

BUILDING AN ETHICAL BUSINESS GUIDE





COMPLIANCE AND FOREVER



There's never been a better time to start your own business. Like anyone else, you'll want to take the right first steps to protect your brand and build your business with purpose while following Forever's guidelines. Building an ethical Forever business is the best way to ensure you set yourself up for long-term success. The trust you build with your customers is essential for growing your reputation, your team and your sales.

This guide is designed to help you understand some of the more common compliance issues and provide you with the tools to build a strong, ethical and growing business.

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COMPLIANCE POLICIES

As a Forever Business Owner, or FBO, we know that you're excited to start spreading the word about your favorite products and helping others look better and feel better. That's why one of the most important steps you can take is to have a solid understanding of what claims and statements to avoid when marketing Forever products and the business opportunity.

WHAT DOES COMPLIANCE MEAN FOR YOUR BUSINESS?

Every type of business is monitored by regulatory agencies to ensure they are operating in an honest and ethical way. Using language that could mislead someone about what a product does, overstating income claims, or making unsubstantiated health claims is not allowed. For example, earnings claims should convey realistic expectations about income that can be achieved as an FBO, and medical claims stating that Forever products can diagnose, treat, cure, or prevent any disease or illness are strictly prohibited.

But don't worry. Staying compliant is easy as long as you follow Forever's compliance guidelines, which are designed to help you build a strong, ethical business. Forever Living's Home Office and your local country office have also created compliant marketing materials that you can use when promoting products or your business.

DIFFERENTIATING YOURSELF FROM FOREVER LIVING PRODUCTS

19.02 (a) LIMITED LICENSE TO USE COMPANY MARKS

THE NAME "FOREVER LIVING PRODUCTS" AND SYMBOLS OF FLP AND OTHER NAMES AS MAY BE ADOPTED BY FLP INCLUDING FLP PRODUCT NAMES AND PROPRIETARY TRADE NAMES AND TRADEMARKS OF THE COMPANY.

Forever Business Owners are independent contractors and must represent themselves as such. It is your responsibility to state that you are an FBO and ensure that any web address or business names you choose do not contain any trademarked product names that would usually be associated with Forever Living Products' corporate entity. In addition, your name and contact details should be easy to locate. Please remember, you are responsible for any Forever-related content that you produce in print or online. Please refer to the Company Policy for specific guidelines Forever Business Owners are expected to follow when promoting Forever's products or business opportunity. Violating these guidelines could lead to consequences, including warnings, suspension or termination of the Forever Business Owner agreement with Forever.

CHOOSING A BUSINESS NAME

RIGHT



✓ Forever with Amy

✓ Aloe to glow

✓ Aloe 4 U

You are encouraged to be creative, but remember that your business name reflects who you are and what you offer, so it should remain professional.

WRONG



✗ Forever Living Wales

✗ Forever Living Products

✗ FIT Forever

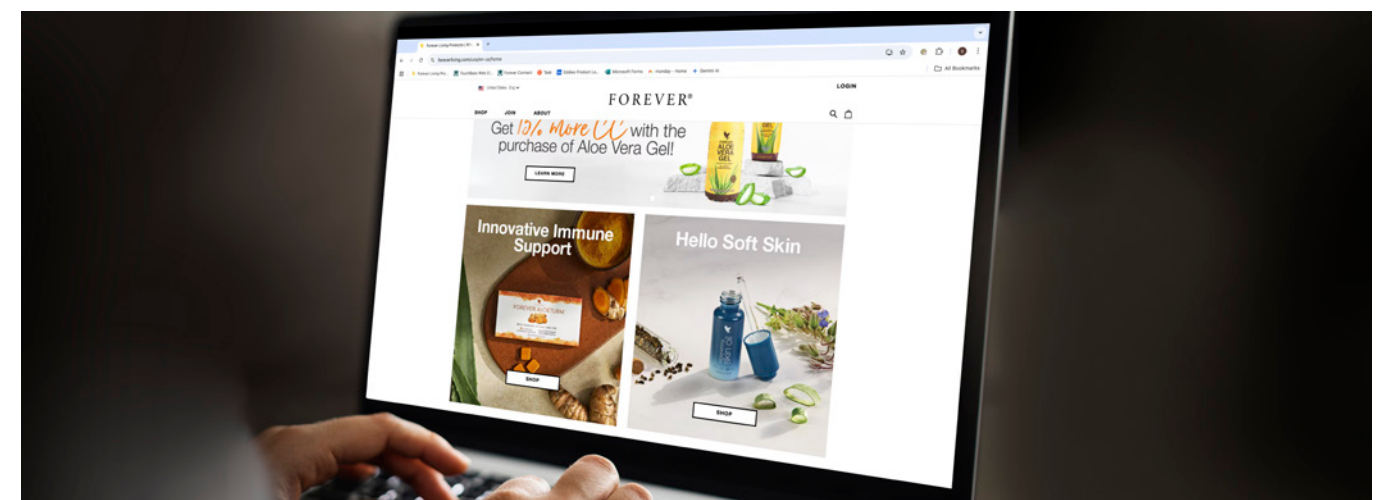
Anything that could mislead a customer to think you are part of the corporate entity of Forever Living Products is not permitted. Generally, this means avoiding business names that include "Forever Living" or the names of Forever's products.

SELLING ONLINE

16.02 (j) SELLING ONLINE

AN FBO IS PROHIBITED FROM TRANSACTING THE SALE OF FOREVER PRODUCT USING ANY INTERNET BASED SALES CHANNEL OTHER THAN THE COMPANY PROVIDED RETAIL STOREFRONT AT FOREVERLIVING.COM OR AN APPROVED INDEPENDENT FBO WEBSITE AS DEFINED IN SECTION 17 HEREIN.

One of the benefits about being a Forever Business Owner is that you can get started as soon as you are ready. You don't need to carry inventory or build a website. You can start sharing Forever products and the opportunity right away on social media and by using **foreverliving.com** as your personal e-commerce site.



Simply insert your FBO ID into the URL
www.YourFBOID.ForeverLiving.com and share!

If you would like to develop your own website, the only type that FBOs are permitted to publish is a business opportunity website. This must include the following information:

- Your name and the phrase "Independent Forever Business Owner."
- The statement "Forever is a member of the Direct Selling Association."
- Approved product and company language.

On this site, you can talk about the business opportunity and what makes your business unique. While you can't sell products directly from your site, we've made it easy for you to market your business and direct your customers to purchase through foreverliving.com.

As an FBO, you can purchase your pre-approved FBO website through FLP360 (go to foreverliving.com and click the FLP360 logo that appears on the right side). These sites include direct links to Forever's online shop (on foreverliving.com) and the Forever Business Owner will still benefit from the case credits and sales.



DO

Use a **templated** Forever website to sell products and/or promote the Forever opportunity.

Build your own **business opportunity** website that complies with Forever policies and legal requirements.

Use a **product banner** which links to your shop on foreverliving.com.

Use **social media** to promote products.

Use the **URL shortcut** to personalize foreverliving.com and get credit for sales.

DON'T

Build a website or promote products via a third-party website or on your own website unless the website was developed in accordance with the Company Policy.

Sell Forever's products online through selling platforms such as eBay or Amazon.

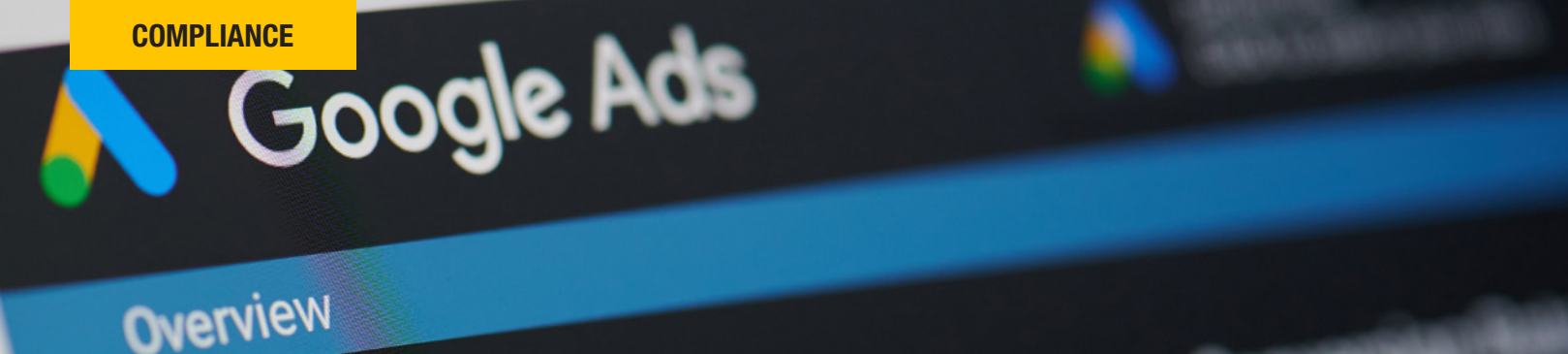
ELECTRONIC ADVERTISING

17.10 (c) ELECTRONIC ADVERTISING

INDEPENDENT FBO WEBSITES THAT HAVE BEEN APPROVED BY THE COMPANY OR ARE PART OF AN ONLINE BANNER OR DISPLAY AD THAT CONFORM TO THE COMPANY'S ADVERTISING GUIDELINES AND HAVE BEEN APPROVED BY COMPANY, WILL BE ALLOWED. ONLINE BANNERS OR DISPLAY ADS MUST BE SUBMITTED TO THE COMPANY FOR APPROVAL PRIOR TO POSTING ONLINE AND MUST LINK A USER TO THE COMPANY WEBSITE OR AN INDEPENDENT FBO WEBSITE THAT HAS BEEN APPROVED BY THE COMPANY. ALL ELECTRONIC ADVERTISING IS SUBJECT TO AND CONTROLLED BY THE COMPANY POLICIES AND THE CODE OF PROFESSIONAL CONDUCT RELATING TO ADVERTISING AND PROMOTIONAL GUIDELINES.

Online advertising can be a powerful tool when it comes to building your business. While Forever allows FBOs to build and create online ads, those ads must be accurate, compliant and follow all other relevant policies. Please contact your local compliance department before posting your ads for approval so you can post with confidence. Ads must link either to the company website or an approved independent FBO website.





GOOGLE ADS

Forever Business Owners are allowed to create their own Google Ads, but it is essential that any ad created follows the guidelines below:

APPROVED GOOGLE ADS

1. Text Ads

- a. Google Text Ads, also known as Google Search Ads, are keyword-driven ads that appear on Google's search engine results pages (SERPs) and other platforms within the Google Network. They are designed to grab users' attention when they search for terms related to a business' products or services.
- b. Main benefits: Maintain ads quickly and easily. Reach customers when they search on Google. Use ad assets to provide additional details and contact information that can make your text ads more relevant to customers.

2. Responsive Ads

- a. Responsive ads automatically adjust their size, appearance and format to fit available ad spaces. They can transform into text or image ads.
- b. Main benefits:
 - i. In a matter of minutes, create ads that fit just about any ad space available. Plus, responsive ads can show as native ads, which boost your impact by blending into publishers' websites.
 - ii. Responsive search ads are text-based ads that automatically test different asset combinations and learn which combinations perform best.
 - iii. Responsive display ads can be used in display campaigns and automatically generate ad combinations of your uploaded assets.

3. Image Ads

- a. Static in JPG or PNG format, or animated graphics in GIF format.
- b. Main benefits: Showcase your product or service in a visual way. Reach customers on websites that partner with Google.

4. Video Ads

- a. Video ads that show online. Run standalone video ads or insert them in streaming video content.
- b. Main benefits: Deliver a rich and engaging experience to customers. Reach customers on websites that partner with Google.

AD TYPES TO AVOID

5. Dynamic Search Ads

- a. Dynamic search ads help users automatically generate ads and keywords for a campaign based on the content of a landing page, so if you try to use any URL on foreverliving.com as a landing page in your Google Ads campaign, Google will create your ad's headline and description using content from the corporate website.
- b. Choosing to use auto-generated, dynamic search ads can save a user time when creating a new campaign, but it does not give the user full control over the messaging that is displayed in their search ads, which can result in potential compliance issues.
- c. Creating a dynamic ad might lead consumers to mistakenly believe they are visiting the official Forever corporate website and/or storefront when, in fact, they are viewing the FBO's storefront. This can cause consumer confusion, which is a violation of Company Policy.
- d. In general, FBOs should not use retail shop links created on foreverliving.com in dynamic search ads. This ad type should only be used by FBOs who manage their own website and have direct control over the content of the landing pages.

6. Call Ads

- a. Call ads are text ads that include a phone number and are designed to encourage calls rather than clicks. They appear exclusively on mobile phones.
- b. Google does not allow call ads to include inaccurate business names, business names that do not clearly represent the advertised business, or disambiguate from similar businesses.
- c. To differentiate from the corporate office or any other FBO, each FBO is required to use appropriate qualifying language in their business name, such as "John Smith - Forever Business Owner."
- d. When answering phone calls from users who have clicked the ad, FBOs must begin the call by stating their business name as it appears in their call ad.
- e. Phone numbers need to be accurate, active and relevant to the business being advertised. To promote a better experience, phone numbers are verified by Google before they can be used in a campaign.

7. Shopping Ads (when using foreverliving.com as the product feed)

- a. The corporate website does not offer a way for FBOs to connect data feeds for real-time product information.
- b. FBOs should refrain from creating manual uploads to the Merchant Center to avoid being mistaken for the corporate office (Forever Living Products).

8. App Promotion Ads

- a. This ad type is designed to promote app downloads, so unless an FBO is promoting an app they own and developed, this ad type should be avoided.

DO



Clearly state that you are a Forever Business Owner in the main heading.



Include your shop link or a **compliant domain** name that redirects to your Forever retail shop.



Create a **professional looking** Google ad.



Make sure the domain names of your ads (display URL, final URL and landing page URL) match.

DON'T



Mislead customers into thinking your Google ad is placed by Forever Living Products.



Use domain names containing trademarks such as F15, infinite by Forever, or F.I.T. and **do not make medical claims.**



Use Forever Living Products, Forever Living **or any product names as the main heading.**



Create an ad not in compliance with the **Company Policy.**



ADVERTISING AND SELLING IN STORES

16.02 (h) SELLING IN STORES

AN FBO IS GENERALLY PROHIBITED FROM PERMITTING COMPANY PRODUCTS TO BE SOLD OR DISPLAYED IN RETAIL STORES, MILITARY PXs, SWAP MEETS, FLEA MARKETS OR LIKE EXHIBITIONS. AN FBO WHO HAS A SERVICE-ORIENTED OFFICE, BARBER SHOP, BEAUTY SHOP OR HEALTH CLUB IS PERMITTED TO DISPLAY OR SELL PRODUCTS WITHIN THAT OFFICE, SHOP OR CLUB. HOWEVER, EXTERIOR SIGNS OR WINDOW DISPLAYS BY SUCH FBO TO ADVERTISE THE SALE OF COMPANY PRODUCTS ARE PROHIBITED.

FBOs can sell in service-oriented environments but only if the service provided by the business links to particular Forever products (e.g. hairdressers, beauty salons, and health clubs).

Related products must only be displayed where treatment is taking place, such as in treatment rooms or consultation rooms, and not in the main areas of the establishment, such as the reception, shop window, or on the shelves. Do not make any unsubstantiated product claims when selling or displaying the products.

You are also not allowed to advertise through posters in the shop window, but you can display literature and posters elsewhere in the establishment, within reason. Exhibitions for a period of less than two weeks (in a 12-month period) at the same venue are considered temporary and are permitted. However, you must receive written approval from your country office in advance.

A Forever brand product must remain in its original packaging. However, products may be promoted and served in restaurants by the glass or portion.

APPROVED SHOPS TO SELL
FOREVER PRODUCTS WITHIN

Hair salons, beauty salons, health clubs, therapist offices, dentist offices, craft fairs, restaurants/cafes, workplaces.

YOU CANNOT SELL



In retail shops (e.g. health shops and clothing shops), pet shops, at wholesale centers, or on third-party online selling channels (such as eBay/Amazon or similar platforms).

FBO DISCLAIMER GUIDANCE

16.02(n) AND 16.02(o),

MAKING PRODUCT CLAIMS. FBOS MAY NOT MAKE ANY REPRESENTATION, EXPRESSLY OR BY IMPLICATION, THAT FOREVER PRODUCTS CAN PREVENT, DIAGNOSE, TREAT OR CURE ANY DISEASE OR MEDICAL CONDITION. FOREVER PRODUCTS THAT ARE INTENDED TO BE INGESTED INTO THE BODY ARE PURELY NUTRITIONAL AND/OR NUTRITIONAL SUPPLEMENTS AND ARE, THEREFORE, REGULATED THROUGHOUT THE WORLD AS FOOD. FOREVER PRODUCTS THAT ARE INTENDED TO BE USED ON THE BODY ARE REGULATED THROUGHOUT THE WORLD AS COSMETICS. FOREVER DOES NOT PRODUCE OR DISTRIBUTE ANY PRODUCTS THAT ARE TO BE CONSIDERED OR DESCRIBED AS A MEDICINE, TREATMENT OR CURE.

MAKING EARNINGS CLAIMS. FBOS MAY NOT MAKE ANY FALSE OR DECEPTIVE REPRESENTATION, EXPRESSLY OR BY IMPLICATION, REGARDING THE AMOUNT OR LEVEL OF INCOME THAT A PROSPECTIVE FBO CAN EXPECT TO EARN. SUCH REPRESENTATIONS INCLUDE, BUT ARE NOT LIMITED TO, REPRESENTATIONS AND/OR IMAGES USED TO SHOW A DRAMATICALLY IMPROVED, LUXURIOUS OR LAVISH LIFESTYLE.

We love how passionate you are about Forever and encourage you to share your stories within marketing materials, social media posts, testimonials and communications. However, when doing so, it is imperative that the proper income and product disclosures, made through disclaimers, are incorporated where necessary. Disclaimers serve the dual purpose of maintaining compliance with regulatory mandates and providing transparency to our valued customers and Forever Business Owners (FBOs).

Keep in mind: Disclaimers must be prominently placed and easily noticeable. They should not be hidden or difficult to find, ensuring that they are clear and visible.

For more information on how disclaimers should be used when promoting your Forever business, as well as a list of sample approved disclaimers, please review the sections below titled "Income/Earnings Claims" and the "Product Claims," respectively.

Note that these disclaimers are relevant to the United States market and regulatory agencies and will need to be revised according to your particular country and local laws and regulations. If you have any questions, please do not hesitate to reach out to compliance@flp.ltd.



INCOME/EARNINGS CLAIMS

16.02 (o) INCOME/EARNINGS CLAIMS

FBOS MAY NOT MAKE ANY REPRESENTATION, EXPRESSLY OR BY IMPLICATION, REGARDING THE AMOUNT OR LEVEL OF INCOME, INCLUDING FULL-TIME OR PART-TIME INCOME, THAT A PROSPECTIVE FBO CAN REASONABLY EXPECT TO EARN. IMPLIED REPRESENTATIONS OF INCOME THAT AN FBO REASONABLY CAN EXPECT TO EARN INCLUDE, BUT ARE NOT LIMITED TO, REPRESENTATIONS AND/OR IMAGES USED TO SHOW A DRAMATICALLY IMPROVED, LUXURIOUS, OR LAVISH LIFESTYLE.

Earnings claims should convey realistic expectations about income that can be achieved as an FBO. FBOs (and the company) are expressly prohibited from making exaggerated or deceptive income claims that could mislead prospective FBOs. Instead, all earnings claims should reflect the typical income that FBOs can reasonably expect to earn within the context of our business opportunity. Forever is resolute in its stance against false or misleading earnings claims, as they not only erode trust but also undermine the credibility of our business. An FBO can speak of their income earned as long as it is not extraordinary and includes the requisite income disclaimer and reference to Forever’s Annual Income Disclosure Statement.

As stated, when sharing your story, please use a disclaimer where necessary to inform the public that individual results may vary, and that Forever makes no guarantees on income or success. The disclaimer should also link to Forever’s Annual Income Disclosure Statement at foreverliving.com/income.

The following is an example of an approved income disclaimer:

The achievements expressed in this testimonial are not typical and are the individual's personal opinion and subjective experience. Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill, and leadership abilities, and how effectively you exercise those qualities. Please see Forever’s Annual Income Disclosure Statement at foreverliving.com/income for more information.

When discussing earned incentives, reference the hard work necessary to achieve that incentive, where possible, and publish a disclaimer letting consumers know what percent of individuals achieved that incentive.

Here are some examples:

For Forever2Drive: Forever makes no guarantees on awards or success. Less than 3% of active, participating, hardworking Forever Business Owners worldwide qualified for Forever2Drive incentives in 2024.

For Chairman’s Bonus: Forever makes no guarantees on awards or success. Less than 3% of active participating, hardworking Forever Business Owners worldwide qualified for Chairman’s Bonus in 2024.

For Forever Global Rally: Forever makes no guarantees on awards or success. Less than 4% of active participating, hardworking Forever Business Owners worldwide qualified for Forever Global Rally in 2024.

For Eagle Manager's Retreat (EMR): Forever makes no guarantees on awards or success. Less than 3% of active, participating, hardworking Forever Business Owners worldwide qualified for Forever's Eagle Manager's Retreat in 2024.

For Gem Levels: Extraordinary achievement! Forever makes no guarantees on awards or success. Less than 1% of active, participating, hardworking Forever Business Owners worldwide qualified for Gem Levels in 2024.



RIGHT

✔

Create realistic expectations about earnings. Reference being able to earn “extra” or “supplemental” income from your Forever business.

✔

Talk about the benefits of earning supplemental income on a flexible schedule.

✔

Talk about the non-monetary benefits of joining Forever, such as being part of the Forever community and sharing products that you love with others.

✔

Focus on the journey, not the destination, by emphasizing consistent work, dedication, skills, training, and the length of time that it took to build a business.

✔

Include an income disclaimer that is prominent and unavoidable whenever you promote the ability to earn income through the opportunity:

The achievements expressed in this testimonial are not typical and are the individual's personal opinion and subjective experience. Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill, and leadership abilities, and how effectively you exercise those qualities. Please see Forever's Annual Income Disclosure Statement at foreverliving.com/income for more information.

✔

Talk about all-expenses-paid trips as one perk that participants may be able to qualify for when they participate in the Forever opportunity. Whenever referencing such trips, include the following disclaimer:

Forever makes no guarantees on awards or success. Less than 4% of active participating, hardworking Forever Business Owners worldwide qualified for Forever Global Rally in 2024.

WRONG

✗

Make express or implied claims about actual earnings, bonus check amounts, or the ability to earn a certain amount of money through the opportunity.

✗

Make express or implied claims that suggest the ability to attain a certain lifestyle or make expensive purchases (yachts, cars, helicopters, mansions, expensive jewelry, handbags, designer fashion, etc.) through the opportunity.

✗

Suggest that the Forever opportunity is a “job” or “career” that is likely to result in significant income or replace full-time employment.

✗

Use phrases such as “financial freedom,” “uncapped income,” “unlimited earning potential,” “quit your job,” “full-time income,” “millionaire,” “pay off your mortgage,” “get out of debt.”

✗

Misrepresent that it’s easy or effortless to earn money, or that participants don’t succeed because they didn’t devote substantial effort or time.

✗

Social media posts shouldn’t require viewers to click on “more” or scroll to the bottom of a post to find the income disclaimer.

✗

Misrepresent that anyone can join Forever and travel the world or go on exotic vacations.

14

INCOME DO'S

These are examples of compliant ways to successfully promote Forever's business opportunity.



While the image displays an individual in the background being celebrated for a Gem Award, an appropriate disclaimer has been added.



This ad positions the business appropriately without making any claims or statements around what someone can expect to earn. An income disclaimer has been added to provide the appropriate disclosure to prospective customers.



This post references the FBO's personal experience at an event, and while it suggests that travel is something they've earned through the company, it is both true of their experience and doesn't directly promise that a viewer can earn travel. A disclaimer has been added (and translated to local language) informing the consumer of the achievement and reasonable expectations.

INCOME DON'TS:

These are some real examples that have failed to meet the compliance guidelines. Please ensure you don't make these mistakes.



This post is non-compliant, among other reasons, because it provides an unrealistic expectation of earnings, suggesting specific monetary amounts. Even with a disclaimer, it would not be compliant, as it conflicts with Forever's Income Disclosure Statement of typical income earned.



This post is non-compliant and cannot be made compliant even with a disclaimer because it makes misleading income claims, suggests guaranteed financial security, and implies unrealistic earning potential, which are not typical.



This post is non-compliant because the Forever opportunity is not a form of employment, whether full-time or part-time. It is a business opportunity for independent contractors. Participants are responsible for their own business expenses and earnings are based on individual performance and sales.

PRODUCT CLAIMS

16.02 (n) PRODUCT CLAIMS

FBOS MAY NOT MAKE ANY REPRESENTATION, EXPRESSLY OR BY IMPLICATION, THAT FOREVER PRODUCTS CAN PREVENT, DIAGNOSE, TREAT OR CURE ANY DISEASE OR MEDICAL CONDITION. FOREVER PRODUCTS THAT ARE INTENDED TO BE INGESTED INTO THE BODY ARE PURELY NUTRITIONAL AND/OR NUTRITIONAL SUPPLEMENTS AND ARE, THEREFORE, REGULATED THROUGHOUT THE WORLD AS FOOD. FOREVER PRODUCTS THAT ARE INTENDED TO BE USED ON THE BODY ARE REGULATED THROUGHOUT THE WORLD AS COSMETICS. FOREVER DOES NOT PRODUCE OR DISTRIBUTE ANY PRODUCTS THAT ARE TO BE CONSIDERED OR DESCRIBED AS A MEDICINE, TREATMENT OR CURE.

Health is an important part of our customers' lives, and we believe in the quality of our products when it comes to helping people look better and feel better. But it's important to remember to follow the regulations in the places where we do business by not making any unsubstantiated medical claims. Forever's products are nutritional and cosmetic in nature and should not be described to potential customers as medicine.

Forever's products are not intended to diagnose, treat, cure or prevent any medical conditions, including injury or disease. Anyone who has any questions about specific medical conditions should consult their physician. It's important to follow these rules to avoid misleading customers and prevent any regulatory issues that could have a negative impact on your business or Forever as a company.

Therefore, neither Forever nor our FBOs may reference diseases or illnesses in connection with Forever products in a way that would give the impression that our products can diagnose, treat, cure, or prevent these conditions. The use of images or hashtags that would make similar implications are also prohibited. Also, FBOs should never describe product features or benefits using language that does not appear in Forever's own materials.

All health-related claims regarding our products must be supported by competent and reliable scientific evidence, adhering to the standards set by regulatory agencies.

Permissible statements are "structure/function" claims that describe the role of a nutrient or dietary ingredient in maintaining the structure or function of the body. Here is an example of a permissible and substantiated "structure/function".

Our vitamin C supplement is designed to support the immune system, helping your body defend against external threats. Additionally, it contributes to collagen formation, promoting the normal function of skin, teeth and bones.

Forever's Income Disclosure Statement can be found at foreverliving.com/income and compliant opportunity materials can be found in your FBO portal or on your country's social media channels.

DO



Educate and Inform: Provide valuable information about the benefits of a healthy lifestyle, wellness tips, and general health and wellness knowledge without making product claims that don't appear in Forever materials.



Use General Language: Use general and non-promotional language when discussing Forever. Avoid making claims about product benefits and/or efficacy that don't appear in Forever materials.



Promote Healthy Lifestyle: Showcase a healthy and balanced lifestyle by sharing your daily routines, exercise, nutrition, and well-being practices without linking them explicitly to the products.



Engage Responsively: Engage with your followers by responding to questions and comments promptly. Encourage healthy discussions and answer inquiries without making claims.



Non-Disclosed Relationships: Disclose your affiliation with Forever and your status as an independent FBO when discussing the products. Transparency is key.



Respect Privacy: Obtain consent from others before sharing their testimonials, images, or personal information on your social media, and remember that any testimonials, images, or personal stories you share on your websites or social media pages – whether your own or someone else's – must be compliant with the principles outlined in the Company Policies.

DON'T



Misleading Content: Do not use deceptive or misleading content, such as before-and-after photos that may not accurately represent typical results.



Product Claims: Refrain from making claims about the health benefits or effectiveness of Forever that are not expressly included in Forever materials. Do not state or imply that the products can diagnose, treat, cure or prevent any medical condition.



Overstate Results: Do not exaggerate or overstate your personal experiences or results with the products. Be honest and realistic while remaining compliant with the principles in the Company Policy.



Negative Comments: Do not engage in negative or confrontational discussions, especially with critics. Maintain a professional and respectful online presence.



Spam and Harassment: Avoid spamming, harassing or pressuring individuals to join Forever or purchase products. Respect the privacy and preferences of your followers.



Non-Compliant Testimonials: Do not share testimonials that violate compliance guidelines or regulations. Ensure that any testimonials you share adhere to the rules.

WEIGHT MANAGEMENT CLAIMS

When promoting Forever's popular weight management programs and products, there are a few specific things you'll want to keep in mind to avoid making prohibited claims.

A few helpful tips:

- When you're promoting any of Forever's weight management products and programs, avoid making any guarantees or sharing any atypical results. In addition, when discussing your experience, you should include a disclaimer that states: The achievements expressed in this testimonial are not typical and are the individual's personal opinion and subjective experience. Individual results may vary. Typical weight loss is 1 to 2 pounds per week when consistently following a nutrition and exercise program according to best practice guidelines. This product is not intended to diagnose, treat, cure, or prevent any disease. Always consult your health care professional before consuming any dietary supplement.
- Marketing communications for a weight management regime must not intentionally attract people who are under 18 or those to whom weight reduction could be potentially harmful.
- Marketing communications must not contain claims that people can lose precise amounts of weight within a stated period (such as more than 2 pounds per week), or that weight and fat can be lost from specific parts of the body. However, it is generally permissible to rely on industry-standard weight loss claims such as 1-2 pounds per week when combined with a healthy diet and exercise.



PRODUCT DO'S:

These are examples of compliant ways to successfully promote Forever products.



959 14 98

flpnabusinessleadership Stuck on gift ideas?

This perfect product pairing makes for a delightful holiday present. Share this combo with your team to help them spread wellness and joy!



546 likes

foreverglobalhq It's all about that base with Forever Lite Ultra shakes! Add your yummy chocolate or vanilla shake as a base for a healthy smoothie bowl or a delicious addition to your favorite shake recipe.

Comment down below with your favorite thing to make with Forever Lite Ultra!

Forever's products have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure, or prevent any disease. Individual results may vary.



378 1 34

flpnabusinessleadership Did you know these fast facts about one of our newest products of the year, Forever Absorbent-D™?

#ForeverAbsorbentD #NewProduct #VitaminD

Contains vitamin which contributes to the maintenance of bone and normal function of the immune system.



606 2 32

flpnabusinessleadership The same tried and true formula we've had since the beginning only in a more sustainable and efficient package.

Forever's products have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure, or prevent any disease. Individual results may vary.



469 9 48

flpnabusinessleadership Exciting News! Introducing our Replenishing Skin Oil - a luxurious upgrade from our beloved Forever Alpha-E Factor®!

Same loved fragrance with an updated formula. Let your skin revel in the glow of nature's best!

Forever makes no claim that its products cure or prevent any diseases or are a substitute for medical advice or therapy. Conduct a patch test if uncertain about sensitivity, and consult a healthcare professional during pregnancy. Products are for external use only.



556 likes

foreverglobalhq Get your skin vacation ready, with our Aloe Bio-Cellulose Mask! This spa-like solution will help you prep your skin before you embark on an adventure.

Forever makes no claim that its products cure or prevent any diseases or are a substitute for medical advice or therapy. Conduct a patch test if uncertain about sensitivity, and consult a healthcare professional during pregnancy. Products are for external use only.

PRODUCT DON'TS:

These are some real examples that have failed to meet the compliance guidelines. Please ensure you don't make these mistakes.



This picture is non-compliant because it shows a depiction of significant weight loss. It also positions Clean 9 (now C9) as a detox, which is an unapproved health claim.



This post implies that the products help with acne and other skin conditions, but this is a medical claim. If you are writing any descriptions of products, make sure you are using compliant text from your country's product brochure, website or other marketing materials. You should also include the appropriate product disclaimers where necessary.



This post implies that Forever products are suitable for people who suffer from these conditions. You may not be directly linking them to products, but you are still associating treatments or cures with Forever products, which is non-compliant.



Having Forever products on the same post or Facebook page as a list of ailments and conditions causes it to become a medical claim. This is not permitted.

Compliant product materials in your market can be found in your FBO portal or in your country's product brochure, website or other Forever-approved marketing materials.



SOCIAL MEDIA COMPLIANCE

Social media is a powerful tool for your Forever business, but it’s important to follow Forever’s social media compliance guidelines to protect your business and the reputation of yourself and the company. When used correctly and ethically, social media can help you increase your reach far beyond what was once possible.

Being a compliant advertiser will have a positive impact on your business. Posting on social media with truthful information that encourages someone to contact you to learn more about the products or opportunity means you have created an effective, compliant advertisement.

IDENTIFYING YOURSELF ON SOCIAL MEDIA

Just like other aspects of naming your business, FBOs need to be recognized as being independent from Forever Living as a company. It is therefore essential to state that you are a Forever Business Owner on social media and that any social names or identities you choose do not contain trademarked product names that would usually be associated with Forever Living’s Home Office.

Make sure it is clear you are an FBO and not Forever the company. When advertising, it should be easy to locate your name and contact details. You will be responsible for any Forever-related content you post online, including, but not limited to, posts, blogs, videos, comments and any other submissions that can be traced back to you.

WHEN CREATING ANY POST, YOU NEED TO ASK YOURSELF THESE FOUR QUESTIONS:

- IS THIS POST...**
- 1. ACCURATE/TRUTHFUL?**
 - 2. TYPICAL?**
 - 3. LEGAL?**
 - 4. IN ACCORDANCE WITH FOREVER’S VALUES AND COMPANY POLICY?**

If you can confidently say yes to all four of the above questions, then you have nothing to worry about. However, if the answer to any of the questions is “I don’t know” or “no,” then you need to do more research or contact your country office's compliance team before you post.

SHARING POSTS

Any endorsement or reference to specific groups, companies or high-profile people using Forever’s products must be approved by Forever's Home Office.

Sharing posts or any information that has been written by someone else is permissible. However, please be aware that as soon as you do, you become responsible for the content. Even if you are not the author, you could still find yourself responsible for making a false claim. If in doubt, check before sharing anything.

YOU SHOULD ALWAYS ADHERE TO THE FOLLOWING GUIDELINES:

- Promoting the products is permitted on social media sites such as, but not limited to, Facebook, X, Instagram, TikTok, Pinterest and YouTube. Any posts about Forever must be accurate, truthful and in accordance with company values.
- We do not authorize competitions run by FBOs in any media. If you want to run a competition, you will be personally responsible to ensure that the competition is run in accordance with relevant laws and regulations, in addition to any rules put in place by the site you are hosting the competition on.
- Products are not to be sold on social media or any other third-party website using a buy-it-now or cart functionality.
- Promotional activity of your business on social media must be in accordance with the rules of the site in addition to all relevant laws and regulations and company policy.
- The Forever Business Owner is responsible for ensuring that any page promoting their business, whether created by them or another, is compliant.
- Team pages are owned and administered by the creator/admin of the group. The rules of membership to the team page and any other conditions associated with membership are not part of this policy. Any disputes should be resolved within the team.
- Social media ads and posts must clearly identify you as a Forever Business Owner. Any page or post created must not mislead the user or customer by giving the impression that the page belongs to the company.
- Respect copyright laws by not using copyrighted material without permission. Use original or properly licensed content.
- Avoid spamming, harassing or pressuring individuals to join Forever or purchase products. Respect the privacy and preferences of your followers.
- Do not engage in negative or confrontational discussions, especially with critics. Maintain a professional and respectful online presence.
- Do not share testimonials that violate compliance guidelines or regulations. Ensure that any testimonials you share adhere to the rules.

MONITORING SOCIAL MEDIA

Failure to adhere to the Company Policies and Procedures when using social media could result in the termination of your Forever business.

Forever Living Products reserves the right to monitor Forever Business Owners’ social media activity and request the removal of inappropriate or non-compliant content. If we have valid reasons to believe you are in breach of our social media policy, you could face suspension or be terminated from the business.



CREATING YOUR OWN MATERIALS

Creating your own compliant materials can feel overwhelming, but Forever provides approved product and opportunity materials that capture the Forever brand.

If you choose to create your own materials, you are responsible for ensuring all content complies with applicable laws, Company Policy, and compliance guidelines. When posting your own materials on social media, make sure the accompanying text and image is compliant.

Maintaining compliance in your Forever business helps you grow your business and earn customer trust. If you have concerns about the compliance of your content, contact your country office at compliance@flp.ltd or the Home Office. You can also refer to the product brochure or other materials provided by the Home Office or your country office.

ADDITIONAL RESOURCES

Download our **Business Literature** [here](#) for helpful advice and tools for building your business.

Download our **Product Information** [here](#) for adverts, social media posts, product manuals, and other guides to help market your business without worrying about compliance.

For questions about ordering Forever Living Products, contact Customer Service at **01926 626600** or customerservice@flp.ltd.

FOLLOW US ON SOCIAL MEDIA

Find Forever Living Products on social media! We want to connect with you and keep you updated with information regarding your business and our products.



FACEBOOK [.com/groups/fbofacebookgroup](https://www.facebook.com/groups/fbofacebookgroup)

Content made easy. Like our Facebook page to get shareable, compliant content you can share right onto your own newsfeed to engage with your customers and prospects.



INSTAGRAM [.com/foreveruk](https://www.instagram.com/foreveruk)

Our story through photos. Follow our Forever journey and explore the best products in the world.



YOUTUBE [.com/FLPUKltd](https://www.youtube.com/FLPUKltd)

View the latest product and business videos that you can share with your customers and prospects.



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List of international offices Forever Living Products

Ensuring the
highest quality.

We own numerous patents for the stabilisation of aloe vera, which assures you of the highest quality aloe vera-based health and beauty products. Our aloe vera products were the first to receive the International Aloe Science Council Seal of Approval for consistency and purity. Many of the products also feature the Kosher and Halal seals of approval. Forever does not test its products on animals.

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