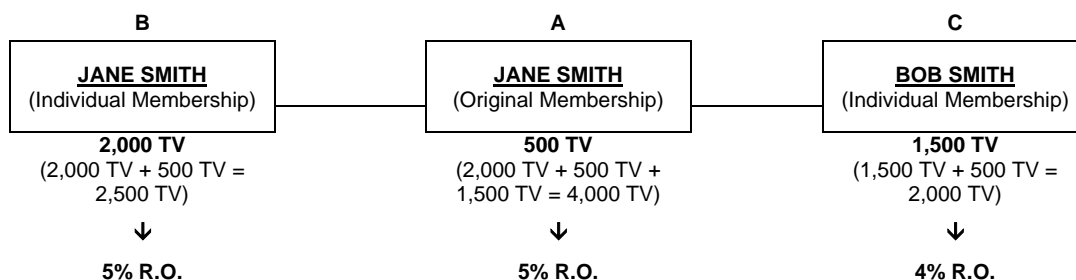
Production Bonus eligibility for the original Membership will be determined based on the achievement of the highest individual Membership.

Example:

Volume Points

Volume for B and C will be as follows:

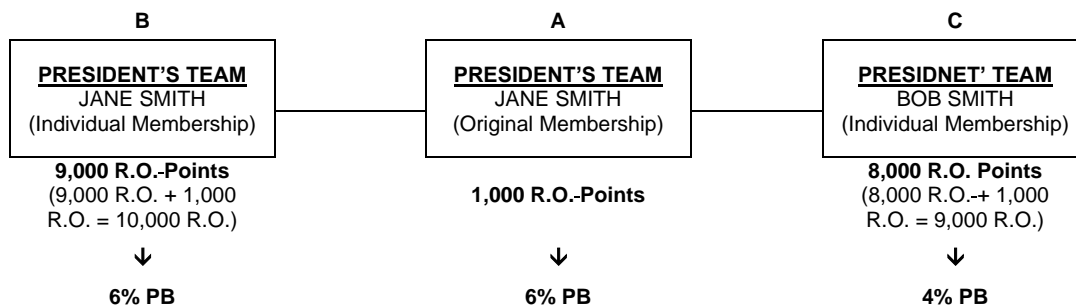
B + A and C + A



Royalty Points

The Royalty Override Points for Production Bonus purposes are combined as follows:

B + A and C + A



Requirements: Each individual Membership must comply with the [10 Retail Customers Rule](#), the [70% Rule](#), and any other requirements to earn Royalty Overrides. Each Membership must also achieve the necessary volume to meet the Matching Volume requirements for their own downline who are qualifying for Supervisor status. The buying privileges of the original Membership will be temporarily granted to accommodate any Matching Volume requirements for its downline qualifiers.

Recognition: Each Membership will be recognized for its own accomplishments under the Sales & Marketing Plan. The original Membership will not receive recognition. If the original and an individual Membership reach the level of President’s Team, only one diamond will be awarded to the upline President’s Team member, which remains consistent with the diamond allocation for Memberships that are not part of a divorce or dissolution of a Life Partner relationship. If the individual Membership qualifies for a diamond, only that Membership will advance within the diamond status(es).

Events: Rules related to event attendance are specific to each event and may vary. Please refer to event materials for information about accommodations, tickets, transportation and other event details.

2.4 INHERITANCE¹⁴

The Membership of a deceased Member may be transferred to an heir, subject to applicable laws, Rules, and Herbalife Nutrition's approval which shall not be unreasonably withheld.¹⁵

Member may own and operate a maximum of three Memberships – the Member's own, plus up to two others acquired by inheritance.

An inherited Membership may be transferred to the individual heir directly, or in the case of a Membership that is TAB Team level, to a Corporation owned by the heir.¹⁶

The Period of Inactivity (as specified in [Rule 2.1.9](#)) for an inherited Membership shall be waived, if the lineage relationship between the heir's existing Membership and the inherited Membership(s) are vertical (in the same line).

The heir must provide all documentation requested by Herbalife Nutrition in its sole and absolute discretion.

Requests to cancel a deceased's Membership must be made directly to Member Services.

2.5 TERMINATION OF YOUR MEMBERSHIP

Herbalife Nutrition's goal is to meet and exceed the needs and expectations of parties interested in selling Herbalife Nutrition products and/or building a solid independent business. Likewise, the purpose of this Section is to provide assurance; essentially to ensure newer Members understand the Herbalife Nutrition commitment to their success and share the view that their association with Herbalife Nutrition is valuable.

2.5.1 Resignation

A Member may resign a Membership by submitting a signed letter to Member Services. Electronic requests will be accepted if they are received from the email address on record. The resignation becomes effective when received and accepted by Herbalife Nutrition.

2.5.2 Resigning Within 90 Days

If a Member decides to resign within 90 days of the date Herbalife Nutrition accepted the Membership Application and Agreement, the resigning Member is entitled to a full refund of the cost of the HMP (Herbalife Nutrition Member Pack).

2.5.3 Inventory Repurchase

A Member leaving the business at any time may return unused products and Materials purchased from Herbalife Nutrition within the last 12 months, which are returned to Herbalife Nutrition unopened and in resalable condition. For products not purchased directly from Herbalife Nutrition, the Member must provide proof of purchase. Herbalife Nutrition will arrange pick up and will pay shipping charges for the return of the product to Herbalife Nutrition. The cost of shipping and handling paid on the original order will not be reimbursed.

¹⁴ For estate planning and inheritance, the Business Continuation Program is available to assist with the continuity of your Membership. Please contact Member Services for more information.

¹⁵ The Deceased Transfer Declaration Form is available from Member Services.

¹⁶ Inherited Memberships are considered to be separate entities, each subject to fulfilling the business activities, sales volume and compensation terms as set forth in the Sales & Marketing Plan, with the exception of lifetime volume achievements, which permit the combination of the heir's own Total Volume with the inherited Membership's Total Volume. The heir is responsible for payment of fees, and debts of each Membership.

Direct Selling emphasizes the value which is delivered to customers through personal relationships and customer service. Only through these personal relationships do customers receive tailored product training and benefit from being part of the Herbalife Nutrition community and various social and sports activities. These are important components of the business and the foundation of the stable, long-term retail business which must be and is the foundation of each Membership.

3.1 OPERATING YOUR BUSINESS

3.1.1 General Compliance

In each country where Members conduct Herbalife Nutrition business, they must comply with all laws and Rules including all laws and Rules that pertain in any way whatsoever to the conduct of the Herbalife Nutrition business. Members are to review these Rules with downline Members.

In addition, Members may not encourage other Members to violate the terms of their Agreements, any rules issued by Herbalife Nutrition or the law.

3.1.2 Members are Self-Employed

As a Member, you are a self-employed, independent contractor deciding, among other things, your schedule, how much time you wish to devote to your business, your expenses and methods of operation. As an independent contractor, you are not an employee, agent, franchisee, fiduciary or beneficiary of Herbalife Nutrition or any other Member. As an independent contractor, you will have no rights or benefits that an employee of Herbalife Nutrition may have nor will you make any claim to the contrary.

3.1.3 Business Registration & Taxes

Regulations and requirements vary by country and change frequently for:

- Business registrations;
- VAT (disclosure, collection, recording and reporting);
- Other taxes.

Members are required to comply with business registration, licences and all tax obligations and reporting requirements when running their Herbalife Nutrition business, whether selling offline or online.

When requested by Herbalife Nutrition, Members must provide their business and/or tax registration. In addition, Members are responsible and must report any changes about previously provided information to Herbalife Nutrition without undue delay.

3.1.4 Maintaining Reputation and Image of Herbalife Nutrition

No Member shall engage in any conduct (whether or not in connection with the Herbalife Nutrition business) that involves dishonesty, crime, or moral turpitude, or that Herbalife Nutrition determines, in its sole and absolute discretion, could affect, impact, or harm the reputation, image, products, Intellectual Property or goodwill of Herbalife Nutrition, the general Membership or the Member at issue.

3.1.5 Using Others to Assist with Membership

Herbalife Nutrition's business model relies upon, and rewards, the Members' one-to-one relationship with their respective customers. Although Members may use other persons to assist and support running their Herbalife Nutrition business ([See Rule 3.1.6](#)), such other persons may only handle administrative and product fulfilment support. Members must ensure that they personally provide the customer service obligations set out in [Rule 4.3.8](#).

3.1.6 Responsibility for Conduct of Others Assisting with Membership

A Member is responsible for the conduct of those who assist in the operation of the Membership.

3.1.7 No Association of Other Organizations with Herbalife Nutrition

Herbalife Nutrition meetings or any other Herbalife Nutrition activities may not be used as a forum to express personal beliefs unrelated to Herbalife Nutrition or promote any other commercial or non-commercial organization, company, event or individual.

Herbalife Nutrition is an equal opportunity business and does not discriminate because of gender, race, religion, national origin, ancestry, color, age, marital status, medical condition/disability, sexual orientation, gender identity, gender expression, veteran status or political affiliation.

Likewise, Members may not include literature or other material that promotes any other organization or individual, whether religious, political, business or social or that implies any association with Herbalife Nutrition.

3.1.8 No Inducement to Sell Other Products or Services

During the course of a Membership, the Member or spouse or Life Partner may not solicit or promote the products or business opportunity of another MLM or direct-selling company to any Member or customer.

3.1.9 TAB Team Limitations

Herbalife Nutrition TAB Team members may not be a distributor or representative of any other MLM or direct sales company or otherwise participate in or promote the products, services or earnings opportunity associated with any such company.

Herbalife Nutrition TAB Team members may not own more than five percent of a company engaged in direct sales or MLM.¹⁷

3.1.10 Sales & Marketing Plan Manipulation

The Sales & Marketing Plan forms the foundation of the Herbalife Nutrition distribution system that uniquely serves both Members and customers. It is intended to compensate Members for training, mentoring, leading and developing a downline Member organisation that purchase products for resale to legitimate end-user customers or for Members' own personal consumption.

Maintaining the integrity, spirit and intent of the Sales & Marketing Plan is of vital importance to the Company and its Members. Members engaging in Marketing Plan Manipulation harm the customer-focused nature of Herbalife Nutrition's business model and the Distributor Difference, disrupt the multi-level aspect of the marketing plan and may deprive another Member of the financial incentives rightfully due to them. Irregularities in this respect can also harm the continuity of supply and delivery of Herbalife Nutrition products to customers. Only through upholding the highest ethical, customer-focused standards can Herbalife Nutrition ensure and safeguard the value of the Herbalife Nutrition brand for the benefit of all Members.

Members shall not engage directly or indirectly in any activities, practices or conduct that constitutes Sales & Marketing Plan Manipulation. Members shall not organize or orchestrate product purchases with the primary view of receiving, or causing another Member to receive, multi-level compensation or recognition under the Sales & Marketing Plan (as contrasted with the purchase of products in reasonable amounts for the purpose of sales to customer or personal use).

The following is a non-exhaustive list of examples of the type of conduct that may indicate Sales & Marketing Plan Manipulation:

Orders

- Purchasing products in another Member's name (except as expressly allowed in Rule [1.1.7 Proper Purchasing](#)), including placing orders on another Member's www.myherbalife.com/en-GB account and / or sharing credit card information
- Diverting customers' order requests to be fulfilled by another downline Member, including accepting and fulfilling customer's order instead of the Member the customer ordered from
- Creating confusion for customers or deceiving them with respect to the identity of the Member they ordered or will order from
- Discouraging a downline Member from placing orders as a strategy for the upline to benefit, or with the ultimate outcome being that the upline does in fact benefit, under the Sales & Marketing Plan (such as, Member A asking down line Member B not to place volume so that the Royalty Overrides roll-up to a higher level in Member A's organization)
- Directing or encouraging a downline Member to place orders as a strategy for the upline to benefit, or with the ultimate outcome being that the upline does in fact benefit, under the Sales & Marketing Plan (such as, Member A asking down line Member B to place orders up until they have reached the minimum amount of volume required for Member A to receive earnings, and thereafter asking downline Member C to place

¹⁷ This includes direct or indirect participation of a company engaged in direct sales or MLM through any person, entity, or artifice.

orders up until they have reached the minimum amount of volume required for Member A to receive earnings)

Improper enrollment practices

- Filling out the Membership Application with false or misleading information
- Filling out the Membership Application for a non-existent person or a person that is not truly and independently engaged in operating his or her Herbalife Nutrition membership
- Enrolling new Applicants under each other, if they have no prior relationship to that Member or each other
- Promising an Applicant that a Sponsor or upline will assign or place downline Members for the Applicant once he or she becomes a Member

Other

- Failing to report to Herbalife Nutrition any information received that suggests another person may have engaged in Sales & Marketing Plan Manipulation
- Teaching or encouraging other Members to engage in Sales & Marketing Plan Manipulation

Violations and Sanctions

Herbalife Nutrition investigates Sales and Marketing Plan Manipulation in accordance with Herbalife Nutrition's Enforcement Procedures set out in Chapter 10. Sales and Marketing Plan Manipulation is a serious breach of the Membership Application and so Herbalife Nutrition is entitled to all available remedies including termination of the Membership Application without prior written warning and the Member shall also be liable for any and all damages incurred by Herbalife Nutrition as a result of the Sales and Marketing Plan Manipulation.

Other sanctions may include loss of earnings and qualifications of the Memberships of anyone involved (directly or indirectly). In order to prevent financial harm to upline Members, it may be necessary to take certain measures against your Membership during the Inquiry stage, such as a suspension of buying privileges.

3.1.11 Debts Owed to Herbalife Nutrition

If a Member owes Herbalife Nutrition a debt¹⁸ and until it is paid in full, Herbalife Nutrition reserves the right to (i) deduct the amount owed from any amount payable to the Member, (ii) withhold payment of monies owed, and (iii) withhold recognition for any qualification.

3.1.12 Interviews or Statements to Media

From time to time, reporters may be interested in interviewing Members about Herbalife Nutrition products or business. While interest expressed in the products and business is appreciated, only the Company or its designee is permitted to speak with or write to the press or any other media for, or on behalf of, Herbalife Nutrition or any of its subsidiaries.

If a Member is asked for a media interview or statement about Herbalife Nutrition, the Member shall forward the media request to the Herbalife Nutrition Corporate Communications Department ("Corporate Communications").¹⁹

Likewise, Members are not allowed to offer to be interviewed or to knowingly invite the press or media to an Herbalife Nutrition meeting or event without securing prior approval from Corporate Communications.

3.1.13 Conduct Regarding Harassment/Discrimination

Herbalife Nutrition prohibits any form of unlawful discrimination and harassment in its workplace.

3.1.14 Responsibility for Vendors

When using the services of a non-Herbalife Nutrition vendor, the actions or omissions of the vendor will be considered actions or omissions of the Member for purposes of compliance with these Rules and applicable law. Members must confirm that the vendor's services comply with these Rules and all applicable laws.

3.1.15 Identification

In accordance with consumer protection laws, when offering, selling or invoicing Herbalife Nutrition products, Members are required to clearly identify themselves as follows:

- As an Herbalife Nutrition Independent Member

¹⁸ Such debts can include any amounts owed to Herbalife Nutrition for product purchases, adjustments to earnings for inventory repurchases from downline Members, fines due to violations of the Rules, payments returned for insufficient funds, and past due Fees.

¹⁹ Corporate Communications may be reached by emailing media@herbalife.com or by calling +1 213-745-2931.

- By individual/personal name
- By providing a business address
- By providing a personal or business email and phone number

Identification is required regardless of the channel used, including but not limited to online or offline.

3.2 INTERNATIONAL BUSINESS

3.2.1 Activities in Countries or Territories Not Yet Open

A Member may not engage in any business activity relating to Herbalife Nutrition in any country not yet officially opened for business by Herbalife Nutrition.²⁰

3.2.2 Activities in Open Countries or Territories

Herbalife Nutrition products are formulated, produced and labelled in compliance with each country's product and labelling requirements. Members must always comply with all Herbalife Nutrition rules and standards, and all applicable laws and regulations, including those relating to product content, product registration and regulations, product labelling, customs, duties, taxes, and consumer protection and advertising in the country where the products are sold.

3.2.3 Activities in China

Non-Chinese nationals may not do business in China. No Member may ship (or arrange for shipment) or bring any Herbalife Nutrition product into China even for personal use, consumption or as a gift.

Members registered in China may not purchase, sell or distribute Herbalife Nutrition products outside of China.

3.2.4 Personal Consumption

Members may purchase up to 1,000 Volume Points of assorted products per Volume Month to carry with them while traveling. Products purchased for personal consumption are for the Member's own use or to be shared with immediate family members.

3.2.5 Prohibited Countries

A Member may not be a resident of a "Prohibited Country".²¹

Additionally, a Member may not directly or indirectly conduct any Herbalife Nutrition business activities with an individual who the Member has reason to believe is:

- a resident of, or operating businesses in a Prohibited Country;
- engaged in sales to individuals residing in a Prohibited Country; or
- owned or controlled by an entity located in, or an individual ordinarily residing in, a Prohibited Country.

Business activities include but are not limited to the following:

- promoting the Herbalife Nutrition opportunity;
- sponsoring or recruiting Members or customers; or
- promoting or selling Herbalife Nutrition products.

Violation of this Rule shall result in termination of the Membership.

3.2.6 OFAC List

²⁰ Prohibited acts, efforts, or attempts include:

- Approaching government authorities regarding the importation, exportation or distribution of Herbalife Nutrition products.
- Registering or licensing Herbalife Nutrition Intellectual Property, products or its Sales & Marketing Plan.
- Gifting, selling, or distributing Herbalife Nutrition products, or the HMP.
- Promoting Herbalife Nutrition products or opportunity.
- Holding meetings relating to Herbalife Nutrition, its products or opportunity.
- Sponsoring or recruiting residents of, or visitors from, a country not yet open.
- Publicizing that Herbalife Nutrition will soon be open or that Herbalife Nutrition products will soon be available. This includes prospecting for customers or new Members by any electronic communications, distribution of literature, or in person.

²¹ The list of prohibited countries is updated from time-to-time, and can be found on www.myherbalife.com/en-GB. Additional requirements may apply for citizens of Prohibited Countries residing outside of a Prohibited Country. Please contact Member Services at 03450 560606 for additional information.

Members may not conduct any business activities ([see Rule 3.2.5](#)) with any person, entity, or organization included on the list of Specially Designated Nationals maintained by the U.S. Treasury Department's Office of Foreign Assets Control (the "OFAC List") or any person, entity or organization owned or controlled by someone listed. The OFAC List can be found at <https://www.treasury.gov/resource-center/sanctions/SDN-List>

3.3 BUSINESS TOOLS

While Herbalife Nutrition makes available free or inexpensive trainings, promotional literature and other sales aids for Members to use, the phrase "Business Tools," as used here, refers to sales aids not produced by Herbalife Nutrition. Business Tools include third party trainings, services or products that may help Members promote, grow and/or manage their direct sales business. Business Tools can be generated toward getting Customers, recruiting other Members, communicating with Customers or Members, or financial management among other things.

All Business Tools and Members creating, promoting, soliciting, selling or using such Business Tools must comply with all Rules and applicable law.²²

3.3.1 Sale of Business Tools Not for Profit

Members may sell Business Tools to other Members at a price no greater than the cost to produce the training, product or service being sold.²³

Members may sell Business Tools to other Members solely for the purpose of:

- Selling Herbalife Nutrition products.
- Building Herbalife Nutrition business.
- Training and motivating the purchasing Member's downline.

The sale of Business Tools by Members to other Members may not be an income-generating enterprise that is being conducted instead of or in conjunction with the Member's Herbalife Nutrition business.

NOTE: THE PROMOTION, SALE, AND PURCHASE OF BUSINESS OPPORTUNITY LEADS, OR PRODUCT LEADS FROM ANY SOURCE IS PROHIBITED. HOWEVER, MEMBERS MAY GENERATE LEADS FOR THEIR OWN USE AND THEY MAY ALSO PROVIDE THOSE LEADS AT NO COST TO THEIR DOWNLINE PROVIDED THEY COMPLY WITH HERBALIFE NUTRITION'S RULES OF CONDUCT AND ANY LOCAL PRIVACY AND DATA PROTECTION LAWS.

3.3.2 Leads

Leads are prospects for Herbalife Nutrition products or opportunity, as well as leads-related advertising, advertising slots, or decision packs.

Members may generate Leads for their own use. Members may also provide those Leads at no cost to their downline Members. Members must not provide Leads to a downline Member automatically, systematically or otherwise without ensuring:

- The Lead is made aware and agrees in advance or simultaneously that another (downline) Member will manage the relationship;
- The downline Member receiving the Lead assumes full responsibility for managing the sale, following up, and maintaining the customer relationship.
- Leads generation complies with the Rules and any privacy and data protection laws.

Members may not sell Leads to other Members and Members may not purchase Leads from any source.

²² This includes laws relating to confidentiality of consumer data, privacy rights, restrictions on telemarketing in all its forms, and marketing over the Internet.

²³ Members who sell Business Tools or charge fees for independent trainings or meetings are required to utilize the "Expense and No Profit Tracking Schedule" made available by Herbalife Nutrition, and to keep copies of the Tracking Schedule, all associated records, invoices, receipts, and other supporting documentation, which must be kept for a minimum of two (2) years. Herbalife Nutrition has the right to request copies of these documents and to verify compliance with this Rule.

3.3.3 Written Permission for Business Tools

Members may not promote, solicit or sell Business Tools to a non-downline Member or to a downline Member below a President's Team member, unless prior written consent has been obtained from the Member's immediate upline President's Team member²⁴.

If consent is revoked, the promotion, solicitation or selling of Business Tools must be promptly discontinued unless Herbalife Nutrition in its sole discretion determines it would be damaging to the purchaser (for example, midway in a subscription).

3.3.4 Promotion of Business Tools Provided by Vendors

Members may only promote Business Tools provided by vendors if:

- a) the Member has independently confirmed that the vendor and its products or services comply in all respects with the Rules and applicable law.²⁵
- b) the Member provides Herbalife Nutrition with certification and supporting documentation from a certified public accountant confirming that they have received no payment directly or indirectly and will derive no economic benefit from the vendor.

A Member offering Web services through a vendor must provide the name, address, fax and phone numbers, and email address of the vendor to other Members using the website.

3.3.5 Notice to Cease Use or Sale of Business Tools

If Herbalife Nutrition determines that a Business Tool violates its Rules, the law, or the legal rights of others, or that it represents a risk of damage to Herbalife Nutrition's reputation, brand or image, Herbalife Nutrition shall have the right (without liability) to require the Member to cease the sale or use of the Business Tool.

²⁴ Attending Corporate and Corporate sponsored events such as HOM, STS or similar are an exception to this rule.

²⁵ If a Member has an economic interest in a vendor or in any of its transactions, the actions of the vendor shall be regarded as the actions of the Member for purposes of the Rules. Herbalife Nutrition does not recommend or endorse materials that we have not produced.

One of the great things about being an Herbalife Nutrition Independent Member is that you can choose for yourself how to pursue the Herbalife Nutrition opportunity. The only thing you need to buy is an Herbalife Nutrition Member Pack (HMP), and all other purchases are completely optional. Before you make any additional expenditure, please ask yourself questions such as these:

Debt

Should I take on debt to pursue the Herbalife Nutrition opportunity?

Because there are no minimum purchases required and start-up costs are low, you do not need to borrow money or take out loans for your Herbalife Nutrition business. We strongly discourage taking on debt in connection with your Herbalife Nutrition business. Please see [Rule 1.1.2 Debt Discouraged](#) for more information.

Business Tools

Should I buy services, products, software or systems that might help me run my Herbalife Nutrition business?

“Business Tools” are third party services or products that may help you promote, grow, and/or manage your direct sales business. They can be geared toward getting customers, recruiting other Members, communicating with customers or Members, or financial management, among other things.

Whatever the purpose, Business Tools are not required to start progress or succeed as a Member or to receive training and support from your Sponsor and upline. No one should tell you that Business Tools are required or pressure you to buy them. Retailing Herbalife Nutrition products to customers is the core of a successful Herbalife Nutrition business, and Business Tools might distract you from this focus.

Herbalife Nutrition offers comprehensive business management tools for free or at a nominal cost. Our tools are designed to meet your needs and help you run a successful and compliant Herbalife Nutrition business.

We strongly advise that you only buy Business Tools if you decide, after a reasonable amount of time as a Member, that their cost is justified by their expected benefit to your business, in light of your actual earnings from Herbalife Nutrition.

Please also keep in mind that if you buy Business Tools, you will be responsible for how you use them and for their compliance with Herbalife Nutrition’s Rules of Conduct and the law. In addition, because they are not produced or endorsed by Herbalife Nutrition, we take no responsibility for them.

However, if you have a dispute over Business Tools you have purchased with a seller who is a Member, please contact Member Services at 03450 560606 and we will attempt to assist.

Please see Rules of Conduct [1.1.1 Restrictions on Purchase Requirements](#), [1.1.2 Debt Discouraged](#), [3.3 Business Tools](#) and [5.1.1 Organization Leadership & Training](#) for more information.

Product Inventories

Should I buy a large product inventory?

Our advice is not to purchase product beyond your own needs and, after you are confident you wish to begin to resell Herbalife Nutrition products, those amounts you are confident you can resell within a reasonable amount of time.

However, if you choose to keep a limited product inventory to sell to customers or serve in your Nutrition Club, please make sure you only purchase what you know you can resell within a reasonable amount of time. See Rules of Conduct [1.1.1 Restrictions on Purchase Requirements](#), [1.1.7 Proper Purchasing](#) and [4.1.3 Providing and Maintaining Retail Order Forms/Records](#) for more information.

Offices and Nutrition Clubs

Should I sign a lease and buy the fixtures and other things needed to open a Nutrition Club or an Herbalife Nutrition Office?

Prior to opening a Nutrition Club we strongly advise that you obtain proper training and experience about the Herbalife Nutrition products and the Herbalife Nutrition opportunity. Allow yourself the time necessary to experience the products and learn about their directions for use, become knowledgeable enough to properly explain the potential benefits that can be achieved through good nutrition and a healthy active lifestyle, and gain significant experience in operating your business. We further advise that you observe and study how Nutrition Clubs or offices operate and carefully consider whether to engage in a large expenditure or enter into what could be a substantial obligation in the form of a lease, before you do so.

No aspect of the Herbalife Nutrition opportunity is or may be considered a franchise and you should therefore never be asked for payment to buy the “right” to open or operate your own Nutrition Club or office. Similarly, you should not pay anyone to set-up a Nutrition Club or an office for you. However, if you work out of another Member’s Club or office, it is normal to pay a reasonable rental fee for space or a workstation or to pay a reasonable percentage of the Club’s or office’s operating expenses.

Quality Assurance Standards

All Members must comply with the following minimum quality assurance standards when advertising, promoting or selling Herbalife Nutrition products or the business opportunity, whether offline or online.

- **Content:** Content must be consistent with then-current Herbalife Nutrition Materials, product labels and descriptions and use high quality audio-visual or high-resolution images.
- **Shopping Cart:** Provide a shopping cart (or other container) in which a customer may add or remove items or make any adjustments to quantities and sizes. Provide a summary of the order and all final charges, including all shipping costs, processing fee, VAT or other taxes or charges for the customer to review, before the order is submitted and completed.
- **Order Confirmation:** Provide each customer with an order confirmation number, which allows the customer to track purchased products through your personal customer service and ensure that the customer knows the specific Member who is selling the products, and providing customer support, always consistent with Distributor Difference.
- **Shipping:** Ensure that each customer order is processed and shipped within a reasonable time after order placement at the prices and costs described prior to placing such order.
- **Returns:** Provide information about the legal right of cancellation and the Herbalife Nutrition 30-day money-back guarantee along with a return process, on how to receive credit or refund on items purchased offline or through any independent website you use.
- **Inventory:** Keep inventory and stock level up to date on each independent website, or offline product list or communication that you share with your customers.

Customer Service Standards

A high level of customer service, support and follow-up is necessary to maintain the reputation and competitiveness of the Herbalife Nutrition brand and its products, as well as your business. Members must maintain a commitment to a high level of customer service that meets or exceeds each of the following, whether selling offline or online:

- **Customer Service:** On any information you make available to your customers offline or online, including the home page of each independent website you use, clearly disclose or provide easy navigation to your customer service details, including telephone numbers, address, email and all of your shipping and return policies and processes.
- **Response Time:** Respond to all customer inquiries accurately and promptly, within a reasonable time and in a personal and direct manner.
- **Processing Orders:** YOU must process and fulfil all product orders from each independent website, telephone, email, in-person or other request, using only your personal Herbalife Nutrition identification number in order to preserve the critical Distributor Difference.

Technology Specification Standards

Since the customer experience can be enhanced or adversely impacted by low technical specifications, Herbalife Nutrition requires that each Member website meets the following minimum technology specification standards.

- **Secure Transaction:** Secure purchase transaction with using encrypted-data streams or other secure encryption technology.
- **Ongoing Security:** Maintain a high standard of transaction security consistent with ongoing technology advances, including when you collect personal or financial data or other information through your offline interactions.
- **Speeds:** Web page loading speeds that are acceptable by current web technology standards for digital subscriber line (DSL) for full-feature use.
- **Search:** Provide both keyword and brand search capabilities on your independent website.
- **Browser Compatibility:** Compatible with substantially all browser brands and updates for each such browser.
- **Dedicated Support:** Supported by dedicated information systems and access to web programming technical support.
- **Resilience:** Provide and maintain an acceptable level of service in the event of any fault or challenge to normal operation.
- **Spam protection:** Ensure that all communications are spam protected.

Please see Rule of Conduct [4.3.8 Customer Service](#) for more information.

4.1 SALES TO CONSUMERS

Herbalife Nutrition is a direct-selling company, whose independent contractors (Members) sell Herbalife Nutrition products directly to customers and provide them with product guidance and social support.

4.1.1 Retail Establishments Not Permitted

A Member may not display or sell Herbalife Nutrition products, literature, or promotional items in a retail establishment. A retail establishment is a store or any other fixed location where passers-by are attracted or people come to purchase products because of advertising, location, signage, visibility or otherwise. For example, it includes markets (open or enclosed), pharmacies, kiosks or booths (temporary or permanent), swap meets or flea markets as well as any other location which Herbalife Nutrition determines, in its sole and absolute discretion, as inconsistent with direct selling. Please refer to the following “Direct Sales – Do’s and Don’ts” chart.

Direct Sales – Do’s and Don’ts

Locations	Display	Sales	Promotion or Advertising of Product Sales	Exterior Signs	Sampling	Branded Materials
Retail Locations	No	No	No	No	Yes	Yes
*Temporary Kiosks, Booths in Malls and Outlets	No	No	No	No	Yes	Yes
Swap Meets, Flea Markets, Open-air Markets, Street/Vendor Carts	No	No	No	No	No	No
Members’ Private Offices	Yes ¹	Yes	No	Yes ²	Yes	Yes
Doctor’s or Other Professional Healthcare Offices	No	Yes	No	No	Yes	Yes
Nutrition Clubs (Non-Residential locations)	Yes ¹	Yes	No	Yes ²	Yes	Yes
Nutrition Clubs (home locations)	Yes ¹	Yes	No	No	Yes	Yes
Service Establishments (Primary service is not Herbalife Nutrition Business)	No	Yes	No	No	Yes	Yes
Trade Fairs, Athletic & Community Events	Yes	No	No	Yes ³	Yes	Yes

* Temporary is defined as occasionally present, not permanent. Permanent locations are not permitted.

1 Not visible from the exterior.

2 Subject to limitations as to content and size. [See rule 8.4.3.](#)

3 Allowed for booth identification. Subject to limitations as to content.

4.1.2 Members’ Private Offices

Herbalife Nutrition products may be sold in private offices, provided they are not advertised for sale and the office appearance, plaque or location does not invite persons who are passers-by to purchase Herbalife Nutrition products.

Members who are doctors or other health care professionals may sell, but not display, Herbalife Nutrition products in their professional offices.

4.1.3 Providing and Maintaining Retail Order Forms/Records

A Member must provide a completed *Retail Order Form* to all retail customers when a sale is completed.

The Retail Order Forms available from Herbalife Nutrition ²⁶ are designed to include very specific language which is required for all sales transactions.²⁷

Members are required to keep their copies of all Retail Order Forms and other records of product distribution for a period of two (2) years. Herbalife Nutrition has the right to request copies and to verify the transactions and the terms and conditions of the sale or service provided by the Member.

4.1.4 Customer Refund Policy

Herbalife Nutrition products have a 30-day money-back guarantee for the retail customer. The 30-day period begins on the date the customer receives the product. When a customer requests the guarantee be honored, the Member must respond quickly and courteously. They must offer the customer a choice of a full refund of the purchase price or full credit for exchange of other Herbalife Nutrition products in accordance with the return procedures. The Member must honor the customer's choice.

4.2 PAYMENTS AND ADJUSTMENTS

To qualify for monthly Royalty Overrides, Production Bonuses or other bonuses offered by Herbalife Nutrition, Members must meet sales production and Royalty Point requirements that are fully defined in the Sales & Marketing Plan and in other literature and promotional material. Additionally, in order to earn these payments, Members must meet certain requirements for retail customers and product distribution, and confirm those on the 1st of each month on the Earnings Certification Form.²⁸

4.2.1 Product Distribution

Herbalife Nutrition is a product distribution company. Products purchased from Herbalife Nutrition are intended to be sold and distributed to customers, or used for Members' and their immediate families' own personal consumption.

The purchase of products primarily to qualify for advancement in the Sales & Marketing Plan is not permitted. Such purchases may result in severe sanctions, including demotion in status, probation, suspension of buying privileges, suspension of earnings, disqualification from bonus participation, and termination of the Membership.

4.2.2 10 Retail Customers

A Member must personally make sales to at least ten (10) separate retail customers in a given Volume Month to qualify for and receive Royalty Overrides, Production Bonuses, and other bonuses paid by Herbalife Nutrition.

For the purpose of fulfilling the certification requirements of this Rule, a Member may count any or all of the following each Volume Month:

- A sale to a retail customer;
- A sale to a first downline Member with up to 200 Personally Purchased Volume Points (and no downline Members) may be counted as a sale to one (1) retail customer; and
- A Nutrition Club Attendee who consumed products during ten (10) visits to a Nutrition Club within one Volume Month may be counted by the Nutrition Club operator as a sale to one (1) retail customer.²⁹

If the Member fails to timely certify to Herbalife Nutrition that they have sold to at least ten (10) retail customers in a given Volume Month, Royalty Overrides, Production Bonuses, and other bonuses will not be paid to the Member.

²⁶ A sample Retail Order Form for use in the United Kingdom is included in the HMP, available for sale from Herbalife Nutrition and/or for download on www.myherbalife.com/en-GB.

²⁷ Retail Order Forms must include the Member contractual relationship with the customer, list the full name, address and telephone number of the Member and the customer. Additionally the Retail Order Form must include a description of the products sold, the sales price, the tax, the arrangements for payment, delivery & performance, and set out specific information regarding the customer's legal rights, which must also include the cancellation period, and the customer's right to a refund. Retail Order Forms must also include a descriptive privacy notice that tells customers about the information Members collect from them, how Members will use it, who Members will share it with (including sharing with Herbalife Nutrition), and any other information required by applicable privacy and data protection laws.

²⁸ Earnings Certification Forms are available on www.myherbalife.com/en-GB.

²⁹ If a Member utilizes Nutrition Club attendance toward compliance, the Member shall maintain a log of Attendee visits for at least two years, setting forth the name of the Attendee, dates of visits, and contact information, and shall make those records available for verification purposes if requested by Herbalife Nutrition.

In accordance with the Earnings Certification Form, Members are responsible for informing customers that their information will be shared with Herbalife Nutrition in accordance with the Member's privacy policy.

4.2.3 70%

In order to qualify for and receive Royalty Overrides, Production Bonuses, and other bonuses paid by Herbalife Nutrition, at least 70% of the total value of Herbalife Nutrition products a Member purchases each Volume Month must be sold or consumed that month.

For the purpose of fulfilling the certification requirements of this Rule, a Member may count any or all of the following:

- Sales to retail customers;
- Sales at wholesale to downline Members; and
- Product consumed at Nutrition Clubs.³⁰

If the Member fails to timely certify to Herbalife Nutrition that they have sold or consumed 70% of the product purchases made that Volume Month, Royalty Overrides, Production Bonuses, and other bonuses will not be paid to the Member.

In accordance with the Earnings Certification Form, Members are responsible for informing customers that their information will be shared with Herbalife Nutrition in accordance with the Member's privacy policy.

4.3 SELLING PRACTICES

4.3.1 Members as Brand Ambassadors

A Member shall always be courteous and considerate and may not engage in high-pressure selling.

4.3.2 Product Sales to Individuals for Resale

A Member may not sell or provide to anyone any quantity of Herbalife Nutrition products greater than that generally purchased by an individual for personal or family use or amounts they are confident to resell in a reasonable amount of time.

4.3.3 Modifications to Labels and Materials

A Member may not delete, add, modify or alter any labels, literature, material, or packaging for Herbalife Nutrition products or literature, including the HMP.

4.3.4 No Resale of Samples or Daily Use Portions

Products which are not packaged and labeled for individual sale as individual units or single servings are not permitted for resale.

4.3.5 Entire Product Range

When advertising, selling, promoting Herbalife Nutrition products, Members must ensure that complete information on the entire product range is made available to customers.

4.3.6 Presentations and Directions for Use

Presentations of Herbalife Nutrition products must be complete and truthful and consistent with information on product labels and accompanying literature.

Members must make current product label information available to customers prior to them purchasing Herbalife Nutrition products. This can be achieved by providing the customer with the product, the product label, or directing customers to herbalifeproductbrochure.com/uk.

When selling or providing samples, a Member must explain the directions for use and cautions, if any, specified on product labels. Members should recommend that customers with medical conditions or who are under current medical treatment seek the advice of a physician before changing their diet.

³⁰ If a Member utilizes Nutrition Club attendance toward compliance, the Member shall maintain a log of Attendee visits for at least two years, setting forth the name of the Attendee, dates of visits, and contact information, and shall make those records available for verification purposes if requested by Herbalife Nutrition.

4.3.7 Product Storage & Handling

Members are responsible for following storage instructions provided on Herbalife Nutrition product labels and for the proper storing and handling of Herbalife Nutrition products.

Proper storage and handling of products includes:

- Inspecting products to ensure that products are not expired or soon to be expired, damaged, or tampered with;
- Ensuring that the product's seal has not been broken;
- Keeping products properly sealed;
- Maintaining products in a cool dry place and out of direct sunlight; and
- Keeping products secure and within your direct control and otherwise as required by the Rules of Conduct.

4.3.8 Customer Service

As a direct sales nutrition company that offers a multi-level marketing business opportunity, one of our most important competitive advantages is the Herbalife Nutrition Independent Member. The personal relationships that Members develop with their customers and Members in their organizations are essential to the fulfillment of the Company's offer of value to customers and an important part of the Company's reputation and brand value – this is the Distributor Difference. Developing an organization of Members that focuses on good customer service and reaching more people is the foundation of a stable, long-term business and critical in helping the Member, their organization, and their customers achieve our goal to make the world healthier and happier.

In order to help customers obtain results and get full value for their product purchases, Members are required to offer and/or provide these minimum services:

- Provide their current contact information to their customers and let customers know that they are available to answer questions, provide advice, and respond to concerns.
- Engage in a personal and direct relationship with each of their customers when presenting and selling products, whether offline or online. This includes offering a personal, one-to-one meeting and sales conversation (in person, by phone, by chat app or e-mail) with each end customer before the customer's first purchase and as a follow-up.
- Understand the customer's personal goals from using the products and explain to the customer how the customer should use the products to best achieve their personal goals.
- Understand and respect the customer's contact preferences and follow up accordingly.
- Respond to any questions or concerns within a reasonable time and in a personal and direct manner.
- Consult and refer to Herbalife Nutrition materials related to customers' stated interests, and to use available educational tools, or contact Herbalife Nutrition directly in response to questions and concerns.
- If delivering products, deliver all products to customers within a reasonable time after sale.

5.1 SPONSORING RESPONSIBILITIES

5.1.1 Organization Leadership & Training

Consistent with the multi-level marketing structure of Herbalife Nutrition, Members have a responsibility to train, mentor, develop and have ongoing communication with any personally sponsored Members and their downline organization. Members are required to engage in the following with downline Members:

- Provide training on how to work with a customer and provide the minimum services set out in [4.3.8](#)
- Provide training and guidance on the Herbalife Nutrition Sales & Marketing Plan
- Explain the obligations and responsibilities under the Herbalife Nutrition Rules of Conduct and how to operate their Herbalife Nutrition business in accordance with those Rules and official Herbalife Nutrition literature
- Ensure product sales and Herbalife Nutrition Opportunity Meetings are conducted in accordance with the Rules of Conduct (including the Herbalife Nutrition Satisfaction Guarantee), Herbalife Nutrition literature and applicable laws and regulations
- Maintain contact and remain available to answer questions and offer support
- Encourage attendance at Herbalife Nutrition events, meetings and functions (once qualification achieved)
- Share the various business strategies and tools available to operate the Herbalife Nutrition business that help customers achieve their goals
- Advise how to help customers to progress in order to become Members who can support the further distribution of Herbalife Nutrition products.³¹

A Sponsor may not require a personally sponsored Member to pay for training or training facilities unless the Sponsor fully explains that the Member may choose whether or not to participate in the training and states, in advance, the cost. If the Member declines to participate in the training, the Sponsor is obligated to provide at no cost the basic training necessary to learn the business.

5.1.2 Independent Relationship

A Sponsor must maintain and uphold the independent relationship with a downline Member. The Sponsor may not participate in or interfere with the business of downline Members and may not suggest or develop an employee/ employer relationship with downline Members.

5.1.3 Preparation of Member Documents

The Sponsor must properly prepare Applications and Supervisor Qualification forms, and submit them to Herbalife Nutrition in a timely manner.

5.2 OFFERING THE OPPORTUNITY

5.2.1 Identification and Description

It is a legal requirement that all materials which promote the Herbalife Nutrition Business Opportunity must include an identification and business description statement including details of Herbalife Nutrition as the 'promoter' of the business opportunity, details of the Member offering or making reference to the business opportunity, clear description of the nature of the business opportunity, a statement of any financial outlay, and the statutory warnings. The following statement fulfills this purpose:

This offer of the Herbalife Nutrition Business Opportunity is made by Herbalife Nutrition Independent Member [Member name and where applicable trading name] [Member address]. The provider of the business opportunity is Herbalife (U.K.) Limited, Registered in England No. 3162901 at Registered Office: The Atrium, 1 Harefield Road, Uxbridge, Middlesex UB8 1HB, VAT Registration No: GB669133612, a Member of the Direct Selling Association. Goods sold are nutrition and personal care products. Transactions are effected by participants as principals. Participants are required to purchase a £ ____ [Member to add cost] Herbalife Nutrition Member Pack [HMP]. It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

This statement may be made anywhere in the document or presentation, except that if the document or presentation contains information as to the sources of income for participants, it must appear together with that information, but must be legible or audible and must be given the same prominence as the surrounding information.

³¹ See [Rule 3.3.1 Sale of Business Tools Not for Profit](#).

If no reference is made to the Herbalife Nutrition Business opportunity, for example where the products only are referred to or offered, the following statement will suffice:

This offer is made by Herbalife Nutrition Independent Members [Member name and where applicable trading name] [Member address]. The provider of the products is Herbalife (U.K.) Limited, Registered in England No. 3162901 at Registered Office: The Atrium, 1 Harefield Road, Uxbridge, Middlesex UB8 1HB, VAT Registration No: GB669133612.

5.3 MAINTAINING LINES OF SPONSORSHIP

The Sponsor/Member relationship is the foundation of the Sales & Marketing Plan. These Rules protect both parties, including safeguarding rights of sponsorship. Sponsoring Members invest considerable time, energy, leadership and training to support their downline. Sponsorship changes are detrimental to the integrity of the Herbalife Nutrition business and are discouraged. Only on rare occasions are Sponsorship changes permitted, and always at the sole and absolute discretion of Herbalife Nutrition.

5.3.1 Inducement to Change Sponsors

A Member may not interfere with the relationship between another Member and their Sponsor. For instance, a Member may not attempt to induce another Member to change their Sponsor.

5.3.2 Sponsorship Correction

A Member, who wishes to request a Sponsorship correction, must complete and submit a "Change of Sponsorship Request" Form³² a "Change of Sponsorship Consent" Form from the current Sponsor, and a letter of acceptance from the proposed Sponsor. All documents must be notarized.

Requests for Sponsorship corrections will only be considered if all the following circumstances are met:

- Sponsorship details provided on the Agreement were in error
- The request is made within 90 days of Herbalife Nutrition accepting the current Agreement
- The current and proposed Sponsor are in the same line
- The current Membership has not reached the level of Supervisor
- The Member making the request has not yet sponsored any other Members.

5.3.3 Applying for Change of Sponsorship

In order to protect the integrity of lineage which is a fundamental principle of multi-level marketing, a change of sponsorship is discouraged and will only be approved by Herbalife Nutrition in the most exceptional circumstances

A Member may only apply for a change of Sponsorship within their upline President's Team organization.

A Member who wishes to request a sponsorship change should first consult with their upline to discuss and review the circumstances. Should the Member then wish to continue, they must complete and submit a notarized "Change of Sponsorship Request" Form³³ along with a notarized "Change of Sponsorship Consent" Form from the current Sponsor, and all Royalty Override and Production Bonus earners in the upline. In addition, Herbalife Nutrition must receive a notarized Change of Sponsorship Acceptance Form, from the proposed Sponsor.

If both the current and proposed Sponsors share the same upline Sponsor and each are at equal status and earning levels under the Sales & Marketing Plan, the Member requesting the change only needs to obtain a notarized Change of Sponsorship Consent Form from the current Sponsor, and a notarized Change of Sponsorship Acceptance Form, from the proposed Sponsor.

If Herbalife Nutrition approves the change, the requesting Member will be not allowed to keep downline Members.

If the request for a change of sponsorship is denied, the Member may resign their Membership and comply with the Period of Inactivity before reapplying for Herbalife Nutrition Membership under a different Sponsor. [\(See Rule 2.1.9\)](#)

³² The required Change of Sponsorship Request and Change of Sponsorship Consent Forms may be obtained from the Member Services Department. These forms and all other specified documentation must be submitted to Member Services Department in order for Herbalife Nutrition to consider the request.

³³ The required Change of Sponsorship Request and Change of Sponsorship Consent Forms may be obtained from the Member Services Department. These forms and all other specified documentation must be submitted to Member Services Department in order for Herbalife Nutrition to consider the request.

6.1 CLAIMS AND REPRESENTATIONS

When sharing personal stories with others, Members are making claims. Even simple statements about the benefits experienced while on an Herbalife Nutrition product or program or when discussing earnings from selling products, represents to others how products work, what products are for, or what people can achieve through the Sales & Marketing Plan. Customers perceive features and functions of products and the Sales & Marketing Plan because of claims. It's fine for Members to make claims provided they do so in compliance with the specific regulations established by law and the Rules. These Rules are intended, in part, to help Members comply with the law.

6.1.1 Lawful, Truthful and Not Misleading

All claims, product and personal stories must be lawful, truthful, and not misleading. Claims must be:

- Substantiated in writing before the claim is actually made.
- Consistent with claims made in then-current Herbalife Nutrition Materials or product labels.³⁴

6.1.2. Weight-Management Claims

References to weight management must relate to the Herbalife Nutrition weight management program and not directly to any particular product. For example, 'I controlled my weight using Formula 1 with the Herbalife Nutrition Weight Management Programme' is appropriate but 'Formula 1 got rid of my weight' is not. No weight management representation may refer to a rate or amount of weight loss. In addition to this weight management references relating to an individual who had excessive weight may not be referred to unless accompanied by a statement that weight management was achieved under the direct supervision of a physician.

All weight management representations, including product stories, must be accompanied by the following disclaimer:

All references to weight management relate to the Herbalife Nutrition Weight Management Programme which includes, amongst other things, a balanced diet, regular exercise, an adequate daily fluid intake, nutritional supplementation where required and appropriate rest, individual results will vary.

6.1.3 Product Claims

Members MUST:

- Make only those claims permitted by product labeling or in Herbalife Nutrition Materials.
- Accompany all claims, including personal and product stories, with the following disclaimer:

This product is not intended to diagnose, treat, cure or prevent any disease.

Members MUST NOT:

- State that Herbalife Nutrition products prevent, treat, or cure diseases or medical conditions or discuss any experience with medications.
- Use the name of any government ministry or authority or claim any form of approval or endorsement by any government body or agency.
- State that health could be affected by not consuming Herbalife Nutrition products.
- Make any reference that Herbalife Nutrition products are recommendations of individual doctors or health professionals.

6.1.4 Earnings Claims

Any statement regarding a Member's actual or potential income is considered to be an "Earnings-Claim." "Lifestyle Claims" (including photos involving cars, pools, vacations, etc.) are also Earnings Claims.

Members are responsible for understanding and following the laws relating to earnings claims and personal stories in each jurisdiction in which they intend to conduct business.

If Royalty and bonus figures are quoted separately from retail income they should be accurately identified as:

- 'commissions based on downline product purchases'.

³⁴ The law regarding claims is subject to change. As an accommodation to Members (but not as legal advice), Herbalife Nutrition may post updates of this Rule, the disclaimers, and the [Statement of Average Gross Compensation Paid by Herbalife Nutrition](http://www.myherbalife.com/en-GB) at www.myherbalife.com/en-GB. Members are required to visit the website regularly for advisories and updates.

Income Disclaimer for Herbalife Nutrition Branded Materials: All Earnings Claims that mention Herbalife Nutrition require the following disclaimer:

Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the [Statement of Average Gross Compensation Paid by Herbalife Nutrition](#) at www.herbalife.co.uk and www.myherbalife.com/en-GB.

Alternate Disclaimer for Herbalife Nutrition Branded Materials: When describing the results achieved by the top 1% of Herbalife Nutrition Members, the following disclaimer is also acceptable:

The incomes presented are those of persons within the top 1% of Herbalife Nutrition Members. For additional financial performance data, see the [Statement of Average Gross Compensation Paid by Herbalife Nutrition](#) at www.herbalife.co.uk and www.myherbalife.com/en-GB.

6.1.5 Size and Placement of Disclaimers

Audio Presentations (whether live or previously recorded)

The disclaimers must be made orally in conjunction with the claim.

Visual Presentations (whether live or previously recorded)

If presented on stage or in a video, the disclaimer must be legible and be presented in close proximity to the claim. If on-screen, the disclaimer must appear long enough and in large enough font for an average reader to read it completely.

Written Presentations

The disclaimer must be displayed in:

- A color that contrasts with the color of the background (e.g., black on white);
- Close proximity to the claim (the disclaimer must appear on the same page or screen as the claim); and
- A font at least 75% as large as the size of the font used for the claim, but not smaller than 10-point type and in large enough font for an average reader to be able to read it completely.

6.1.6 Home-Based Business Claims

When promoting the Herbalife Nutrition opportunity, Members may not misrepresent the extent to which the activities of a Member can be conducted solely in the home. Members should emphasize that personal interaction is fundamental to direct selling.

6.1.7 Claims Regarding Relationship Between Herbalife Nutrition and Herbalife Nutrition Independent Members

The Herbalife Nutrition opportunity provides Members the potential to earn income, but under no circumstances is it a “job.” Herbalife Nutrition Independent Members are self-employed independent contractors. As such, Members may not claim, represent or imply that they are employed by, speak for, or provide any kind of consulting services to Herbalife Nutrition. Nor may they suggest that their independent Herbalife Nutrition business is a job.

For example, Members may not use the terms “job,” “salary,” “position,” “employment,” (or any similar term) when promoting the opportunity.

Members may not market the Herbalife Nutrition opportunity using tools primarily devoted to advertising job opportunities, including “Help Wanted” ads, employment bulletin boards, and Internet job search engines such as Monster.co.uk and Careerbuilder.co.uk unless:

- the advertisements clearly and conspicuously indicate that what is being offered is an *independent income opportunity*,
- does not include mandatory fields such as 'Salary'; and
- allows the Member to include the statement set out in [Rule 5.2.1](#).

6.1.8 Opportunity Claims

When offering, promoting or talking about the Herbalife Nutrition opportunity, Members may not:

- Misrepresent the Herbalife Nutrition opportunity as a franchise³⁵ or offer a franchise in connection with an Herbalife Nutrition Membership; or

³⁵ Herbalife Nutrition does not have territories or franchises, and an Herbalife Nutrition Membership is not a franchise.

- State or imply that:
 - Sponsoring Members is as important as sales to customers;
 - A Member can primarily benefit by sponsoring other Members;
 - A Member is required to sponsor other Members;
 - A Member can be successful with little or no effort;
 - Members have to buy Herbalife Nutrition products, materials (besides the HMP), or Business Tools; or
 - Royalty Overrides, Production Bonuses or other benefits may be obtained primarily from the purchase of products rather than the sale of products.

6.2 USE OF HERBALIFE NUTRITION INTELLECTUAL PROPERTY

Maintaining the integrity of the Herbalife Nutrition brand is one of Herbalife Nutrition's primary responsibilities. This Section is meant to help Members understand the significance of Herbalife Nutrition intellectual property. Herbalife Nutrition continuously polices the marketplace for improper, inconsistent and inappropriate use of its intellectual property, including trademarks, logos, slogans, and copyrights, among other things. Such dedicated monitoring ensures Herbalife Nutrition's hard-earned reputation as a high-quality producer of global nutrition products is retained.

6.2.1 Definitions:

Copyrighted materials: Herbalife Nutrition owns the copyright to all printed material, internet content, and audio and video recordings produced by or for it.

A trademark is a proprietary name or symbol that identifies Herbalife Nutrition as the source of the products and services being sold and provided by Members. For example, Herbalife®, Herbalife Nutrition and the Tri-Leaf logo are Herbalife Nutrition trademarks, as are many product brands, such as Thermo Complete® or Herbalifeline® Max.

A trade name is a business name which Herbalife Nutrition has the exclusive right to use. For example, Herbalife International of America, Inc., and Herbalife UK, Limited. are trade names. Members may not register trade names that include the word HERBALIFE, Herbalife Nutrition or other Herbalife Nutrition brand names.

Branding includes the characteristics of the visual appearance of a product or its packaging that signify the source of the product to consumers. For example, it includes the design of some of Herbalife's Nutrition products and packaging.

A trade secret is confidential information that is generally not known outside of Herbalife Nutrition and has commercial value. Trade secrets held by Herbalife Nutrition include formulas, vendor relationships, branding and product development projects not yet in the marketplace, business plans, processes, and compilations of data identifying or relating to other Members, including genealogies.

Herbalife Nutrition Intellectual Property includes Herbalife Nutrition copyrighted materials, trademarks, trade names and trade secrets.

6.2.2 Copyrighted Materials

Herbalife Nutrition owns the copyright to all printed material, Internet content, and audio and video recordings produced by or for it. Members must follow any conditions listed in the download instructions or other written authorization.

All Herbalife Nutrition copyrighted materials must be accompanied by the following statement:

Reproduced with the permission of Herbalife Nutrition. All rights reserved.

Herbalife Nutrition reserves the right to withdraw its consent to use of its copyrighted materials at any time in its sole and absolute discretion.

6.2.3 Trademarks, Branding and Trade Names

Members may use those trademarks, trade names and other forms of branding which Herbalife Nutrition makes available for downloading.

- Herbalife Nutrition trademarks and trade names may only be obtained from Herbalife Nutrition.

- Members must always identify themselves clearly as Herbalife Nutrition Independent Members.
- Members may not alter the trademarks and other forms of Herbalife Nutrition branding in any way, except to resize them. Resizing items is permitted only if the image remains clear in all details and does not diminish the perception or quality of Herbalife Nutrition products and services.
- Members may use Herbalife Nutrition trademarks and branding only in accordance with the current Brand Usage guide for Herbalife Nutrition Independent Members.³⁶
- Members must include the following statement: *“Trademarks, designs and other intellectual property rights are the property of Herbalife International, Inc., or its licensors. Used by permission of Herbalife Nutrition.”*

Herbalife Nutrition reserves the right to withdraw its consent to Member use of these items at any time at its sole and absolute discretion.

6.2.4 Trade Secrets

A Member will hold trade secrets in confidence and may not disclose them at any time, even after termination of the Membership.

6.2.5 Use Limited to Herbalife Nutrition Business

Members may use Herbalife Nutrition Intellectual Property solely for the purpose of conducting their Herbalife Nutrition business.

6.2.6 TV, Radio, Magazines or Newspapers

The words “Herbalife Nutrition” or the specific mention or pictures of any Herbalife Nutrition product or service may not be used in any media advertisements including print, digital, audio or visual recordings, in newspapers, magazines, radio and television or the Internet, or any other medium except as permitted.

6.2.7 Toll-Free Telephone Numbers

Members may have a toll-free telephone number. However, a Member may not use any Herbalife Nutrition trademarks, trade names, product names, or slogans in conjunction with the toll-free number. Members may only identify or list themselves as an Herbalife Nutrition Independent Member.

6.2.8 Telephone Directory Listings

Members may list themselves in the telephone directory under the heading “Herbalife Nutrition Independent Member.” The only information that may follow is the Member’s name, address, telephone number, fax number, email address or website. Display advertisements must conform to all Herbalife Nutrition advertising Rules. The words “Herbalife Nutrition” (other than “Herbalife Nutrition Independent Member”) and other Herbalife Nutrition Intellectual Property may not be used in any way other than as used in advertisements approved in advance by Herbalife Nutrition. Listings by category are permissible under accurate and lawful headings including: “Hair Care Products,” “Skincare Products,” “Health Products” or “Nutritional Products,” and “Weight Management/Control.”

6.2.9 Name or Image of Mark Hughes

The name or image of Mark Hughes (founder of Herbalife Nutrition) may not be used in any advertisements.

6.2.10 Herbalife Nutrition’s Addresses

The addresses of any Herbalife Nutrition offices may not be used, published, or promoted by any Member as their own.

6.2.11 Prohibited Use of Third Parties Intellectual Property

Members may not use third parties’ copyrighted materials, trademarks, trade names, product names (or any variations) text, photo images, videos, or graphics owned or created by third parties unless they have obtained prior written consent from the owner. All third party intellectual property must be properly referenced as the property of the third party, and Members must adhere to any restrictions and conditions that the owner of the intellectual property places on the use of its property.

³⁶ The Brand Usage guide for Herbalife Nutrition Independent Members is posted in the Assets Library at www.myherbalife.com/en-GB under Knowledge Zone / Resources.

6.2.12 Termination of Herbalife Nutrition Membership

If an Herbalife Nutrition Membership becomes terminated for any reason, the Member must immediately discontinue use of Herbalife Nutrition's Intellectual Property and update profile information for any social media accounts to disclose that they are no longer an Herbalife Nutrition Independent Member.

6.3 ADVERTISING AND PROMOTIONS

6.3.1 Herbalife Nutrition Advertising Templates

Herbalife Nutrition publishes a variety of advertising templates which Members may use without alteration, except for adding their name and contact information. The templates are available for download from www.myherbalife.com/en-GB.

6.3.2 Member Advertisements and Promotional Materials

Herbalife Nutrition produces promotional literature and sales tools for Member use in advertising and promoting their Herbalife Nutrition business. Members may produce their own promotional materials, but must ensure the materials:

- Are truthful and accurate;
- Make no therapeutic, disease or medical claims;
- Do not imply an employment opportunity; and
- Comply with all applicable Rules and law.

6.3.3 Posting of Advertising Materials

Private Property Members may post advertising materials on private property with the prior written consent of the owner. To document consent, Members may use Herbalife Nutrition's template "Letter of Consent to Post Advertising on Private Property," available at www.myherbalife.com/en-GB and from Member Services.

Advertising materials may not be visible from the street or sidewalk when used at a private office or other location where Herbalife Nutrition business is done, and may not be posted in a manner that might be a distraction to motorists or pedestrians.

Materials must be promptly removed upon the request of any government authority, the owner of the property or Herbalife Nutrition.

Public Property: Members may not post advertising materials on public property, such as utility poles, street lights, traffic lights, parking meters or traffic signs.

6.3.4 Broadcasting

Members may not broadcast on a television, satellite or radio station any audio or visual recording mentioning Herbalife Nutrition, its products or opportunity except for the following advertisement:

Herbalife Nutrition Independent Member
Call me for products or opportunity
(Member Name and phone or email address)

In the event Herbalife Nutrition broadcasts on a television, satellite or radio station, Members may not advertise on that station one hour before and after the Herbalife Nutrition broadcast.

6.4 PRESERVING THE PERSONAL RELATIONSHIP

Direct selling is about personal relationships and product knowledge, and the value both skills provide to existing and potential customers. These Rules protect the direct sales channel by supporting a Member's ability to establish and maintain a strong connection with existing and potential customers. It is through these relationships with customers and personally sponsored downline that aid Members to achieve success, inspire others to do the same, and ensure the highest level of customer satisfaction.

6.4.1 Offering and Advertising Promotions

Herbalife Nutrition Members are independent business persons and may sell Herbalife Nutrition products, and Herbalife Nutrition-produced literature and promotional items at any price they choose. In the United Kingdom, Herbalife Nutrition suggests retail prices, but these are only recommendations that have a purely indicative nature and at all times Herbalife Nutrition Members remain entirely free to set their retail prices.

However, Herbalife Nutrition Members are responsible for ensuring that each of the promotions they offer are fair, true and correct, and not misleading in any manner. Misleading promotions harm the Herbalife Nutrition brand and all Members' businesses. Below is a list of non-exhaustive examples of misleading advertising or promotions:

- Promote a product as a 'discounted product' if the Member has always sold this product at such a price.
- Use of promotional wording such as "up to X% off" and "from €20" when such savings only apply to a limited amount (less than 10%) of products.
- Display a promotion for an indefinite period. The Member must always display the duration of time the promotion will last.
- Display a price, recommended retail price or 'the price at which the product is generally sold' with a strikethrough or in such other similar manner, where the Member has never promoted or sold the product at that price.
- Display promotional products where the Member reasonably believes that he/she may not have adequate stock to supply those products at the price indicated, for a reasonable period of time and in reasonable quantities. Where any or all product quantities are unknown or limited, indicate this on their site with "purchase while stocks last" and/or "limited availability on some products" and/or "for [X] days only".
- Falsely use in any way whatsoever, the term "limited availability" or similar, to generate an inquiry or purchase from a customer.

7.1 MEMBER CONDUCT

7.1.1 Standard of Personal Conduct

Members may not publish, post or distribute any materials on or via the Internet, whether or not in connection with Herbalife Nutrition that are, in Herbalife Nutrition's sole and absolute judgment, defamatory, libelous, disparaging, threatening, offensive, harassing, abusive, obscene or pornographic.

7.1.2 Unauthorized Computer Access

Members may not:

- Interfere or take any action that results in interference with or disruption of:
 - www.herbalife.co.uk
 - www.myherbalife.com/en-GB
 - other websites maintained by Herbalife Nutrition or its Members
- Gain or attempt to gain access to computer systems or networks connected to these sites without prior written permission from Herbalife Nutrition.

7.1.3 Consumer Data

Members may not sell, rent, or trade consumer or website user Personal Information (defined in Chapter 12). Furthermore, Members may only use such Personal Information in connection with the Herbalife Nutrition products or opportunity and may not use the data for other purposes unless they have informed the person and have a proper legal basis for this additional use. Examples of proper legal basis for use are:

- consent from the person,
- compliance with a legal obligation,
- execution of a contract with the person (such as an agreement to sell them products), or processing as necessary to perform a contract with the individual, or
- legitimate business interest, provided this interest is not outweighed by the privacy interest of the person.

If any person or entity requests that their information not be used, the Member must immediately honor such request.

7.2 MEMBER WEBSITES

7.2.1 Members Must Disclose Relationship with Herbalife Nutrition

To avoid confusing Herbalife Nutrition customers and the public at large, Members operating independent websites that use Herbalife Nutrition trademarks to promote or offer Herbalife Nutrition products for sale must clearly and conspicuously identify themselves as an Herbalife Nutrition Independent Member.

Members must:

- Clearly display an entry splash [pop-up](#) provided by Herbalife Nutrition without any alteration, that appears once at every visit to the website; and
- Clearly display the Member's personal name and contact details including address and phone number along with the "Herbalife Nutrition Independent Member" logo; and
- Ensure the website does not have the same or similar visual appearance as the official Herbalife Nutrition website www.herbalife.co.uk.

The "Herbalife Nutrition Independent Member" logo along with the Member's personal name and contact details, including phone number, must be displayed in a prominent location (above the fold, which means, it is positioned in the upper part of the web page and so that it is visible without scrolling down the page) and in a font and/or manner that attracts the attention of website visitors.

Please contact Member Services or visit www.myherbalife.com/en-GB for the logo and for the entry splash pop-up guide.

The Member's business name and business address may not be a substitute, but may be included in addition to the Member's personal name and contact details, including address and phone number, and must appear along with the "Herbalife Nutrition Independent Member" logo:

- on the home page;
- as part of any contact information; and
- as part of any publicly accessible profile information.

Anonymous postings or the use of an alias are prohibited.

Herbalife Nutrition reserves the right, as its sole discretion, to require Members to amend their websites so as to comply with this Rule.

7.2.2 Domain Names, Email Addresses, and Websites

Members may not use Herbalife Nutrition Intellectual Property in their:

- Website domain name (URL).
- Titles for any pages on a Member's website (including, but not limited to, the home page), except as required under [Rule 7.2.7](#).
- Email addresses.

Examples of Herbalife Nutrition Intellectual Property terms that may not be used:

- Herbalife Nutrition
- Herbalife Nutrition product names

Any Member violating this Rule must transfer the domain name or email account to Herbalife Nutrition on Herbalife Nutrition's request and at no cost to Herbalife Nutrition. Herbalife Nutrition reserves its other rights and remedies.

Members must operate their own individual website and no more than one Member shall operate, fulfil orders or otherwise participate on the same website.

7.2.3 Hyperlinking and Associations

Members may link their websites to:

- The home page on www.herbalife.co.uk (or any other website produced or maintained by Herbalife Nutrition).
- Any other website maintained by the Member to promote the Herbalife Nutrition product and opportunity.
- Any third-party website that will assist the Member in promoting the Herbalife Nutrition products and opportunity, so long as such websites are compliant with [Rule 7.2.4](#).

Members may not use third parties' trademarks, trade names, or product names in their:

- Website domain name (URL).
- Titles for any pages within a website (including home pages).
- Email addresses.
- Title tags, meta tags³⁷

7.2.4 Third Party Advertisements on Member Websites

Members may feature third-party advertisements on websites they use in connection with their Herbalife Nutrition business so long as, in the sole and absolute judgment of Herbalife Nutrition, the advertisements DO NOT:

1. Relate to any religious, political or commercial organization.
2. Damage the reputation of Herbalife Nutrition or its Members.
3. Misuse Herbalife Nutrition Intellectual Property.
4. Directly or indirectly promote any other:
 - a. direct-selling or MLM company regardless of products offered; or
 - b. products competitive with those sold by Herbalife Nutrition, such as:
 - i. meal replacements,
 - ii. nutritional supplements, or
 - iii. cosmetics.

7.2.5 International Business

Members conducting or seeking to conduct business in international markets via their own or other websites may sell only products meeting all the legal requirements of the country to which communications are directed.

³⁷ The only exception to this Rule is if and when a Member has obtained prior written consent from the owner. A Member shall indemnify Herbalife Nutrition against any claim arising or related to the Member's use of third-party trademarks, trade names, or product names.

7.2.6 Website Privacy Notices and Compliance

Members must post, in a prominent location on their independent websites, a “Privacy Notice” that informs consumers of the personal information that is being collected about them, how such information will be used, and who it will be share with (including Herbalife Nutrition), and contains any additional information required to be disclosed under the privacy and data protection laws of each jurisdiction in which the Member’s business is being conducted.

In addition, Members are responsible for compliance with all Rules and all privacy and data protection laws applicable to their independent websites, including regarding:

- Data collection;
- Marketing; and
- Information security, confidentiality, and data breach reporting;

7.2.7 Search Engine Advertising and Optimization

Members may not use any misleading or deceptive tactics to improve their index preference with search engines.

Members must also display the following statement in the page description on any search engine result:

“This is the website of an Herbalife Nutrition Independent Member (optional to insert Members’ name).”

Members must identify themselves and display “Herbalife Nutrition Independent Member” in the title tag on any search engine result.

7.2.8 Transfer of Member Websites

A Member who intends to sell Herbalife Nutrition products via a website that was previously owned by another Member or a former Member (“a relevant website”)³⁸ must seek prior written consent from Herbalife Nutrition prior to operating the website in connection with their Herbalife Nutrition business, such consent by Herbalife Nutrition is not to be unreasonably withheld or delayed. The [Transfer of Member Website Consent Form \(“Consent Form”\)](#) is available at www.myherbalife.com/en-GB.

To protect the integrity of the Sales & Marketing Plan, Herbalife Nutrition reserves the right to refuse to consent to a relevant website being operated in connection with a Member’s Herbalife Nutrition business. Please see the [Consent Form](#) for a non-exhaustive list of situations where consent may be refused.

Failure to comply with this Rule may lead to serious sanctions to your Membership, including, but not limited to, suspension of buying privileges and termination of your Membership.

7.3 PROHIBITION OF SALES ON AUCTION SITES AND THIRD-PARTY ONLINE MARKETPLACES (COLLECTIVELY, “THIRD-PARTY SITES”)

It is important that all marketing and offering for sale of Herbalife Nutrition products, whether online or offline, conforms with Herbalife Nutrition’s product quality standards, helps promote the value and image of the Herbalife Nutrition brand, and is consistent with the marketing positioning of Herbalife Nutrition’s products. This includes not making illegal, false or inappropriate claims about Herbalife Nutrition products or associating Herbalife Nutrition products with other products that make such claims. In addition, all sales must assist in forging and strengthening customer care through Members’ personal relationships with their customers – this is a fundamental component of the Distributor Difference.

Herbalife Nutrition recognizes the increasing importance of e-commerce as a distribution channel for Members to sell Herbalife Nutrition products on the internet. This is one of the reasons Herbalife Nutrition has invested considerable amounts into developing “GoHerbalife.com,” a dedicated and legally compliant online sales platform that, where available, Members may use without charge. *

In contrast, sales on Third Party Sites weaken the personal relationships Members must develop with their customers, as well as the Herbalife Nutrition brand and the image and marketing positioning of Herbalife Nutrition establishes for its products. This is because, among other things:

- (i) Third Party Sites display the name and logo of the Third-Party Site operator;

³⁸ A website is defined as a collection of publicly accessible, interlinked Web pages that share a single domain name or URL, which are used for the sale of Herbalife Nutrition products.

- (ii) often make inaccurate representations about their quality or performance which can in certain instances be false or even illegal, and
- (iii) position Herbalife Nutrition's products in a context which is not consistent with Herbalife Nutrition's desired market positioning and image for its products.

Accordingly:

- Members **are permitted** to make online sales of Herbalife Nutrition products through:
 - a) their own independent online shops which meet the relevant Herbalife Nutrition Quality Assurance, Customer Service and Technology Specification Standards or
 - b) through GoHerbalife.com³⁹, and
- Members **are not permitted** to offer for sale, sell, or facilitate the offering for sale or sale, of Herbalife Nutrition products (directly or indirectly in any manner or by any means), whether by soliciting or receiving open bids or by posting for sale at a fixed price or otherwise, on any commercial auction website, online auction marketplace, Third-Party Site or any other website that bears the name or logo of or is otherwise branded or identifiable as the website of a third-party.

7.4 EMAIL

These Rules apply to Members who send email regarding the Herbalife Nutrition products or opportunity and are in addition to applicable law.

Members must also comply with the terms of use or service for all email service providers used in their Herbalife Nutrition businesses.

7.4.1 Requirements and Restrictions

1. All email messages sent by Members relating to Herbalife Nutrition must meet the following requirements:
 - a. Members must disclose the origin of any email message:
 - i. Source, destination and routing information attached to the message (including the originating domain name and originating email address) must be accurate.
 - ii. The "From" line of each message must accurately identify the Member who initiated the message.
 - b. The Subject" line of each message must not be misleading.
2. The following additional requirements apply to Members' email messages that are commercial in nature, irrespective of whether the messages are part of a bulk-message distribution or whether the intended recipients are businesses or individuals. A commercial email is an email message that advertises or promotes a commercial product or service, including content on website operated for a commercial purpose. Commercial emails include messages promoting Herbalife Nutrition. An email is still considered commercial even if it also includes other non-commercial content.
 - a. Each message must include the Member's valid physical postal address.
 - b. Each message must include a clear, conspicuous notice about how to make an opt-out request:
 - i. The message must contain a functioning return email address or Internet-based mechanism that a recipient may use to submit a request that they not receive future commercial email messages from the sender (each an "opt-out mechanism"). All opt-out mechanisms must be able to process opt-out requests for at least 30 days from when the message was sent.
 - ii. All opt-out requests must be honored without undue delay and Members must stop initiating or sending commercial email to such persons at that time.
 - iii. The opt-out mechanism may not be burdensome and cannot require the recipient to take steps other than sending a reply email or visiting a single web site as a condition of opting-out. Recipients cannot be asked or required to provide personally identifying information beyond an email address in order to process an opt-out request.
 - iv. Members cannot charge a fee for processing out-out requests.
 - v. Each Member must produce and maintain its own Do-Not-Email List ("DNE list") and check any relevant E-Mail Preference Service (e-mps) register to track and honour all opt-out requests.
3. Members are prohibited from sending commercial email messages unless the:

³⁹ GoHerbalife is available in selected markets.

- i. Member has an existing business relationship with the recipient based on a prior purchase or transaction involving a Herbalife Nutrition product (where the recipient was given, at the time their data was collected, a simple no cost method to refuse consent to future messages), or
- ii. Member is a friend or family member, of the recipient, or
- iii. Recipient provided prior consent to receive the message, which has not been withdrawn. The consent must be specific to receiving messages about Herbalife Nutrition.

4. Members may not obtain email addresses by address harvesting, dictionary attacks or brute force searching.

- i. "Address harvesting" is the use of automated means to collect email addresses that are listed on a website or online service, when that website or online service contains a notice that it will not give, sell or otherwise transfer addresses maintained by such website or online service to any other person for the purpose of initiating commercial email messages.
- ii. "Dictionary attack" refers to automated means used to generate possible email addresses by combining names, letters or numbers into numerous permutations.
- iii. "Brute force searching" refers to automated or manual efforts used to discover possible email addresses by scraping publicly accessible web pages to acquire text strings with an "@" within them.

5. Members are prohibited from using scripts or other automated means to register for multiple email accounts or online user accounts from which to send commercial email messages.

6. Members are prohibited from selling, leasing, exchanging, or otherwise transferring or releasing the email address of a person unless the Member has specific consent in writing from the person to do so. Any consent lapses from the moment the person sends an opt-out request.

7.4.2 Notice to Discontinue Emailing

Members must immediately discontinue email activity if they receive any notice from a governmental, regulatory or data privacy authority regarding their email practices. Members must promptly report all such notices to Herbalife Nutrition, by calling 03450 560606, within 24 hours after such notice is received.

7.5 SOCIAL MEDIA

These Rules apply to Members using social media sites such as Twitter, YouTube, Facebook, Instagram, Pinterest and Snapchat as well as online communities such as blogs. These Rules are in addition to applicable law.

7.5.1 Responsibility for Postings

Members are responsible for all Herbalife Nutrition -related content they post online. Members using social media sites as part of their Herbalife Nutrition business must clearly and conspicuously identify themselves by name and as an Herbalife Nutrition Independent Member.

7.5.2 Social Media as a Sales and Promotion Forum

Social media sites may not be used to conduct sales of Herbalife Nutrition products. Online sales of Herbalife Nutrition products may only be made from a Member's website.

7.5.3 Postings and Claims

Members must be accurate and truthful in all social media posts. All claims, representations, personal and product stories must be in compliance with the Rules including the Rules on Claims. [See Section 6.1 Claims and Representations.](#)

7.5.4 Use of Herbalife Nutrition's Intellectual Property

Social media profile names and posts must comply with the requirements of [Rule 6.2 Use of Herbalife Nutrition Intellectual Property](#), including the requirement that Members may only use the trade name "Herbalife Nutrition" in a manner that clearly identifies the Member as an Herbalife Nutrition Independent Member.

Examples of unauthorized use of the Herbalife Nutrition trade name in social media profile names/posts are:

- "Herbalife Nutrition Wellness Challenge"
- "The Herbalife Nutrition Page"
- "Let's Talk Herbalife Nutrition"

Examples of authorized uses of the Herbalife Nutrition trade name in social media profile names/posts are:

- “Herbalife Nutrition Independent Member – Wellness Challenge”
- “The Herbalife Nutrition Page – Herbalife Nutrition Independent Member”
- “Let’s Talk Herbalife Nutrition – Herbalife Nutrition Independent Member”
- #HerbalifeNutrition
- #TeamHerbalife
- #IAmHerbalife

However, Members may use official Company hashtags, that include the trade name “Herbalife Nutrition”, share Company social media posts, or link to official Company websites and social channels.

7.5.5 Photos, Video/Audio Recordings

Members may post audio/video material on YouTube and similar social media sites, provided the content complies with the Rules.

Herbalife Nutrition reserves the right to determine, in its sole and absolute discretion, if recordings or images (including their manner of use) violate the Rules or diminish Herbalife Nutrition’s reputation. Herbalife Nutrition reserves the right to require the removal of any such images or recordings. Members must comply with all of the privacy laws, intellectual property laws and social media platforms’ policies terms of use, terms and conditions, guidelines or other similar terms, and Herbalife Nutrition Rules when using images or recordings of other individuals on social media sites.

7.5.6 Terms of Use

Members must comply with the terms of use, terms and conditions, terms of service, acceptable use guidelines or similar terms of the social media platforms used in their Herbalife Nutrition businesses.

7.5.7 Professionalism

Members should not respond to those who place negative posts about them, other Independent Members, or Herbalife Nutrition. Negative posts may be reported by email to: mpcuk@herbalife.com.

7.5.8 No Purchasing Followers and Likes on Social Media

Members may not purchase Followers or Likes⁴⁰, or use any other misleading or deceptive tactics to boost the perceived popularity of their social media accounts or pages.

7.5.9 No Targeting Followers on Social Media Platforms

Members may not systematically target another person’s Followers for the purpose of selling Herbalife Nutrition products or obtaining Leads. Additionally, systematic, automated apps or software, and manual direct messaging to other Members with the intention of selling Herbalife Nutrition products or recruiting, are prohibited.

7.5.10 No Data Mining and Website Scraping Software

Members who utilize social media and other digital platforms to conduct their Herbalife Nutrition businesses must do so in compliance with each social media platform’s and internet service provider’s privacy policy and terms of use. Data mining and website scraping tactics (including but not limited to the use of web spiders, crawlers, and bots) are considered deceptive and are prohibited.

7.5.11 No Inappropriate Communication Practices

Members who utilize social media platforms to conduct their Herbalife Nutrition business must do so in compliance with each social media platform’s communications rules and policies. Unsolicited commercial communications are generally prohibited. Members must ensure that they have permission to contact people and honor any requests that they may receive to cease contact.

⁴⁰ A Follower is a person who subscribes to a social media account in order to receive updates. On Facebook, a person who Likes a page is the same as a Follower, Friend or Fan. A Like is an action that can be made by a Facebook, Twitter or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.

7.6 TELEMARKETING

Laws severely restrict telemarketing operations and are highly technical. These Rules are being provided as an accommodation to Members (but not as legal advice). Members are responsible to know and obey all applicable telemarketing laws.

When contracting with vendors, Members must confirm that the vendor's services comply with all applicable laws. The actions or omissions of the Member's vendor will be considered to be the actions or omissions of the Member.

7.6.1 Definitions

Autodialer

Equipment that dials telephone numbers automatically, including any computerized equipment that performs the dialing function whether or not the machine is pre-programmed with a list of numbers or dials numbers on a random basis.⁴¹

Broadcast Fax or Blast Fax

Sending a fax to recipients who have not requested the fax, including equipment that can send multiple faxes to multiple recipients.

Established Business Relationship (EBR)

A prior relationship between a Member and a telephone subscriber based on the subscriber's:

- Purchase or transaction within 18 months immediately preceding the date of the telephone call, if the relationship has not previously been terminated.
- Inquiry about products or services within three (3) months immediately preceding the telephone call, if the relationship has not previously been terminated.

(If the subscriber makes a "Do-Not-Call" request to a Member, that request terminates the EBR even if the subscriber continues to do business with the Member.)

Prior Express Consent

A written agreement or email between a Member and consumer clearly stating the consumer agrees to be contacted by the Member regarding Herbalife Nutrition products or opportunity, including the telephone or fax number through which such contact may be made.

Telemarketing

The act of selling, soliciting, marketing, promoting, or providing information about a product or service using a telephone, cell phone, text message, fax machine, autodialer, pre-recorded or artificial voice recording, or like device.

7.6.2 Telemarketing Requirements

Members are responsible for complying with all applicable laws and regulations that govern telemarketing, including the Do-Not-Call rules maintained by the UK Fax Preference Service (FPS) and Telephone Preference Service (TPS) and their equivalent in any country. This requirement applies to **live** calls made from standard telephones as well as all other forms of telemarketing.

Members may not contact, either by telephone or by fax, any person or entity in the UK whose telephone number is on FPS or TPS list unless an exemption is applicable. The FPS and TPS exempt subscribers that have provided their Prior Express Consent to be called, and such Prior Express Consent has not been subsequently withdrawn, that have an established business relationship with the Member, or that have a personal relationship with the Member.

Members engaged in telemarketing must:

- purchase and review the Do-Not-Call lists maintained by the UK FPS and TPS and their equivalent in any country in which they do business.
- Access the registers and purge newly registered numbers from their call lists at least every 28 days.

⁴¹ Includes computerized equipment such as:

- Predictive Dialers – which dial calls while telemarketers are talking to other customers by predicting the average time it takes for a consumer to answer the telephone and when a telemarketer will be free to take the next call.
- Preview Dialers – which provide a number to be dialed on the telemarketer's screen and, when directed by the telemarketer, dials the number for the telemarketer.

- Set up their own business account with the Do-Not-Call Registry. (Members will be required to provide identifying information and must use their personal or company name as Seller identification.⁴²)
- Pay any fees associated with accessing a Do-Not-Call database.
- Maintain their own “Do-Not-Call” lists that record the number(s) of any person or entity that requests that they not be contacted.
- Maintain a written policy governing Do-Not-Call and other telemarketing requirements.
- Train all personnel engaged in telephone solicitation on a Member’s behalf about these rules.
- Members may not use any telephone number supplied by a third-party vendor for use in telemarketing if that telephone number appears on any Do-Not-Call list maintained by the FPS, TPS or any national or local government, or if that telephone number appears on the Member’s own Do-Not-Call list.

Additional or other requirements may apply if a Member is calling within or outside of the country. It is the Member’s responsibility to determine the requirements of all applicable laws relating to Do-Not-Call lists and to comply with those requirements.

7.6.3 Autodialers

Members may not use an Autodialer in connection with an Herbalife Nutrition business, products, or opportunity.

7.6.4 Prerecorded or Artificial Voice Messages

Members may not use prerecorded or artificial voice messages in connection with an Herbalife Nutrition business.

7.6.5 Unsolicited Faxes

- Members may not use a Broadcast Fax, Blast Fax, or similar services to send fax messages.
- Members may send faxes only to EBRs who have provided Prior Express Consent to receive faxes from the Member, and such Prior Express Consent has not been subsequently withdrawn.
- When sending faxes to EBRs, the Member must have obtained the fax number through:
 - The recipient’s voluntary communication or
 - From a directory, advertisement, or website to which the EBR voluntarily agreed to make the fax number Available
- All faxes must include:
 - A clear and conspicuous notice on the first page that the recipient may request the sender not to send future faxes (“Do-Not-Fax request”) and that failure to comply with the request within 30 days is unlawful.
 - A domestic contact telephone number and a fax number (for the recipient to transmit a Do-Not-Fax request).
 - At least one cost-free mechanism the recipient can use to transmit a Do-Not-Fax request to the Member, such as a website address, email address, or toll-free number.
- Members must accept and process Do-Not-Fax requests 24 hours a day, seven days a week, and all requests must be fully honored within 30 days.
- All faxes must include (either in the top or bottom margins on each page or on the first page of the Fax):
 - Date and time the Fax is sent;
 - Identity of the sender (which must be the Member’s personal and where applicable company name); and
 - Telephone number of the sending fax machine and of the Member.

7.6.6 Government Inquiries

Members must immediately discontinue Telemarketing if they receive any notice from a governmental authority regarding their Telemarketing activity. Members must promptly report all such notices to Herbalife Nutrition.

⁴² Members must not identify Herbalife Nutrition as the “Seller” or “Client.”

Many Members utilize Nutrition Clubs as a successful way of doing business. Nutrition Clubs operate with the purpose of introducing and retailing Herbalife Nutrition products to new and existing customers, as well as an opportunity to offer activities. While this section provides a brief explanation of the operation of Nutrition Clubs, it is not intended to be a substitute for the extensive training Members receive as part of the Nutrition Club program.

A Nutrition Club (“Club”) provides an informal setting for:

- Introducing prospective Members to Herbalife Nutrition;
- Sharing recipes and uses of Herbalife Nutrition products;
- Setting goals to achieve a healthy lifestyle;
- Participating in healthy activities;
- Making friends who share lifestyle goals;
- Socializing
- Talking about good nutrition;
- Learning the value of regular exercise; and
- Planning strategies for achieving a healthy lifestyle.

A Club operation must follow these Rules. Herbalife Nutrition has sole and absolute discretion to determine whether a Club is in compliance with these Rules.

8.1 GENERAL RULES

8.1.1 Reviews

Members must cooperate with Herbalife Nutrition’s periodic review of Club.

Members accept that when Herbalife Nutrition conducts review of Nutrition Clubs it may contract with third parties to assist it in such review, for instance through the use of mystery visitors.

8.1.2 Training

A Club operator must be trained by a knowledgeable upline Member or through local Herbalife Nutrition training events. The ultimate responsibility for training of an operator is the first upline TAB Team member.

Members may offer optional training for a fee, provided the fee is no more than the Member’s out of pocket costs to provide the training.⁴³

8.1.3 Employees

Clubs may only be operated by Herbalife Nutrition Independent Members. Members may not use employees to assist with any Club operations.

8.1.4 Not Franchises

Members may not say or imply that a Club is a franchise and may not receive a fee or payment from another Member for help or advice related to the opening or operation of a Club (other than as allowed in [Rule 8.1.2 Training](#)).

Clubs are not franchises, and are different from franchises in many ways, including:

- Herbalife Nutrition does not charge Members a fee to open a Club or ongoing franchise fees.
- Members are not required to make any purchases from Herbalife Nutrition.

8.1.5 Independent Business Operations

Members are independent business people, and their Clubs are independent from Herbalife Nutrition. Herbalife Nutrition does not approve, endorse, authorize, guarantee or assume any obligation, responsibility or liability of a Club.

⁴³ Members must keep detailed records and supporting documentation for a period of two (2) years, itemizing their out of pocket costs and fees charged. Herbalife Nutrition may request copies to verify compliance with [Rule 3.3.1 Sale of Business Tools Not For Profit](#) and [Rule 5.1.1 Organizational Leadership & Training](#), which prohibit Members from profiting from Business Tools, trainings or meetings.

8.1.6 Primary Club Operator

One Member must be designated as the primary Club operator and accept full responsibility for and oversee all Club operations.⁴⁴

If multiple Members share a common space to operate their Clubs, the primary Club operator must appoint another Member to be responsible when the primary Club operator is not present at the Club.

8.1.7 Good Neighbor Policy

Club operators must be good and considerate neighbors (especially when operating out of their homes). To that end, operators must limit Club attendance and take any other steps to ensure Club meetings do not cause unreasonable noise, traffic congestion, or other forms of public nuisance.

8.1.8 Comply With the Law

As with other business activities, Members must comply with all laws and regulations that apply to the operation of their Club, including but not limited to business licenses, food permits, fire and safety requirements, consumer protection, privacy & data protection law and tax obligations⁴⁵. In dealing with government agencies, prospective and current Club operators must be cooperative and represent their proposed or actual activities accurately.

8.1.9 No Assigned or Exclusive Territories

There are no territorial assignments or exclusive territories for Clubs: they may be opened and operated wherever legally permissible.

8.1.10 Multiple Clubs

A Member may not operate Nutrition Clubs at more than two locations or enter into more than two leases for the purpose of operating Clubs, subject to the exception below.⁴⁶

A Member may enter into more than two leases for the purpose of operating Nutrition Clubs in Herbalife Nutrition's absolute discretion, and if there is sufficient evidence of the following:

- The Nutrition Club is not a franchise (see [Rule 8.1.4](#)).
- The Club will not be sold for profit (see [Rule 8.2.12](#)).
- Rent or facility charges collected from other Members for their use of Club premises is no more than the expenses directly related to the other Members' use of the facility (see [Rule 8.1.11](#)).
- The Club owner or operator will not allocate Volume to Members for the purpose of facilitating qualifications or engage in any other activity that would violate the Sales and Marketing Plan Manipulation Rule (see [Rule 3.1.10](#)).

8.1.11 Sharing Club Premises

A Club operator who charges other Members for the use of their Club premises may collect, as rent or facility charges, no more than the expenses directly related to the other Members' use of the facility. The Club operator may not profit by charging other Members for the use of his or her Club premises. All Members subleasing space within the Club must complete the registration requirements set forth in [Rule 8.4.1](#).

8.1.12 Required Postings

Every Club operator must post the "Nutrition Club Operator's Notice" and the "Hygiene and Sanitary Practices Notice" in a prominent location in the Club.

Notices must be at least 21 x 29.7 centimeters (A4) and in a font size of at least 17 points⁴⁷

⁴⁴ The posted Nutrition Club Operator's Notice must always reflect the name and contact information of the responsible Member. If absent, the Member must assign a Member (whom the Member personally trained) to personally oversee all Club operations. When this occurs, the name and contact information on the Notice must be updated accordingly.

⁴⁵ IMPORTANT: Members should refer to their personal legal and tax advisers on these issues before opening a Nutrition Club.

⁴⁶ This Rule applies to a Member operating as an individual, through an entity, or by any other means.

⁴⁷ These Notices are available for duplication on www.myherbalife.com/en-GB.

8.1.13 Good Hygiene

Serving Herbalife Nutrition products to Club customers requires a Club operator to practise good hygiene and keep the Club clean and sanitary. The following hygiene practices are required, however, Herbalife Nutrition cannot guarantee that these practices will ensure compliance with local laws. Club operators are responsible for understanding and complying with all applicable food safety laws:

Food Sourcing, Handling and Preparation

- Obtain fruits, vegetables and other non-Herbalife Nutrition ingredients from reputable suppliers who maintain high standards for food cleanliness and safety.
- Inspect ingredients for freshness and quality on delivery and again before use.
- Use good quality water (or boiled water) for beverages served at the Club.
- Thoroughly clean and sanitize kitchen equipment before and after each use including blenders and cutting boards.
- Clean refrigeration units at least once a week.
- Use disposable cups to serve beverages.

Perishable and Non-Perishable Products

- Use older products first. Do not use the products that are past their Use By date.
- Wash fruits and vegetables prior to use.
- Store perishable products in a manner that protects them from damage, spoilage or contamination.
- Clean refrigeration units at least once a week.
- Store Herbalife Nutrition products and non-perishable ingredients in a cool, clean, well-ventilated space.

Personal Hygiene

- Frequently wash hands and forearms with soap and warm water and always:
 - After using the restroom.
 - Before and after handling any food items.
 - After sneezing, coughing or blowing nose.
 - After smoking, eating, drinking or leaving the Club premises.
 - After touching hair or any other body part.
 - After touching another person.
 - After touching used or dirty kitchen equipment or utensils.
- Keep clothing and hair clean and neat at all times.
- Leave the Club premises immediately if feeling sick, even if the Club must close. Where possible another Member that has been properly trained regarding Nutrition Club Operations, may cover in your absence to support the Club activities.

Club Premises

- Immediately clean up spills and warn guests to avoid the affected areas until clean up is complete.
- Maintain multiple covered rubbish receptacles lined with high-quality garbage bags throughout the Club premises; remove and empty frequently.

8.2 CLUB OPERATIONS

8.2.1 Fees

A Club operator may charge Nutrition Club fees at any price the operator chooses. Tiered Nutrition Club fees for additional privileges are permitted.⁴⁸

The Club operator is responsible for understanding and complying with legal and tax requirements.

8.2.2 Club Attendance Not Mandatory

Club attendance is a personal decision for the Attendee or guest (whether or not he or she is a Member). Club operators must never state or imply that there is an obligation to attend.

8.2.3 Club Activities and Services

Nutrition Clubs must offer their Attendees:

- Regular opportunities to socialize.

⁴⁸ If the Club operator is VAT registered, he/she may be required to charge and account for VAT. Club operators must offer receipts for Nutrition Club fees and product purchases to Club customers.

Refer to your personal tax advisor for questions regarding whether you have an obligation to register for VAT.

- Frequent educational and coaching sessions (group or one-on-one) on nutrition and weight management.

8.2.4 Attendee Referral Incentives

Club operators may offer reasonable rewards, such as free products, for the referral of new Attendees. However, Club operators are prohibited from paying cash or cash equivalent for such referrals.

8.2.5 Authorized Herbalife Nutrition Products Only

Only Herbalife Nutrition products may be served, sold, promoted or otherwise distributed in a Club.⁴⁹

8.2.6 Product Consumption & Offerings

Club operators may offer products such as shakes, teas, and Herbal Aloe beverages and may offer any other Herbalife Nutrition products in line with the Rules.

All Herbalife Nutrition products must be prepared in accordance with the instructions on the printed product labels and Members may not add alcoholic beverages or medications to any products. In addition, loose tablets may not be served in Clubs.

When preparing shakes, teas and Herbal Aloe Beverages or any other Herbalife Nutrition products for consumption, Members must:

- inform the customer if there are other products added to the Herbalife Nutrition shakes, beverages and other products being offered;
- inform the Attendees of any allergens that may be present in the foods served or products being offered at the Club;
- make available product packaging/labels for inspection by Attendees;
- suggest the customer seeks medical advice if they have questions about the consumption of Herbalife Nutrition products.

The decision on whether to consume the Herbalife Nutrition products shall be made solely by the customer.

8.2.7 Carry-Outs

Recognizing that social interaction is a valuable part of the Club experience, products served are intended for consumption in the Club. However, customers may carry out up to two (2) full consumptions per visit, which include a shake, tea, aloe or any other product consumed at the Nutrition Club.

8.2.8 Product Retailing

Club operators may keep sufficient inventory on hand to serve the Club, and to retail Herbalife Nutrition products. All Herbalife Nutrition products must be sold unopened and in their original Herbalife Nutrition packaging.

Club operators may not:

- Sell as individual units or single servings products not packaged and labeled for individual sale including loose tablets, which may not be sold or provided for sampling.
- Post product consumption or ingredients pricing.
- Use high-pressure sales techniques.
- State or imply that product purchases are required in order to enter, attend, or become or remain an Attendee of the Club.

8.2.9 Sampling

Products may not be given as samples unless they are labeled for distribution in single servings.

Products packaged by Herbalife Nutrition but not labelled individually can be sampled by attendees only when the attendee is provided with the directions for use, nutritional facts, ingredients (highlighting allergens) and any other information included on the product label for the product or provided with the product as a leaflet, flyer or similar.

⁴⁹ Only Herbalife Nutrition products authorized for sale in the United Kingdom may be served or sold in United Kingdom Clubs. However, shake add-ons such as fruits, vegetables and flavors are permitted.

8.2.10 Product Packaging and Display

Club operators may display Herbalife Nutrition products in its original packaging, product-related literature, and promotional items, provided the displays are not visible from outside the Club.

8.2.11 Proper Disposal of Product Containers

To protect against those who might seek to counterfeit Herbalife Nutrition products, Club operators are required to deface or destroy product labels and containers before disposing of empty containers.

8.2.12 Sale of Clubs Prohibited

Transfer of Lease: A Club operator may not sell his or her Club to another Member. If a Club operator does not wish to continue operating his or her Club, it is permissible to transfer the Club's lease to another Member. Before another Member can enter into the lease, the Member must have been an Herbalife Nutrition Member for at least 90 days, and completed the Registration process in place at that time. The Club operator may then transfer the lease to another Member without a charge of any kind, other than the assumption of the rent obligation to the landlord.

Sale of Items Used in the Club: The Club operator may sell the furniture, fixtures and equipment used in the operation of the Club to the Transferee if he or she wishes to purchase them. The purchase price for the tenant improvements, furniture, fixtures and equipment may not exceed the depreciated cost of these items.

8.2.13 Satellite Clubs

Club Operators may prepare and serve Herbalife Nutrition products to customers who have been personally invited to a setting away from their Nutrition Club, whether it be inside another building or outside in the open air ("Satellite Clubs"), provided they have the required permit(s)⁵⁰, if any, authorizing the preparation and service of food products in those locations.

Products must be prepared as individual servings, in accordance with instructions on the product label. Whether preparing foods at an event for immediate consumption or in advance, Club Operators must comply with applicable health regulations. It is important to follow any applicable regulations for serving and storing prepared foods, as well as the terms of any permit.

In addition, the use of food trucks, stands, booths and similar setups are not appropriate for Satellite Club locations and are not permitted.

8.3 MARKETING, PROMOTION AND ADVERTISING

8.3.1 Claims and Representations

Club Attendees may share their experiences. However, all claims, representations, product and personal stories must comply with the law and Rules. Club operators are responsible for all claims and representations made in their Clubs, regardless of who makes them.

Club operators must always use the required disclaimers and make reasonable efforts to correct any statements made in their Clubs that do not comply with the law or the Rules.⁵¹

8.3.2 Offering Nutritional Advice to Attendees and Guests

Club operators may offer the general health, wellness, and nutritional information consistent with product labels and Materials. This includes guidance about the products, usage, and key benefits. Operators may also provide appropriate product, personal and weight-management stories orally and in writing (accompanied by Herbalife Nutrition's required disclaimers).

8.3.3 Club Advertising and Promotion

Because personal interaction supports direct selling, Clubs are not intended to attract "walk-in" traffic. For that reason, advertising and promotion to the general public are limited to:

- Promoting services provided at the Club, such as Weight Loss Challenges, Wellness Evaluations, or wellness presentations;

⁵⁰ A permit may be required depending on the city/state/local authority.

⁵¹ See [Rule 6.1 Claims and Representations](#).

- Providing the name of the Club⁵² and Club operator; and
- Providing the Club phone number and the Club operator's email address.

The address and hours of a Club may not be included on the advertisement. This information may only be communicated to those who have had prior personal contact with the Club operator.

In order to preserve the one on one aspect of the direct selling and to protect relationships established with customers, the above applies online and offline communications.

If functionality allows private communications, Members may share and include additional details, (e.g. Club address) otherwise, Club address cannot be disclosed to the general public.

8.3.4 Personal Club Invitations

Consistent with the fundamentals of direct selling, Members may extend Club invitations during a conversation or send written (including email) invitations following a conversation. Club invitations may include:

- The name of the Club and Club operator;
- Phone number;
- The Club address;
- The Club operator's email address;
- The Club hours; and
- Any other content permitted under the Rules.

Members must not send written (including email) invitations without prior consent of the recipient to receive marketing communication.

8.3.5 Social Media Disclosure

The address of a Nutrition Club may be disclosed on social media, as follows:

- On posts
- On the Member page, or the Nutrition Club Facebook page
- By customer check-in, upon visiting a Nutrition Club page
- By creating a "Places" page or listing on Facebook, Instagram and Google

8.3.6 Residential Nutrition Club Signage Prohibited

Clubs operating from residential locations (home locations) may not use exterior signage of any kind. For non-residential Club signage Rules, see [Rule 8.4.3](#).

8.4 NON-RESIDENTIAL NUTRITION CLUBS

Activities conducted from non-residential locations might include a Healthy Lifestyle Club, a Nutrition Club, a Wellness Center, an Active Lifestyle Group, or an office used as a base to host invited customers on a regular basis for product consumption, and the hosting of social or community activities to promote the Herbalife Nutrition products.

Preparing to conduct any of the activities cited above from a non-residential location makes the location eligible for required Registration of the non-residential location prior to opening (See [Rule 8.4.1](#)). Registration is required regardless of whether the non-residential location is on the ground floor or upper floors of a building.

If a non-residential location is used exclusively as a Member's office,⁵³ then there is no requirement to register the location with Herbalife Nutrition.

8.4.1 Registration Process

Prior to entering into any lease, sublease, licence or hire agreement, or purchase of a physical location to operate a Nutrition Club, a Member must:

- Be an Herbalife Nutrition Member for at least 90 days.

⁵² The Club name may not use Nutrition Club or other Herbalife Nutrition Intellectual Property. See [Rule 8.4.3](#) and [Section 6.2](#).

⁵³ A place of business in a non-residential location which simply serve as a business base, for example a place from which to make phone calls and maintain business records, and not typically used for the purpose of hosting clients or activities that promote the Herbalife Nutrition products or business opportunity.

- Complete the process required by Herbalife Nutrition at that time for site location, proposed plaque, covering, business plan, training⁵⁴ and other matters.
- Register the Club online at www.myherbalife.com/en-GB.

Members must maintain compliance with local rules, laws and regulations.

8.4.2 Not Retail/Service Establishments

Retail Establishments: Clubs may not operate on the premises of retail establishments. Retail establishments are defined as fixed locations whose primary activity is the on-site sale or delivery of goods to consumers.

Service Establishments: Clubs may not operate on the premises of service establishments whose primary purpose is to provide prepared foods (such as, but not limited to, restaurants, cafés, ice cream shops, etc.). However, it is permissible to operate within service establishments such as beauty salons, barber shops, gyms, and health clubs, provided that the Club activities and all signage are restricted to an enclosed room and not visible to passersby or to the public frequenting the service establishment, and are not opened to a street/avenue, gallery, mall or commercial retail areas.

8.4.3 Nutrition Club Exterior Signage

Clubs are not retail establishments, cafés, restaurants or takeout establishments. Because personal interactions are the foundation of direct selling, Club attendees should be attracted to a Club through personal invitation. Limited exterior Club visibility supports the one-on-one relationships that Members work hard to establish, as part of their direct selling businesses. These limitations regarding a Club's exterior help avoid attracting passers-by.

A Nutrition Club may not have any type of signage on the exterior of their location, or surrounding the premises which identify the Club. However a plaque adjacent to the door of the club identifying only the Member and/or name of the club is permissible under the following conditions:

- The design and content of the proposed plaque must not be perceived as a store, restaurant, franchise or similar operation, or other retail location, and does not invite passers-by to purchase product.
- The plaque may be from A4 to A1 size, but no larger than 594 x 841 mm (A1)⁵⁵.
- As part of the registration process, Members are required to submit details regarding proposed plaque (content and dimension) and exterior.
- No two Clubs operating from non-residential locations may have identical or substantially similar names or plaques within a 160-KM radius.⁵⁶
- Plaques may not use repetitive names with numbers (e.g., Rockin' Wellness #3, Rockin' Wellness #4).
- Plaques may not be used as an identifier to a specific group (Geographical Location, Member Organization, Nutrition Clubs, etc.) in such a way that it may be construed as a franchise or part of a chain of Nutrition Clubs. The following are examples of prohibited signage used as identifiers to specific groups:
 - "Happy Nutrition - Los Angeles"
 - "Happy Nutrition - Anaheim"
 - "Happy Nutrition - San Pedro"
 - "Julie's Family Club"
 - "Tom's Family Club"
 - "Mary's Family Nutrition"
- Plaques may not identify, imply, or signal that the occupant is an Herbalife Nutrition Member (or otherwise indicate an Herbalife Nutrition business).
- Plaques may not advertise services offered as part of a Club (for example "Weight Loss Challenge," etc.).

⁵⁴ Access the training on www.myherbalife.com/en-GB.

⁵⁵ In some circumstances the format/layout of the plaque can be altered (e.g. oval or circle), however the overall size of the plaque cannot be bigger than 100x100cm square. Please visit www.myherbalife.com/en-GB for examples.

⁵⁶ This would include anything visible from the exterior that might suggest that the location is a franchise.

- Plaques may not state or suggest Herbalife Nutrition products are available for purchase on the premises.
- Plaques may not use Herbalife Nutrition Intellectual Property, product names or brands, the word “shake,” or any other words that imply or signal that Herbalife Nutrition products are available at that location, such as:
 - Nutrition Club
 - Herbalife
 - Herbalife Nutrition
 - L.A. Live
 - Mark Hughes
 - Liftoff®
 - Formula 1 or any other.
- Signs that depict “Open/Closed” may not be visible from the exterior.

The following are a few examples of plaque do’s and don’ts:

Do’s	Don’ts
“Angela’s Wellness Center” “Healthy Star Club” “The Feel Good Zone”	“Angela’s Shake Café” “Healthy Nutrition Bar” “Herbalife Nutrition Weight-Loss Shop”

Provided that the Club operator adheres to the above specified points, the use of the following terms and any similar terms are acceptable: “club,” “center,” or “meeting”; Club operators may also use their business name or the name of the individual or group.

8.4.4 Nutrition Club Exterior

Clubs are not retail establishments, cafés, restaurants or takeout establishments. To avoid any misconceptions by passers-by, Clubs may not have outdoor tables, chairs, or other seating.

The doors and windows of non-residential Clubs must be covered. Alternatively, the doors and windows may be partially covered, meaning that the top portion of the window/door may be left uncovered, as long as, it’s positioned in a way that the interior of the Club and activities are not visible to people outside of the Club.

The covering must be frosted or opaque, and either must be plain and unbranded or optionally the covering may contain text, graphics, color schemes, or pictures/images under the following conditions.

Door and Window Coverings may not:

- Display any Herbalife Nutrition branding (names, logos, products, etc.) or use Herbalife Nutrition Intellectual Property.
- Feature “Before & After” photographs or comparative pictures.
- Display the word “shake,” pictures of shakes or any other product (even if unbranded).
- State, imply or suggest (even without words) that Herbalife Nutrition products are available for purchase inside or that the occupant has an Herbalife Nutrition business.
- Indicate the services offered through the Club (for example, “Weight Loss Challenge”).
- No two Clubs operating from non-residential locations from the same organization may have identical or substantially similar coverings.
- **The following are also not allowed on the Club’s exterior:**
 - Credit card merchant decals or signs.
 - Pictures of shakes, blenders, food or food products.
 - Telephone numbers.
 - Website references such as “.com,” “www,” “.net,”.
 - Logos, taglines or slogans. (A tagline is a descriptive term used in conjunction with the name of a Club.)

Club Operators have to submit to Herbalife Nutrition for review the proposed windows and door covering ideas prior the Club’s opening date to avoid premature expenditures that may not be compliant with Herbalife Nutrition’s *Rules of Conduct*.

8.4.5 Cash Registers

Because Clubs are not retail establishments, cash registers, cash boxes, and the like may not be visible to Club Attendees.

Competitive Challenges (hereafter “Challenges”) are an optional method of operation that are used, organized and run by Herbalife Nutrition Independent Members (“Members”). Challenges are a great way for Members to attract new customers. These Challenges may include Competitive Challenges like Weight Loss Challenges, Body Transformation Challenges, Marathons or similar, which can help customers achieve their desired body goals and often are not based on pure weight loss. They also focus on body transformation, self-improvement or just being better than the day before.

While these Challenges are a fun way for Participants to learn about Herbalife Nutrition products and achieve their body goals, it is imperative that Rules are followed.

9.1 Lotteries (e.g., Raffles)

9.1.1 Prohibition of Lotteries

Lotteries are strictly prohibited. An arrangement is a lottery if:

- a. persons are required to pay in order to participate in the arrangement,
- b. in the course of the arrangement one or more prizes are allocated to one or more members of the class, and
- c. the prizes are allocated by a process which relies wholly on chance.

Raffles are lotteries; therefore, they are prohibited.

9.2 Competitive Challenges (Weight Loss Challenges or Body Transformation Challenges)

Competitive Challenges, such as, Weight Loss Challenges, Body Transformation Challenges, Marathons or similar are **prize competitions or promotional contests** based exclusively on skill and the performance of the Participant.

In order to provide a minimum level of customer service to all Participants, a Member running a Challenge is encouraged to limit the number of Participants in their Challenge to a level, which allows them to develop a personal relationship with each Participant and engage in the “Distributor Difference”. (See [Rule 4.3.8 Customer Service](#).)

The winner is never determined on the basis of luck or chance, but by objective, judging criteria. The following rules apply to Competitive Challenges.

9.2.1 Fees Not for Profit

Members may charge a *reasonable* participation fee⁵⁷ to join the Challenge, provided:

- All collected monies go towards prizes for running the Challenge
- Collected monies (excluding product sales) are not for profit⁵⁸
- Collected monies are not used as inducements or rewards for any Participants becoming Members

In addition, Members may not withhold prizes in lieu of collecting fees.

No other payment or purchases shall be payable by the Participant unless, this requirement is included within the *Terms and Conditions for the Challenge* and made available to the Participant prior to entering the Challenge.

9.2.2 Prize Limit

There is no limit on the number of Prizes⁵⁹ that can be awarded. Prizes can be:

⁵⁷ The participation fee may be subject to VAT (where applicable). Members should refer to their personal legal and tax advisers on these issues before organizing a Challenge.

⁵⁸ Members must keep detailed records and supporting documentation for a period of two (2) years, itemizing their out of pocket costs and fees charged. Herbalife Nutrition may request copies to verify compliance with [Rule 3.3.1 Sale of Business Tools Not For Profit](#), which prohibit Members from profiting from Business Tools.

⁵⁹ The prize value may be subject to VAT and income tax (where applicable). Members should refer to their personal legal and tax advisers on these issues before organizing a Challenge.

- monetary (e.g. cash),
- non-monetary (e.g. vouchers, gift cards, products, etc.), or
- recognition

While there is no limit on the duration of a Challenge:

- For Challenges lasting 21 days or longer the maximum prize value per individual cannot exceed £900.00.
- For Challenges shorter than 21 days, winners can only be recognized and be awarded with Herbalife Nutrition products or consumables.

In addition, the duration should foster a safe and healthy environment that prevents participants from engaging in unhealthy and unsafe practices ([See Rule 9.2.7 No Unhealthy Practices \(Member Responsibilities\)](#)) and should allow adequate time for Participants to engage in a Challenge and achieve their goal while respecting a balanced body transformation.

9.2.3 Providing a Refund

When charging a participation fee, Members must provide a full refund of the participation fee if requested by the Participant (for any reason or no reason) within the first 14 days after they register and pay for the Challenge. If services were already provided during the cancellation period, Members may provide a partial refund.

Participants may terminate their participation in the Challenge and request a full refund at any time (i.e. whether or not within the first 14 days) should they not feel well or experience health issues.

If for any reason a Participant is not completely satisfied with any Herbalife Nutrition product purchased in association with a Challenge, the Participant may return the product for a full refund or product exchange within 30 days from the date the Participant receives the product ([See Rule 4.1.4 Customer Refund Policy](#)).

9.2.4 Advertisement Materials

When creating Advertising materials, Members must adhere to the following:

- Members must provide and make available all applicable conditions or information related to entering and participating in the Challenge (*Terms and Conditions for the Challenge*). All significant terms and conditions (i.e. where the omission of such terms and conditions is likely to mislead the Participant) must be stated in the initial Advertising material; alternatively, where space is limited Members must include as much information as possible and must direct potential Participants clearly to an easily accessible alternative source (e.g. via a link) where all applicable conditions are prominently and clearly stated.
- The challenge may not be promoted as a competition by which the Participants aim to lose as much weight as possible as it could be interpreted as encouraging the Participants to lose more weight than is considered healthy.
- Members may not promote or advertise unhealthy practices or excessive body transformation results.
- Any content on the Challenge materials or any recommendation to Participants during the Challenge must not be constituting medical advice or relied upon in lieu of medical advice or treatment.
- Advertisement materials must not be misleading and must always comply with the Rules of Conduct and all applicable local laws and regulations including but not limited to ([See Sections](#)):
 - [6.3 Advertising and Promotions](#),
 - [6.1 Claims and Representations](#) and
 - [7.5 Social Media](#)
- Members must ensure that they have permission to contact people and honor any requests that they may receive to cease contact. Unsolicited commercial communications are generally prohibited. This applies to all electronic communication, including but not limited to Social Media, emails, calls, etc. ([See Sections](#)):
 - [7.4 Emails](#)
 - [7.5.11 No Inappropriate Communication Practices](#)

- [7.6 Telemarketing](#)
 - [Chapter 12 Privacy and Data Protection](#)
- Advertisements must represent that the Challenge is being offered by the Member and not by the company. (See [Section 6.2 Use of Herbalife Nutrition Intellectual Property](#).)

Members promoting a Challenge are responsible for all aspects and all stages of their promotions and should plan in advance to ensure that there are sufficient resources available to administer and run the Challenge without any avoidable issues occurring.

9.2.5 Advertising of Prizes

While there is no limit on the number of prizes that can be awarded, advertisements referencing prize values may not promote the total value of all prizes (total prize fund) being awarded higher than £4,500.00. Advertisements also must include a clear and conspicuous disclaimer stating the value of the total prize one individual can win. (See [Rule 9.2.2 Prize Limit](#).)

9.2.6 Advertising Challenges Hosted in a Nutrition Club

When promoting Challenges hosted at a Nutrition Club, Club Operators may only share the following Club details:

- The name of the Club and Club Operator
- Phone number
- The Club address
- The Club operator's email address
- The Club hours; and
- Any other content permitted under the Rules.

9.2.7 No Unhealthy Practices (Member Responsibilities)

In order to foster a safe and healthy environment that prevents Participants from engaging in unhealthy and unsafe weight loss, Members running the Challenges must:

- Not have targets that could harm Participants (e.g. encourage setting high weight loss targets to be reached within a short timeframe or other unhealthy transformations) and Members shall ensure that Participants do not take part in Challenges in an irresponsible manner, particularly in a way that could pose a threat to a customer's health. It is important to promote balanced diets and controlled weight loss as well as to direct Participants to obtain physician and dietician advice.
- Contact Participants regularly to offer and provide support, in order to monitor progress and to understand the Participant's personal goals.
- Disqualify anyone engaged in any unhealthy practices or behaviour, this specifically includes undergoing (or appearing to have undergone) unhealthy weight loss / body transformation, and this should be included within the *Terms and Conditions for the Challenge* and in all advertising materials.

Providing information and advice:

- **Members may not offer specific health, wellness and nutritional information, unless they are professional dietitians or nutritionists.⁶⁰**
- However, Members may offer general health, wellness, and nutritional information consistent with product labels, Herbalife Nutrition Materials and local law. This includes guidance about the products, usage, and key benefits.
- Members may not state or imply that using the products will diagnose, treat, prevent, or cure any disease or medical condition, and all information given, should be consistent with the information provided on Herbalife Nutrition products labels and Materials.

⁶⁰ Providing specific health, wellness and nutritional advice requires specific professional qualifications and a permit. The Member is strongly advised to check the requirements with the competent local authorities.

9.2.8 Purchase Requirements

Members **may require** Participants to purchase products in order to enter a Challenge, as long as doing so complies with all applicable laws and regulations.

When product purchase is required:

- Participants must be informed prior to entering the Challenge (See [Rule 9.2.11 Terms and Conditions of the Challenge](#)).
- Members must adhere to Customer Refund Rule (See [Rule 4.1.4 Customer Refund Policy](#))
- Members may only sell a reasonable amount of products to Participants.
- The product must be made accessible at the same cost ordinarily available outside of the Challenge.
- The product purchase cannot be represented as a fee for joining and become a Member. (See [Rule 1.1.1 Restrictions on Purchase Requirements.](#))

9.2.9 Minimum Age

The minimum age for participation in a Challenge is 18.

9.2.10 Compliance with all Applicable Laws, Rules and Regulations

As with all methods of operation, Members must comply with Herbalife Nutrition's Rules of Conduct and with all laws and regulations that apply to organizing and running a Challenge, including but not limited to business licenses, consumer protection, privacy & data protection laws and tax obligations, and Members must always consult with their own legal, tax or business advisor when organizing Challenges.

Members also need to comply with any requirements established by third party platforms.

9.2.11 Terms and Conditions for the Challenge

Members must provide official Terms and Conditions for the Challenge to all Participants. These Terms and Conditions should be clear before or at the time of entry and should be easily accessible throughout the Challenge and must include, but not limited to the following:

- Organizer's (Member's) full details (including contact information)
- Eligibility requirements
- Challenge details (e.g. start and end date, online or offline, etc.)
- Instructions and requirements on how to enter including any cost
- Any limitation or restrictions (e.g. age)
- Prize information
- Objective judging criteria (how the winner is determined)
- Complaint procedure
- Cancellation and Refund
- Privacy notice
- Any other information required under applicable law.

9.2.12 Communications

A Participant must provide prior written consent in order for a Member to share their results, including pictures.

In addition, Members must make sure that when Participants are sharing results achieved during the Challenge, or Members sharing their own results, is in line with [Section 6.1 Claims and Representations](#), local law and proper disclaimers must be used.

9.2.13 Data Privacy and Confidentiality

Please visit [Chapter 12 Privacy and Data Protection](#) for details regarding the collection and securing of personal information.

The Rules protect the Herbalife Nutrition opportunity and brand. Violations can adversely influence the opinions of regulators, the media and the public about Herbalife Nutrition, its products and its Members. While many Rule violations may be resolved by educating Members about the Rules and business practices, there are instances where violations of the Rules merit more severe penalties.

Members are strongly encouraged to promptly report alleged violations of the Rules to Herbalife Nutrition in order to protect the goodwill and reputation of Herbalife Nutrition and its Members. Herbalife Nutrition generally will only act on complaints brought within one year of when the Member knew or should have known of the violation but reserves the right to conduct an inquiry at any time.⁶¹

10.1 COMPLAINT PROCEDURE

Members should report suspected violations on an Official Complaint Form.⁶² Required information includes the nature of the complaint and the factual details that support the allegations.⁶³ The Official Complaint Form must be signed and include the reporting Member's Herbalife Nutrition ID number.

10.1.1 Inquiry

If Herbalife Nutrition determines in its sole and absolute discretion there is sufficient information to support the allegation, an Herbalife Nutrition representative will contact the Member who is the subject of the complaint to permit the Member to provide a response.

In certain circumstances it may become necessary to place restrictions on a Membership while an inquiry is in process. Those restrictions may include a prohibition from attending Herbalife Nutrition events and suspension or denial of:

- Buying privileges.
- Payment for Royalty Overrides.
- Payment for TAB Team Production Bonus.
- Awards or benefits (i.e., vacations, pins, etc.).
- Speaking at Herbalife Nutrition sponsored Training Seminars or other meetings.
- Qualifications that may be in progress.
- The right to represent oneself as an Herbalife Nutrition Member.

Herbalife Nutrition reserves the right to publish the violating Member's name, violation, and penalty.

10.1.2 Sanctions

Violations of the Rules may result in legal or regulatory challenges for Herbalife Nutrition and endanger the business for all Members. For this reason, penalties may be substantial. Herbalife Nutrition shall have sole and absolute discretion to determine the appropriate penalty based on the nature of the violation and consequence that resulted or could result, including:

- Suspension of all Member rights and privileges.
- Monetary sanctions.
- Obligation to reimburse Herbalife Nutrition's legal fees.
- Prohibition from attending or speaking at Herbalife Nutrition sponsored events;
- Disqualification from participation in the annual Mark Hughes Bonus.
- Disqualification from participation in the Production Bonus program.
- Permanent loss of lineage.
- Volume and earnings adjustments;⁶⁴ and/or
- Termination of Membership (see "Termination or Deletion of a Membership" below).

If Herbalife Nutrition concludes that other Members assisted, encouraged or were party to the violations, Herbalife Nutrition also may hold such Members responsible for the violations.

⁶¹ Herbalife Nutrition's enforcement of the Rules shall not create liability to pay compensation for loss of profits, goodwill, or any consequential damages.

⁶² The Form can be obtained through Member Services or by accessing www.myherbalife.com/en-GB.

⁶³ Factual details include names, addresses, and telephone numbers of persons involved as well as dates, times, places, etc.

⁶⁴ Volume and earnings adjustments resulting from corrective measures to resolve dual Memberships, violations will not include activity occurring more than two years before the date the complaint was received by Herbalife Nutrition. Volume and earnings adjustments also includes corrective measures to resolve Sales & Marketing Plan Manipulation and Prohibition of Sales on Auction Sites and Third-Party Online Marketplaces violations.

Herbalife Nutrition reserves the right to publish the violating Member's name, the facts and circumstances of the violation, and penalty.

10.1.3 Requests for Reconsideration (unrelated to Terminations)

Members may submit a request for Herbalife Nutrition's reconsideration of a decision within 15 days of the date of the decision. When requesting reconsideration, the Member may submit additional information they believe should be considered, and must also state why this information was not provided during the inquiry. If the reconsideration request is not submitted within the 15-day period, the request will be denied although Herbalife Nutrition reserves the right to consider evidence submitted beyond the 15-day period in its sole and absolute discretion.

10.1.4 Termination of a Membership

Herbalife Nutrition may, in its sole and absolute discretion, terminate a Membership if a Member violates the Rules.⁶⁵

The termination is effective on the date in Herbalife Nutrition's written notification to the Member. Upon termination, the Member will have no claim against Herbalife Nutrition as a result of the termination.

A terminated Member⁶⁶ may no longer

- conduct business as a Member;
- represent himself as an Herbalife Nutrition Independent Member;
- use Herbalife Nutrition's trade name, logo, trademarks and other intellectual property; and
- attend Herbalife Nutrition trainings, meetings, social events or promotions, even as a spouse or guest of a Member.

10.1.5 Appealing a Termination

Members may submit a request for Herbalife Nutrition's reconsideration of a termination decision within 15 days of the date of the decision. When requesting reconsideration, the Member may submit additional information they believe should be considered, and must also state why this information was not provided during the inquiry. If the reconsideration request is not submitted within the 15-day period, the request will be denied although Herbalife Nutrition reserves the right to consider evidence submitted beyond the 15-day time frame in its sole and absolute discretion.

The appeal will be reviewed by a committee comprised of an appointed representative from each of the Sales Department, the Member Services Department, and the Legal Department (the "Review Committee"). A majority of the Review Committee may uphold the termination, reinstate the Membership, or recommend an alternative penalty for the alleged violations. In reviewing a termination decision, the Review Committee will consider whether the alleged violation was material.

This decision shall not create liability to pay compensation for loss of profits or goodwill.

⁶⁵ Termination means the complete cancellation of a Membership and revocation of the Member's right to conduct the Herbalife Nutrition business. This includes cancellation of the Member's right to receive any further income from the Membership.

⁶⁶ These prohibitions also apply to Members who resign or otherwise leave the Herbalife Nutrition business while under an inquiry for possible Rule violations.

References below to “Agreement” means the Application and entire contractual relationship between Member and Herbalife Nutrition.

11.1 DAMAGES

To the fullest extent allowed by applicable law, neither Herbalife Nutrition nor Member shall be liable to the other for any indirect, incidental, consequential, special, exemplary or punitive damages of any kind, including without limitation any loss of goodwill, business opportunities, bargains, profit or revenues under any legal or equitable theory, regardless of whether the possibility of such damages is known by either party.

11.1.1 Waiver and Delay

Herbalife Nutrition may address Rules violations or other breaches of the Agreement with any Member in its sole and absolute discretion. No failure, refusal or neglect of Herbalife Nutrition to exercise any right, power or option under the Agreement shall constitute a waiver of the provisions or a waiver by Herbalife Nutrition of its rights at any time under the Agreement.

11.1.2 Severability

If any provision in the Agreement is found to be invalid, illegal, or unenforceable in any respect, it shall be severed from the Agreement and have no effect on the remainder of the Agreement, which shall remain in full force and effect. Further, there shall be added automatically as part of the Agreement a provision as similar as possible to the severed provision that would be legal, valid, and enforceable.

11.1.3 Choice of Law and Forum

Any dispute arising from the relationship between Herbalife Nutrition and Members, shall be governed by the laws of England and Wales without the application of conflict of law principles.

Any such dispute shall be resolved exclusively in a judicial proceeding in the competent court located in England.

11.1.4 Indemnification

Member will indemnify, defend, and hold Herbalife Nutrition harmless from any suit, action, demand, prosecution, or claim, including all costs or liabilities and damages, relating to or arising from Member's breach of the Agreement or the conduct of Member's Nutrition Herbalife business. Herbalife Nutrition may, among other things, offset amounts it owes to Member to satisfy any obligations arising under this indemnity.

11.1.5 Claims Between Members

Herbalife Nutrition shall not be liable to any Member for any cost, loss, damage, or expense suffered by any Member directly or indirectly as a result of any act, omission, representation, or statement by any other Member.

Chapter 12 Privacy and Data Protection

Unless otherwise indicated, Herbalife Nutrition collects, uses and shares “Personal Information” (e.g., your first and last name, mailing address, city, county, zip code, telephone number, email address, credit card, and banking information) in accordance with its Privacy Policy located at <https://www.herbalife.co.uk/footer-pages/privacy-policy/>.

Because of the unique nature of multi-level marketing, Members may receive Personal Information about others directly from Herbalife Nutrition, such as information regarding other Members in a Member’s downline, or Customers or referrals who express interest in Herbalife Nutrition products or services, or individuals who use our online properties and mobile applications (“Sites”). (The downline organization consists of all Members that were personally sponsored by a particular Member, and in turn, all other persons sponsored by the subsequent Members.) Once Herbalife Nutrition provides Personal Information to a Member, he or she is responsible for it and must keep it strictly confidential.

Members may only use this Personal Information as a data controller to develop their Herbalife Nutrition business relationship with their downline, Customers or referrals.

Members may only use this Personal Information for other purposes if they have informed the individual and have secured a proper legal basis for this additional use. Examples of proper legal basis for use are:

- consent from the person,
- your compliance with a legal obligation,
- your execution of a contract with the person (such as an agreement to sell them products), or
- your legitimate business interest, provided this interest is not outweighed by the privacy interest of the person.

The use of data for marketing purposes requires express consent of the individual.

One way that Herbalife Nutrition shares information with Members is through Lineage Reports. These reports contain information regarding other Members within a Member’s downline, such as their name and contact information, their Herbalife Nutrition Identification Number, and business metrics such as their level or rank, volume and sales statistics. Lineage Reports are provided to Members in the strictest confidence and for the sole purpose of supporting the Members in further developing their Herbalife Nutrition businesses. Lineage Reports, including all Personal Information and other data contained therein, constitute confidential, proprietary trade secrets of Herbalife Nutrition.

Members may not collect, distribute or gather confidential information or personal or aggregate information about other Herbalife Nutrition Members, their Customers or the Preferred Customers, except in connection with their downlines and solely for the purposes of promoting their Herbalife Nutrition businesses, and to manage, motivate and train their downlines.

Members may also collect Personal Information from individuals directly or by other means, such as when they collect contact and payment information from Customers to process product orders. Members must abide by applicable privacy and data protection laws, including international data transfer restrictions, with respect to all Personal Information obtained by Member (from Herbalife Nutrition or otherwise) in connection with the Member’s Herbalife Nutrition business. In the event a Member collects Personal Information and/or shares Personal Information it collects with Herbalife Nutrition, the Member agrees to provide all necessary notices and obtain all necessary consents under applicable law. Members may not use Personal Information for purposes other than the specific purpose in which it was collected, unless the individual has explicitly authorized them to do so or unless they have other proper legal basis for this additional use as pointed out above.

In addition, it is the Member’s responsibility to maintain the security of all Personal Information that he or she receives and to retain such information only for as long as required for the purposes for which it was collected or as required by law, whichever is longer.

Moreover, depending on applicable laws, individuals may have various rights with respect to their Personal Information, such as a right of access, rectification, restriction of or objection to processing, portability to another controller, and erasure. These rights are subject to limitations set out in law.

Please be aware that privacy and data protection laws often have stricter consent, security, and retention requirements for special categories of Personal Information, such as health and wellness data, biometric data, and data relating to children/minors. For example, Members may collect information related to health and wellness such as body weight and measurements and lifestyle (e.g., in connection with Wellness Evaluations or contests, such as Sweepstakes, Weight Loss Challenges, and Body Transformation Challenges) only if it has obtained express consent to do so, and such consent may be withdrawn by the individual at any time.

Chapter 13 Definitions

Applicant: An individual applying to become an Herbalife Nutrition Independent Member.

Application: Herbalife Nutrition Membership Application and Agreement.

Association: In a divorce, or dissolution of a Life Partner relationship, the combination of volume between the original Membership and the separate Membership of the divorced couple or the former Life Partners, for the purpose of earnings percentage calculation.

Autodialer: Equipment that dials telephone numbers automatically, including any computerized equipment that performs the dialing function whether or not the machine is pre-programmed with a list of numbers or dials numbers on a random basis.

Broadcast Fax or Blast Fax: Sending a fax to recipients who have not requested the fax, including equipment that can send multiple faxes to multiple recipients.

Business Tool: A sales aid which has not been provided by Herbalife Nutrition.

Challenges: Weight-loss Challenge, Body Transformation Challenges, Marathons and similar.

Club: Nutrition Club.

Competitive Challenges: Serve as an optional method of operation available to all Members. Competitive Challenges may include Skill-Based Contests (e.g., Weight-loss Challenges, Body Transformation Challenges, Marathons and similar) where determination of a prize winner is determined by judging criteria.

Do-Not-Email List (“DNE list”): A list produced and maintained by a Member to track and honor all opt-out email requests.

Earnings Claims: Any statement regarding a Member’s actual or potential income.

Established Business Relationship (EBR): A prior relationship between a Member and a telephone subscriber based (1) on the subscriber’s purchase or transaction within 18 months immediately preceding the date of the telephone call if the relationship has not previously been terminated or (2) inquiry about products or services within three months immediately preceding the telephone call, if the relationship has not previously been terminated. If the subscriber makes a “Do-Not-Call” request to a Member, that request terminates the EBR even if the subscriber continues to do business with the Member.

Fee: Annual Membership Services Fee.

Former Participant: A former Member, spouse, Life Partner, or anyone else who participated in a Membership.

Herbalife Nutrition Intellectual Property: Includes Herbalife Nutrition copyrighted materials, trademarks, trade names, branding, and trade secrets.

HMP: Herbalife Nutrition Member Pack.

Leads: Includes prospects for Herbalife Nutrition products or the Herbalife Nutrition opportunity, as well as leads-related advertising, advertising slots, or decision packs.

Life Partner: A person designated by an Member as their Life Partner on the “Add Life Partner Request Form”.

Lifestyle Claims: A form of Earnings Claim.

Lineage Reports: These reports contain information regarding other Members within a Member’s downline, such as their name and contact information, their Herbalife Nutrition Identification Number, and business metrics such as their level or rank, volume and sales statistics.

Lottery: Lotteries are strictly prohibited. A lottery is a promotion in which a prize is being offered and awarded, a winner is determined solely by chance, and money or information is required to enter. Raffles are lotteries; therefore, they are prohibited.

Marathons: Marathons are a great way to make small but consistent and constant healthy lifestyle changes. A Marathon team will compete with other teams to see who gets the best results. A Marathon consists of 9

people including one captain and have an average duration for 10 days. Participants can then re-join the Marathon until they achieve their desired nutrition result or to maintain it. Generally, as Marathons are of a short duration the prizes are normally recognition and non-cash prize alternatives.

Materials: Herbalife Nutrition produced literature and sales aids.

Member Services: Herbalife Nutrition Member Services Department which may be reached at 03450 560606

MLM: Multilevel Marketing.

Nutrition Club Operator: also known as “Operator” is a Herbalife Nutrition Independent Member who operates a Nutrition Club.

Participant: A person who participates in a Challenge.

Period of Inactivity: A waiting period where Former Participant may not participate in the Herbalife Nutrition business in any way prior to changing Sponsors.

- Waiting Period: Supervisors and below - one-year
- World Team and above – two years (at time of deletion - from resignation or expiration of the annual Membership services fee)

See [Rule 2.1.9](#) Period of Inactivity for more information.

Personal Information: Information about a person such as first and last name, mailing address, city, state, zip code, telephone number, email address, credit card, and banking information.

Prior Express Consent: A written agreement or email between a Member and consumer clearly stating the consumer agrees to be contacted by the Member regarding the Herbalife Nutrition products or opportunity, including the telephone or fax number through which such contact may be made.

Prize (Competitive Challenges): Something of value is being offered to all participants and awarded to winner(s) of the Challenge.

Review Committee: The committee that reviews an appeal of a termination decision. Consists of an appointed representative from each of the Sales Department, the Member Services Department, and the Legal Department.

Rules: The Herbalife Nutrition Rules of Conduct and all other rules, policies and advisories that Herbalife Nutrition issues or, in the future, may issue from time to time.

Sales & Marketing Plan: The Herbalife Nutrition Sales & Marketing Plan.

Sponsor: The Member who brings another individual into Herbalife Nutrition as a Member.

Telemarketing: The act of selling, soliciting, marketing, promoting, or providing information about a product or service using a telephone, cell phone, text message, fax machine, autodialer, pre-recorded or artificial voice recording, or like device.

Third-Party Sites: Auction Sites and Third-Party Online Marketplaces.

Transferee: The Member to whom a Membership is transferred.

Transferor: The former Member who is transferring his or her Membership to another.

DIRECT SELLING ASSOCIATION CODE OF PRACTICE FOR CONSUMERS

METHODS OF SELLING

- 1.1 In selling/supplying goods or services, members (and their direct sellers) will comply with all law relevant to that sale/supply.
- 1.2 A member engaging in direct selling activities in a country outside the U.K. is encouraged to become a member of that country's DSA. If not a member of that country's (WFDSA affiliated or Seldia affiliated) DSA, it will conduct those activities, if within the EEA, in compliance with Seldia's European Codes or, if outside the EEA, in compliance with the WFDSA World Codes of Conduct for direct selling.
- 1.3 Members (and their direct sellers) will comply with this Code and, in relation to distance or remote sales, with the Annex to this Code.
- 1.4 Members shall satisfy the Association:
 - a) that adequate initial training and information is given to all direct sellers with particular regard to their responsibilities to the public; and that continuing training is made available throughout a direct seller's contract;
 - b) that they have adequate cover against all claims for death, personal injury and damage to property arising out of the demonstration of goods or their use after sale; this cover may either be an insurance policy with a properly authorised insurance company or by the member carrying the risk itself, subject to the approval of that arrangement by the Association;
 - c) that direct sellers are encouraged to take out adequate public liability cover where appropriate.
2. Members whose sales and/or recruiting methods include inviting would-be direct sellers and consumers to meetings shall ensure that all invitations:
 - a) specify the purpose of the meeting;
 - b) explain that those invited are under no obligation to purchase anything.
 - c) Invitees shall be given details of a named contact person and telephone/fax number or E-mail address.
3. Members shall satisfy the Association by production of written guidance that they have taken all reasonable steps to see that direct sellers act with integrity; and in particular:
 - a) do not use misleading, deceptive or unfair sales practices;
 - b) make personal or telephone contact with consumers only in a reasonable manner and during reasonable hours;
 - c) respect the customers' right to privacy and their right to bring any contact to an end;
 - d) describe the goods or products truthfully and accurately;
 - e) answer customers' questions honestly and clearly;
 - f) make only such verbal or written product claims with respect to product efficacy as are authorized by the member;
 - g) give clear and legally accurate information about price and all aspects of after-sales service;
 - h) abide by all current guidelines covering the promoting and selling of goods;
 - i) refrain from in any way exploiting the customer, especially anyone who is particularly vulnerable;
 - j) offer maximum co-operation to trading standards officers and other individuals or bodies (such as Citizens Advice Bureaux) representing consumers.

FAIR DIRECT SELLING

- 4.1 A phone call to make an appointment to visit a consumer should normally be made between 8am and 9pm.

4.2 When making an appointment to visit a consumer with a view to effecting a sale or soliciting or confirming (or interesting the consumer in placing) an order, the member or direct seller should not misrepresent the sales process and should:

- i. make the appointment for a reasonable time of day, normally not to start before 8am and planned to finish by 9pm, unless:
 - a) it is a party plan appointment with a later finish time acceptable to the host/hostess; or
 - b) the consumer gives his/her specific express consent to a later stated agreed planned finish time which is no later than 10pm (and the visit must not continue after 10pm).
- ii. inform the consumer that the consumer will be under no obligation to place an order;
- iii. inform the consumer as to all other purposes of the visit, e.g. to demonstrate/preview products;
- iv. if the visit is not a party plan sales event, inform the consumer as to the likely length of the visit, i.e. the total time which the direct seller is likely to spend in the consumer's home, including any breaks that the direct seller may take;
- v. inform the consumer as to the different stages, if any, involved in the visit (including the likely length of any demonstration, or DVD presentation);
- vi. where products are targeted at the elderly or infirm, check for any vulnerability (lack of understanding etc) that the consumer might have. In such cases, the member should provide, and require its direct sellers to use, an effective screening system able to identify vulnerable consumers.
- vii. where a consumer is identified as vulnerable, take all reasonable steps to ensure that the vulnerability is not exploited, even unintentionally.

4.3 The following will normally be considered as examples of unfair direct selling practices:

- i. failing to comply with paragraph 4.1 and 4.2 above,
- ii. failing to leave when the consumer requests a termination of a visit;
- iii. an unreasonably long visit to the consumer's home;
- iv. falsely creating the impression that a consumer has won or will win a prize;
- v. offering a discounted price unless the undiscounted price quoted is a genuine price at which retail sales of a significant number of goods could reasonably have been expected to have been made;
- vi. offering a "there and then" discount except where the discounted price is £500 or less.

4.4 A discount offered during a visit to a consumer's home or place of work is a "there and then" discount unless, at the time it is offered, the consumer is informed that the discount will be available for at least a week thereafter.

4.5 A visit is unreasonably long if it exceeds the period reasonably necessary to carry out the purposes of the visit: e.g. demonstration of the product; taking measurements (e.g. for home furnishings); writing out a quotation; ascertaining whether the consumer wishes to buy. In the case of a straightforward product easily demonstrated, a visit of reasonable length might not exceed 30 minutes. Party plan visits might well be much longer. Apart from party plan visits, a visit exceeding three hours would normally be too long.

5. Members must be able to satisfy the Association that:

- a) appropriate steps are taken to protect private information given by consumers or potential consumers;
- b) they are familiar with current legislation on trade and consumer protection and Data Protection;
- c) where appropriate they inform direct sellers of their relevant legal obligations and keep them up to date with all changes as and when appropriate.

ADVERTISEMENTS

6.

(a) Members' advertisements shall be truthful and accurate and, as a general rule, shall incorporate a reference to their membership of the Association. Members' sales and promotional literature shall also be truthful and accurate and shall always contain a reference to their membership of the Association.

b) Members must be able to satisfy the Association that they comply with the British Codes of Advertising Practice and Sales Promotion where relevant.

c) Where members use direct mail or telephone selling they will make use of the Mailing Preference Service and Telephone Preference Service.

IDENTIFICATION

7. All direct sellers should immediately:

- a) identify themselves to prospective customers;
- b) explain the purpose of their approach;
- c) identify the member or third party supplier and the products.

8. Members will supply a copy of this Code of Practice to all direct sellers. This copy may be provided in hard copy or electronic format or via a link to where the Code can be viewed on the Member's website or the DSA website. It must be available for any customer. Members will publicise this Code to consumers, including via

the following: (i) including, on the Member's website, this Code or a link to it or a statement of where on the DSA website it can be accessed, and (ii) including on the customer order form a reference to it and where it can be found.

ORDER FORMS

9.1 Subject to Rule 9.3 below, customers' order forms must be approved by the Association and Code Administrator before they are used. They must:

- a) be clear and legible;
- b) contain the member's full name and address;
- c) set out any guarantee referred to in Rule 10;
- d) set out the consumer's right of cancellation referred to in Rule 12;
- e) show that the member belongs to the Association and contain the Association's logo;
- f) give contact details of the direct seller and indicate the direct seller's contractual relationship with the consumer;
- g) indicate that the DSA has a dispute resolution procedure.

9.2 A copy of an order must be given to the customer when it is placed. Either the order form, or some other document given to the customer at or before the time of the order, must contain clear information as to the terms and conditions of supply and must include information as to delivery/completion dates. Unless otherwise agreed, delivery/completion shall be within 30 days of the order.

9.3 The customer contract/order form of a third party supplier is not subject to the approval of the Code Administrator and may not contain all the information listed at 9.1 above. In such circumstances the consumer will be given an additional piece of paper, a notice, which must be approved by the Code Administrator and which gives the following information.

- a) The identity and address and other contact details of the member.
- b) A statement (together with the DSA logo) that the member is a member of the Direct Selling Association.
- c) A statement that the member is committed to having its direct sellers comply with the DSA Consumer Code, together with information about how to access that code.
- d) Information about the DSA dispute resolution procedure, and how to access it.

GUARANTEES

10.1 Any guarantee of goods shall be clear and easy to understand. It must exceed the customer's existing legal rights, and not affect his statutory rights. The terms of all guarantees provided by members must be approved by the Association and the Code Administrator before they are used.

10.2 The member will check for compliance any guarantee provided by its third party supplier.

AFTER SALES SERVICE

11. When an after sales service is offered, details and limitations must be clearly stated in writing. Where a customer would normally expect an after sales service but none is offered, this must be stated in writing and given to the customer.

RIGHTS OF CANCELLATION & REFUND

12.1 Members must ensure that customers are given at least the cancellation rights required to be given by law.

12.2 Where the member is unable to supply goods or services, the member must make a full refund of any price or deposit, unless the customer agrees to accept substitute goods or services.

12.3 Where a third party supplier is unable to supply goods or services, the member will use its best endeavours to ensure that the third party supplier makes a full refund of any price or deposit, unless the customer agrees to accept substitute goods or services.

PRE-PAYMENTS

13. Where a consumer makes a pre-payment (or pays a deposit) under a contract to buy goods from a direct seller who is acting as principal (as retailer), the direct seller shall refund that pre-payment in the event that delivery of the goods is not possible. If the direct seller is unable to (or fails to) deliver the goods and also is unable to (or fails to) refund the consumer's pre-payment, the member will either deliver the goods or else will itself make the refund.

SELF REGULATION & COMPLAINTS HANDLING

14. Members must:

- a) make regular audits of systems, procedures and documentation to prove compliance with this code of practice;
- b) inform customers in writing of to whom (name & postal address) they may address any complaint;
- c) have effective procedures for dealing with consumers' complaints and responding within a reasonable time (normally within ten working days);
- d) keep records of customers' complaints and of the action taken in response.

CODE ADMINISTRATION

15.1 DSA Codes are supervised and administered by an independent, legally qualified Administrator appointed by the Council on behalf of the Association.

15.2 The Code Administrator shall:

- a) satisfy himself that members' trading practices and documentation comply with the Codes;
- b) report any breach of the Codes to the member's Chief Executive and recommend appropriate remedial action;
- c) investigate any failure by a member to act upon any recommendation;
- d) report any failure by a member to remedy any breach to the Council of the Association;
- e) publish an annual report which includes any suggestions the Administrator has for the improvement of the Code in the light of experience.

BREACHES OF THE CONSUMER CODE

16. Any complaint about a breach of the Consumer Code (or its Annex) shall be treated in the following way.

- a) The complainant may refer it:
 - i. to the Chief Executive of the member; or
 - ii. the Director of the Association.
- b) If the complainant is dissatisfied with any solution proposed by the member, or it is referred initially to the Director, the following procedure will be used:
 - i. The complainant will be asked to set out details of the complaint in writing;
 - ii. The Director will send a copy of the written complaint to the member requesting prompt remedial action; the complainant will be kept informed at all times;
 - iii. If the Director is not notified within 21 days that the matter has been resolved, he shall refer it to the Code Administrator and may notify the Council of the Association;
- c) If the complainant is dissatisfied with the recommended action, or if the member fails to act as required by the Director, the Director shall refer the complaint to the Code Administrator.

INVESTIGATIONS BY THE CODE ADMINISTRATOR

17.1 The Code Administrator will investigate any complaint referred to him, obtain evidence from the complainant, from the member and any other relevant person and make a written adjudication as quickly as possible.

17.2 The adjudication is binding on the member and any direct seller; the complainant is not bound by the adjudication.

SANCTIONS

18.1 Where a member is found to be in breach of the Consumer Code (including the Annex), the Code Administrator may require the member:

- a) to repay all money paid by the complainant;
- b) to replace or repair any product without charge;
- c) to pay any costs incurred by the Code Administrator for technical advice or testing;
- d) to take all reasonable steps, including any specified steps, to prevent a recurrence of the breach;
- e) to pay compensation (not exceeding £5000) to the complainant.

18.2 The Code Administrator may recommend that the member appear before the Disciplinary Committee and may make recommendations as to the action it should take.

DISCIPLINARY COMMITTEE

19.1 The Disciplinary Committee shall consist of either two DSA Council Members and three Independent Members nominated by the Council or one DSA Council Member and two Independent Members nominated by the Council. It will be chaired by a DSA Council member.

The Disciplinary Committee shall consider all the evidence and may call for written or oral evidence from any person. The Disciplinary Committee's decision will formally be a recommendation to the Council of the Association of any one or more of the following:

- i. no action be taken;
- ii. the member be required to undertake a specified course of remedial action;
- iii. issue by the Council of a formal warning;
- iv. suspension of the member from the DSA for a stated period;
- v. expulsion of the member from the DSA.

Suspension and expulsion can be "suspended", i.e. not to take effect if one or more conditions are met.

19.2 The Disciplinary Committee shall send its report to the complainant and the member and the Council of the Association. The member is bound by the adjudication.

19.3 The Council may not reverse or overturn the decision of the Disciplinary Committee. Upon application by the member, however, or on its own initiative, the Council may refer the decision back to the Disciplinary Committee for re-consideration

COMPLAINTS FROM OUTSIDE THE UK

20.1 A member which is the subject of a complaint in a country in which it is not a DSA member, must accept jurisdiction of the Code Administrator in its home country (or if the company is not a member in its home country, any country in which it is a DSA member), and shall bear reasonable costs (including translation costs) incurred by the DSA/Code Administrator in handling the complaint.

20.2 Subject to the following provisions, any complaint from overseas handled by the UK DSA will be handled in the same way as a complaint from the UK.

20.3 In considering a complaint from overseas, the Code Administrator may (at his/her discretion) consult the Code Administrator in the country from which the complaint arose.

20.4 In evaluating a complaint from overseas, the Code Administrator will apply, in order of priority, (i) the standards of the Code of Ethics in the country in which the complaint is filed (if those standards can easily be determined), or (ii) the standards of the UK DSA's Codes, or (iii) the standards of the Code of Ethics in the subject company's home country, or, (iv) at a minimum, the standards set forth in either, as relevant, the Seldia or WFDSA Codes of Ethics.

DEFINITIONS

21.1 "the Association" and "DSA" means the Direct Selling Association;

21.2 "direct seller" means any person involved in direct selling in any capacity;

21.3 "direct selling" means the direct selling of consumer products either in the home or away from normal retail premises by which a salesperson either: demonstrates the product or presents a product catalogue; or, collects an order; or arranges for the delivery of the products; or collects payment for the product or arranges for credit;

21.4 "EEA" means the European Economic Area.

21.5 "member" means a member of the Association and includes its employees;

21.6 "product" means any goods or services.

21.7 "Seldia" refers to the organisation of that name which is the European Federation of Direct Selling Associations.

21.8 "Third party supplier" is a person or organisation which is not a DSA member and which, as a result of direct selling activity by a DSA member (or a direct seller acting for the member), enters a contract with a consumer to supply products (goods or services) to the consumer. Typically this occurs where the DSA member is a field marketing organisation commissioned by the third party supplier to market the latter's products.

21.9 "WFDSA" means the World Federation of Direct Selling Associations.

[Annex for Distance Sales on next page]

DIRECT SELLING ASSOCIATION

Annex to Code of Practice for Consumers

This Annex gives additional protection to consumers who buy goods or services by remote or distance sales contracts

REMOTE OR DISTANCE SELLING

1. This Annex supplements the DSA's Code of Practice for Consumers. It applies where goods or services are sold to consumers by sales which are remote sales or distance sales, for example where a consumer places an order over the telephone, by mail or over the internet. In those cases Members (and their direct sellers) will comply with:

- a) the terms of this Annex;
- b) the requirements of the Consumer Contracts (Information, Cancellation and Additional Payments) Regulations 2013.

CONSUMER INFORMATION

2.1 Members will ensure that consumers are given full information, clear and comprehensible, both before the contract is concluded and also in writing (or other durable form) before or at the time of performance of the contract or delivery of the goods.

2.2 The information must include details of the consumer's right of cancellation under paragraph 3 below.

2.3 The information must also include: the seller's/supplier's name and address, a description of the main characteristics of the goods or services, the price (including for how long it is valid and whether it is inclusive of VAT and delivery), arrangements for delivery/performance and payment, charges for delivery (where the price does not include them).

2.4 The information given in durable form must also include: the conditions and procedures for exercise of the consumer's right of cancellation, a geographical address where any complaints can be sent; information as to any guarantees or after-sales services.

2.5 Members will observe the information-giving requirements of the Consumer Contracts (Information, Cancellation and Additional Payments) Regulations 2013.

RIGHTS OF CANCELLATION

3.1 Members must ensure that customers are given at least the cancellation rights required to be given by law.

3.2 Where the member is unable to supply goods or services, the member must make a full refund of any price or deposit, unless the customer agrees to accept substitute goods or services.

PERFORMANCE

4. Unless otherwise agreed, delivery/completion shall be within 30 days of the order.

FRAUDULENT USE OF PAYMENT CARD

5. Where, in relation to a remote or distance sale, fraudulent use is made of a consumer's payment card by someone else not acting as his agent, the consumer is entitled to cancel the payment and to have his account re-credited. Members will co-operate with card issuers in ensuring this right of consumers is honoured.

DIRECT SELLING ASSOCIATION CODE OF BUSINESS CONDUCT

SCOPE AND DEFINITIONS

1. This Code concerns a member's dealings with
 - a) direct sellers; and
 - b) other members.

In those dealings, members (and their direct sellers) will comply with all law relevant to those dealings.

"the Association" and "DSA" means the Direct Selling Association;

"business opportunity presentation" and "presentation" mean any meeting or discussion at which a member or a direct seller describes a commercial relationship between a member and potential direct sellers;

"direct seller" means any person involved in direct selling in any capacity;

"direct selling" means the direct selling of consumer products either in the home or away from normal retail premises by which a salesperson either: demonstrates the product or presents a product catalogue; or, collects an order; or arranges for the delivery of the products; or collects payment for the product or arranges for credit;

"EEA" means the European Economic Area;

"intermediate trader" is a person (typically a marketing company) which is not a member and which engages direct sellers who themselves have no direct contractual relationship with the member and who, under arrangements between the intermediate trader and the member, solicit customers for the member or clients of the member;

"member" means a member of the Association and includes its employees;

"product" means any goods or services;

"Seldia" refers to the organisation of that name which is the European Federation of Direct Selling Associations;

"sponsor" means a direct seller who engages in recruiting and/or supporting other direct sellers in a member's business;

"statutory rights" means those rights conferred by regulations made under the Fair Trading Act 1973 whether or not the regulations apply to the member's direct selling scheme;

"WFDSA" means the World Federation of Direct Selling Associations.

RECRUITMENT

2.1 Members and direct sellers shall not use misleading, deceptive or unfair recruiting methods.

2.2 Advertisements placed by members or direct sellers shall not make unrepresentative or exaggerated earnings claims.

2.3 At the first point of contact, verbal or face-to-face, with a prospective recruit, the recruiter shall clearly identify the name of the member.

2.4 An invitation, by whatever means, to a business opportunity presentation shall:

- a) state the name of any sponsor or direct seller issuing the invitation;
- b) state the name of the member and its class of membership of the DSA;
- c) clearly and accurately indicate the purpose of the presentation and not imply that it relates to employment or that it is anything other than an occasion to be informed about a business relationship with a member or, where relevant, the intermediate trader.

2.5 Any member's recruitment advertisement over 30 words in length shall:

- a) include the member's name; and
- b) indicate membership of the DSA.

2.6 All recruitment material (including advertisements) and in whatever medium (e.g. printed, audio, video, electronic) over 30 words in length must:

- a) be pre-approved by the member, and
- b) clearly identify the member, giving the member's name at least as much prominence as the name of the direct seller, or direct selling group, to whom prospects are invited to respond.

2.7 Any recruitment material used in a direct marketing campaign, whether or not involving the purchase or rental of mailing lists, must be pre-approved by the member.

2.8 In relation to its own website and the websites of its independent direct sellers or, where relevant, its intermediate traders, each member shall establish

- a) rules and standards, and
- b) a monitoring system to check the websites for compliance.

2.9 Fly-posting of recruitment and other material on street furniture, telephone kiosks or any other property, public or private, is banned.

2.10 All costs, whether for goods or services, charged by a member or direct seller to a prospective recruit who does not take up the opportunity offered shall be refunded. To the extent that those costs relate to the supply of non-consumable goods, the refund may be withheld unless the goods are returned within 30 days of their purchase. No refund need be made, however, in respect of any of the member's products purchased by the prospective recruit in the capacity of a consumer.

2.11 Where a direct seller is recruited by an intermediate trader, the requirements in this Rule 2 and Rule 3.2 to identify the member shall be satisfied if, and only if, prior to signing up as a direct seller, the new recruit is informed in writing of the member's identity and its membership of the DSA.

2.12 A member operating by using intermediate traders shall establish rules relating to recruitment material to be used by its intermediate traders and a monitoring system to check for compliance; pre-approval by the member shall not be needed for an intermediate trader's recruitment material which complies with those rules provided that those rules have themselves been approved by the Code Administrator.

2.13 Any commissions paid on fees charged to become or stay a Direct Seller, which are, in effect, remuneration for recruiting Direct Sellers into a sales system, are prohibited.

2.14 Business opportunities of members shall be open to prospective distributors without discrimination of gender, race, ethnic group, group of religious or spiritual significance, or political opinion. Companies shall prohibit in writing any kind of mix between the business and any of the aforementioned elements of private life

PRESENTING BUSINESS OPPORTUNITIES

3.1 Members and direct sellers shall not describe the opportunity to a prospective direct seller in a false or misleading manner.

3.2 At all presentations of any kind reference shall be made to the name of the member and its class of membership of the DSA.

3.3 At all times:

- a) members and direct sellers shall only promote the opportunity as a business relationship with the member or, where relevant, the intermediate trader;
- b) no unrepresentative or exaggerated earnings claims shall be made;
- c) any earnings claims must relate to actual earnings from the opportunity by an identifiable person and be capable of verification;
- d) income claims should not imply that earnings are quickly or easily achieved.

3.4 Members and direct sellers shall not promote any business based solely on recruiting other direct sellers.

3.5 All presentations must promote the business as one where direct sellers sell products to consumers.

3.6 It is permissible for a direct seller to be rewarded (e.g. by retail mark-up or commission on sales volume) for building a network of consumers who purchase goods either from the direct seller or directly from the company.

However, members and direct sellers shall not encourage anyone to purchase a product on the basis that the product cost they incur will be recovered, reimbursed or reduced if they get others to make similar purchases.

3.7 Potential direct sellers must (a) 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; (b) be provided with sufficient information to enable a reasonable evaluation of the opportunity to earn income.

INVESTMENT IN BUSINESS OPPORTUNITIES

4.1 Members, sponsors and direct sellers shall not require or encourage any direct seller to purchase products in unreasonable amounts. Nor shall a member accept orders for purchases which it knows are for unreasonable amounts.

4.2 The appropriate investment shall take account of (among other things):

- a) the purchase of a reasonable quantity of products for self consumption or use;
- b) sales that have already been made;
- c) a reasonable amount of product for effective demonstration or display to potential consumers.

4.3 Any purchase would be for an unreasonable amount if it was a purchase of re-saleable goods which was made:

4.4 A purchase would also be for an unreasonable amount, irrespective of whether the order was placed on an automatic or recurrent basis, if the purchaser had no need of the goods either for his/her own use or for re-sale.

4.5 Members shall take reasonable steps to ensure that direct sellers who are receiving compensation for downline sales volume are either consuming or reselling the products they purchase in order to qualify to receive compensation.

BUSINESS SUPPORT MATERIALS

5.1 Members shall require their direct sellers who sell promotional or training literature (sales aids) in hard copy or electronic form:

- i. to utilise only materials that are approved by the member or comply with the same standards to which the member adheres,
- ii. to refrain from making the purchase of such sales aids a requirement for downline direct sellers,
- iii. to provide such literature (and any other sales aids) at no more than a reasonable and fair price, equivalent to the price of similar material available generally in the marketplace,
- iv. to offer a written return policy that is the same as the return policy of the member, and
- v. not to require any other direct seller to purchase any sales aids or other materials that are inconsistent with the member's policies and procedures.

5.2 Members shall take reasonable steps to ensure that sales aids and other materials produced by direct sellers are not misleading or deceptive and are sold only in compliance with the provisions of this Code.

5.3 The sale of sales aids shall not be permitted to be a profit centre for either a DSA member or any of its direct sellers.

ADVERTISING

6.1 Members' advertisements shall be truthful and accurate and, as a general rule, shall incorporate a reference to their membership of the Association. Members' sales and promotional literature shall be truthful and accurate and shall always contain a reference to their membership of the Association.

6.2 Members must be able to satisfy the Association that they comply with the British Codes of Advertising Practice and Sales Promotion where relevant and any other recognised self-regulatory codes.

6.3 Where members use direct mail or telephone selling they will make use of the Mailing Preference Service and Telephone Preference Service.

CONTRACT AND PAYMENTS

7.1 Members shall provide every direct seller with a written contract.

7.2 Contracts shall:

- a) define a direct seller's financial obligations and meet all statutory requirements;
- b) contain or refer to all the terms between the parties in a clear and legible format;
- c) provide for termination by either party;
- d) state whether or not it may be transferred to anyone else, and if so upon what terms;
- e) contain or refer to full details of how earnings will be calculated and paid to direct sellers;

- f) require direct sellers to observe all DSA codes;
- g) contain details of any restrictions relating to competitive activity by direct sellers.

7.3 Members shall not require direct sellers to pay unreasonable fees for participating or continuing to participate in a business opportunity, for training, or for promotional or other materials.

7.4 Members shall not require any product purchases as part of the application process except where those products are included in a required starter kit.

7.5 Members shall ensure that active direct sellers are provided at no charge with regular statements of account showing:

- a) full and accurate financial details of all transactions;
- b) how any deductions are calculated.

7.6 Members shall make any payments to direct sellers on time.

INFORMATION & TRAINING

8.1 Members shall inform their direct sellers of their legal obligations, including those relating to income tax, national insurance and, where relevant appropriate vehicle insurance.

8.2 Members shall provide or arrange for direct sellers to receive a reasonable standard of training in product knowledge and on how to develop their business.

8.3 Where sponsors or others provide training relating to a member's business, members shall ensure:

- a) that they approve all materials referring to the member's business opportunity and/or its products;
- b) that direct sellers understand that they do not need to purchase training materials as a condition for obtaining advice from a sponsor.
- c) that if direct sellers pay for training material of any description the price shall be reasonable and relative to the cost.

8.4 If members or sponsors charge for training, they shall, for 14 days afterwards, offer full refunds (less the cost of any subsistence) to any direct seller who is dissatisfied with the training.

PRIVACY

9. Members shall take appropriate steps to ensure the protection of all private information provided by direct sellers and to require that direct sellers take appropriate steps to ensure the protection of private information provided to them by consumers.

BUY-BACK AND REFUND PROVISIONS

10.1 When a contract is terminated by either party within 14 days of its being made, the member shall:

- a) refund all money paid by the direct seller in connection with joining the scheme, and
- b) buy back any unsold product (including training and promotional materials, business manuals and kits) returned by the direct seller within 21 days of the termination upon terms which are no less favourable than the statutory rights.

10.2 When a contract is terminated by either party after 14 days of its being made, the member shall, if requested:

- a) buy back product (including training and promotional materials, business manuals and kits) purchased by the direct seller within 90 days of the date of termination upon terms no less favourable to the direct seller than the statutory rights; and
- b) buy back product (including training and promotional materials, business manuals and kits) purchased by the direct seller more than 90 days but within one year of the date of termination at a price not less than 100% of the VAT-inclusive price paid by the direct seller for the purchase of those products less an amount equal to:
 - i. any commissions, bonuses or other benefits (in cash or in kind) received by the direct seller in respect of those products;
 - ii. any amounts due from the direct seller to the member on any account; and
 - iii. a reasonable handling charge of up to 10% of the price paid,

provided that:

- i. such product has not been purchased or acquired by the direct seller in breach of the contract;
- ii. the direct seller returns such product to the member in an unused, commercially resaleable condition not more than 14 days after the date of termination; and

- iii. the member did not clearly inform the direct seller prior to the purchase that the items were seasonal, discontinued or special promotion products which were not to be subject to the buy-back provisions of this Code.

10.3 At any time during the subsistence of a contract, if requested by a direct seller, the member will buy back any product returned by the direct seller which he purchased at any time within one year of the date of such request upon the terms set out in Rule 10.2(b) above.

10.4 Rules 10.1, 10.2 and 10.3 shall apply where a direct seller's contract is subject to the Trading Schemes Regulations 1997. In other cases, the member shall ensure:

- i. that a direct seller can by giving notice cancel his or her contract within the first 14 days without penalty and with the right to return in good condition any goods for a refund and to recover any other money paid to the member;
- ii. that a direct seller can at any stage terminate his or her contract by giving no more than 14 days' notice;
- iii. that the direct seller can, within 14 days after termination, return for a refund any products (including sales aids, promotional or business materials) purchased from the member up to 1 year earlier and which remain unused, unsold and commercially re-saleable; such refund shall be 90% of the price paid and shall be subject to the same limitations and deductions as are set out in Rule 10.2.

10.5 After a direct seller terminates his contract, the following fees or charges paid by the direct seller within the 30 days prior to the termination are fully refundable:

- i. fees paid to become or remain a direct seller, including renewal fees;
- ii. fees for any required additional service offered by the company (e.g. on-line training, eCommerce or other internet solutions, shipment costs).

Commissions which have been paid to the direct seller related to the fees may be deducted from a refund.

INTERMEDIATE TRADERS AND THEIR DIRECT SELLERS

11.1 Where direct sellers solicit customers for a member or for a member's clients and are engaged by an intermediate trader, the member shall ensure that the contractual arrangements between the member and intermediate trader include equivalent provisions to Rules 2 to 10 of this Code.

11.2 Equivalent provisions will:

- a) Require the intermediate trader to accord direct sellers the same rights as a member is by this code required to accord to a member's direct sellers.
- b) Require the intermediate trader to impose the same obligations on direct sellers as a member is by this code required to impose on the member's direct sellers.
- c) Impose on the intermediate trader and their direct sellers, obligations the same as the obligations imposed by this code on members and their direct sellers (except that no person or organisation can be stated to be a member of the DSA unless it is a member).

11.3 Where this Code lays a specific positive duty on a member (for example, to provide a direct seller with information or with a written contract), that duty may be discharged by an intermediate trader operating under equivalent provisions.

11.4 The member will ensure compliance with the equivalent provisions by the member's intermediate trader. Where the DSA receives a complaint against an intermediate trader (or one of its direct sellers), the member has responsibility to respond to that complaint.

RELATIONS BETWEEN MEMBERS

12.1 Members shall behave ethically towards other members.

12.2 Members and direct sellers shall not denigrate any other member or direct seller.

12.3 Members, sponsors and direct sellers shall not entice or solicit direct sellers from other members or other direct selling companies.

INTERNATIONAL DIRECT SELLING

13.1 Where a member carries on business, or permits the direct selling of its product, in another country, it shall do so in accordance with legislation relating to direct selling in that country and all Codes of Practice of the local Direct Selling Association (whether or not it is a member of that Association).

13.2 If there is no local (WFDSA affiliated or Seldia affiliated) Direct Selling Association, the member will ensure that all its employees and direct sellers in that country abide by the provisions of Seldia's European Codes (if the country is within the EEA) or by the provisions of the WFDSA's Codes (if the country is outside the EEA).

CODE RESPONSIBILITIES

14.1 Every member and direct seller shall follow all DSA Codes.

14.2 Only members may use the DSA logo and state that they belong to the Association.

14.3 Every member's chief executive is responsible for the observation of this Code by its employees and direct sellers.

14.4 Every member shall operate a system for dealing with reported breaches of the Code and keep records of complaints and of the action taken in response.

14.5 Every member shall publicise the DSA Code to their direct sellers and shall give all their direct sellers a copy of the DSA Codes. This copy may be provided in hard copy or electronic format or via a link to where the code can be viewed on the Member's website or the DSA website.

CODE ADMINISTRATION

15.1 DSA Codes are supervised and administered by an independent, legally qualified Administrator appointed by the Council on behalf of the Association.

15.2 The Code Administrator shall:

- a) satisfy himself that members' trading practices and documentation comply with the DSA Codes and all relevant legislation;
- b) report any breach of the Codes to the member's Chief Executive and recommend appropriate remedial action;
- c) investigate any failure by a member to act upon any recommendation;
- d) report any failure by a member to remedy any breach to the Council of the Association;
- e) publish an annual report which includes any suggestions the Administrator has for the improvement of the Code in the light of experience.

BREACHES OF THE BUSINESS CODE

16. Any complaint about a breach of the Business Code shall be treated in the following way.

- a) The complainant may refer it to:
 - i. the Chief Executive of the member; or
 - ii. the Director of the Association.
- b) If the complainant is dissatisfied with any solution proposed by the member, or it is referred initially to the Director, the following procedure will be used:
 - i. The complainant will be asked to set out details of the complaint in writing;
 - ii. The Director will send a copy of the written complaint to the member requesting prompt remedial action; the complainant will be kept informed at all times;
 - iii. If the Director is not notified within 21 days that the matter has been resolved, he shall refer it to the Code Administrator and may notify the Council of the Association;
- c) If the complainant is dissatisfied with the recommended action, or if the member fails to act as required by the Director, the Director shall refer the complaint to the Code Administrator.

INVESTIGATIONS BY THE CODE ADMINISTRATOR

17.1 The Code Administrator will investigate any complaint referred to him, obtain evidence from the complainant, from the member and any other relevant person and make a written adjudication as quickly as possible.

17.2 The adjudication is binding on the member and any direct seller; the complainant is not bound by the adjudication.

SANCTIONS

18.1 Where a member is found to be in breach of the Business Code, the Code Administrator may require the member:

- a) to repay all money paid by the complainant;
- b) to buy back any unsold product at a price to be fixed by the Code Administrator;
- c) to replace or repair any product without charge;

- d) to pay any costs incurred by the Code Administrator for technical advice or testing;
- e) to give a written undertaking to observe the Code and to take all reasonable steps, including any specified steps, to prevent a recurrence of the breach;
- f) to pay to the complainant compensation(not exceeding £5000) in respect of any financial loss;
- g) to re-instate a direct seller's contract.

18.2 The Code Administrator may require that the member appear before the Disciplinary Committee and may make recommendations as to the action it should take.

DISCIPLINARY COMMITTEE

19.1 The Disciplinary Committee shall consist of either two DSA Council Members and three Independent Members nominated by the Council or one DSA Council Member and two Independent Members nominated by the Council. It will be chaired by a DSA Council member. The Disciplinary Committee shall consider all the evidence and may call for written or oral evidence from any person. The Disciplinary Committee will be empowered to exercise the Association's disciplinary powers, including that of expelling a member from the Association.

19.2 The Disciplinary Committee shall send its report to the complainant and the member and the Council of the Association. The member is bound by the adjudication.

19.3 Members shall have a right of appeal to the full council of the Association, whose decision is final.

COMPLAINTS FROM OUTSIDE THE UK

20.1 A member which is the subject of a complaint in a country in which it is not a DSA member, must accept jurisdiction of the Code Administrator in its home country (or if the company is not a member in its home country, any country in which it is a DSA member), and shall bear reasonable costs (including translation costs) incurred by the DSA/Code Administrator in handling the complaint.

20.2 Subject to the following provisions, any complaint from overseas handled by the UK DSA will be handled in the same way as a complaint from the UK.

20.3 In considering a complaint from overseas, the Code Administrator may (at his/her discretion) consult the Code Administrator in the country from which the complaint arose.

20.4 In evaluating a complaint from overseas, the Code Administrator will apply, in order of priority, (i) the standards of the Code of Ethics in the country in which the complaint is filed (if those standards can easily be determined), or (ii) the standards of the UK DSA's Codes, or (iii) the standards of the Code of Ethics in the subject company's home country, or, (iv) at a minimum, the standards set forth in either, as relevant, the Seldia or WFDSA Codes of Ethics.