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**FIELD MEMORANDUM**

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**TO:** ALL YOUNGEVITY REPRESENTATIVES  
**SUBJECT:** MAY 1<sup>ST</sup> DEADLINE REGARDING INTERNET BASED SALES AND MARKETING – UPDATE  
**DATE:** 4/17/2015  
**CC:** MARKETING AND FIELD TRAINING DEPARTMENTS

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This is an update to the Field Memorandum issued on 4-9-2015 regarding the exclusive use of Youngevity's shopping carts for internet based commerce. This is not only a reminder to our Independent Distributors that the May 1<sup>st</sup> deadline is rapidly approaching, but also a reminder that our staff is ready to assist in any way that we can to ensure compliance for all. We understand that short timeframes have been imposed, so we are working on interim alternatives that may help expedite site compliance in many cases. It is crucial, however, that all personally created websites have been submitted to Youngevity's compliance department for review and approval by the May 1<sup>st</sup> deadline so that we may begin the process of integration. Just as a reminder, if you exclusively use any of the replicated sites that Youngevity provides our distributors for free, you may disregard this notice, as you are already in compliance.

We've attached the previous memo as well as the submission and approval forms for your convenience. Also included is our "7 point" list, explaining the top 7 reasons for site non-compliance to assist you (though reviewing these documents do not replace or subvert the mandatory submission and approval process). If you have any concerns or questions about your own personal or any other non-Youngevity controlled website, please contact Youngevity's compliance department via E-Mail or telephone as shown below.

Youngevity's compliance staff can be reached via the following:

To open an inquiry or for follow up, please E-Mail to [compliance@youngevity.com](mailto:compliance@youngevity.com)

Once an inquiry has been opened, our staff may be reached by telephone by dialing (619) 934-3980 followed by extension number 8015.

We thank you in advance for your cooperation and compliance regarding these critically important issues.

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**TO:** ALL YOUNGEVITY REPRESENTATIVES  
**SUBJECT:** MAY 1<sup>ST</sup> DEADLINE REGARDING INTERNET BASED SALES AND MARKETING  
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As you may or may not be aware, Youngevity operates within two highly regulated and sometimes controversial market segments, the Nutritional Supplement and Network Marketing industries. We are very proud of the fact that we have stood the test of time, thriving for nearly 2 decades, while many other companies have failed. Needless to say, we anticipate continuing to grow and flourish for many years to come.

When Youngevity was launched, daily communication and the active marketing of our products was very different. The internet was relatively new, websites were rare, and an online shopping experience was virtually unheard of. Today, however, e-commerce is a part of our everyday lives. We are as accustomed to purchasing items online through our cellphones as we once were with taking a trip to the corner store. With this new marketplace comes new challenges, however. Challenges that we must acknowledge and embrace if we are to continue being a leader in the industries that we love.

The time has come for Youngevity to take a very strong stand regarding internet based sales, not only to ensure compliance with Federal, State, and Local statutes, but to ensure fairness and equity for all of our valued distributors around the globe. We have long fought for the rights of our distributors to have as free and open access to as many marketing tools as possible, including the internet. Recently, however, it has become clear to us, that we can no longer maintain this unbridled posture. In today's world of economic stress and opportunistic litigation, we must err on the side of caution for the good of our 90 for LIFE crusade, our distributors, and especially our loyal customers.

Therefore, for reasons including, but not limited to, proper and complete product descriptions, correct pricing, and mandatory State by State disclosures, as of May 1<sup>st</sup>, 2015, all non Youngevity created or maintained websites must utilize a Youngevity replicated shopping cart, such as my90forlife.com or buygy.com, to transact business. That is, only shopping carts created by and maintained by Youngevity may be used. At this point, we are not banning the use of personal websites or other web presences themselves, as long as said presence is properly approved by Youngevity's compliance department and is linked to a Youngevity shopping cart to transact business. Unfortunately, we are not in the position to offer time extensions or leniency with regard to this issue. As per Youngevity Policies & Procedures, any distributors found out of compliance with these provisions (as of the May 1<sup>st</sup>, 2015 deadline), may and will be suspended pending correction and may ultimately be terminated for non-compliance.

Attached to this memo is Youngevity's online advertising approval form and guideline, as well as instructions for the proper utilization of, and linking to Youngevity's replicated shopping carts. If you have not had your website or other web presence approved, or if you have made any changes since your last approval, you must obtain current approval prior to publishing or using the site or any of its content. Approval will never be unreasonably withheld, but it is highly recommended that all Youngevity distributors utilize the replicated sites as their sole web presence in the marketing of Youngevity's products and services. If for any reason you are unable to make the necessary corrections or obtain compliance approval for a personally created site on a timely basis, it is recommended that you simply link your personal URL directly to your buygy.com or other replicated site, until corrections are made and compliance is met.

## 7 Simple Reminders About Your Youngevity Online Business

20 years ago, who knew the revolutionary impact the internet would have on our culture, communication, and commerce? From instant world-wide communication to 24/7 news availability to the convenient, near-endless shopping options – the internet impacts nearly every aspect of our lives. And your Youngevity business is certainly no exception. Replicated websites, Member Resource Center, videos, social media, blogs, discussion forums, business tools and more – so many aspects of your Youngevity business is driven by the internet.

Probably the most effective internet tool available to you is your replicated website. It is comprehensive, up to date and compliant. It provides everything you need to facilitate, market and share the amazing Youngevity products. While this is the most effective tool, some distributors wish to participate through other online methods. Youngevity's Policies and Procedures clearly delineate requirements and guidelines for those who wish to pursue these options. For your convenience and clarification, we have complied and provided further clarity on seven of these topics.

- 1) If you are seeking approval or have approval for your own Youngevity Independent Distributor website or if you wish to participate in any online presence (ebay, amazon, or any other online commerce), one of the most important elements for you to include is to ensure that the very first, initial page/presence of your site/listing clearly states who you are and that you are a Youngevity Independent Distributor. You must also include and clearly show, within reasonable proximity, an obvious link to [youngevity.com](http://youngevity.com).
- 2) Product descriptions and pictures must match those found on [youngevity.com](http://youngevity.com), [buygy.com](http://buygy.com) or your replicated website. It's expected that you will stay current on descriptions and pictures since they occasionally change. Pictures, descriptions, and information are current and consistently updated on your replicated website. It is our preference and recommendation for all Youngevity distributors to use your company-provided websites for any online commerce. This is the safest and most accurate method to use for your online sales and enrollments. However, if you choose another method, we ask that you understand that it's your responsibility to make sure the content is current and consistent with information found on [youngevity.com](http://youngevity.com), [buygy.com](http://buygy.com), and your Youngevity replicated website and that it closely adheres to the Youngevity Policies and Procedures.
- 3) Listed pricing (including product price, shipping and applicable taxes) must be equal to or higher than pricing on [youngevity.com](http://youngevity.com) and [buygy.com](http://buygy.com) for the same product. Product offers or listings must NOT include enticements (free shipping, free or discounted product, etc.).
- 4) All federal, state, and local laws must be complied with and adhered to including, but not limited to, Proposition 65 disclosure. This disclosure should be consistent in the way it's utilized on Youngevity corporate sites.
- 5) No product testimonials or product claims of any kind may be used or shared.
- 6) No ancillary sales of any kind may be made available or for sale in conjunction with Youngevity products including, but not limited to books, CDs, videos or any other non-Youngevity products.
- 7) Website, offerings or listings may not include links to any outside websites.

There you have it! Seven easy-to-follow rules and reminders to help you be more successful in your online ventures and your Youngevity business!

# Youngevity Distributor Advertising Approval Process and Approval Application

As all Youngevity Distributors should be aware, any and all advertising must be approved in advance of the production or use of said advertising. Failure to do so, constitutes a violation of the Youngevity Distributor Agreement, and may result in termination of your agreement and forfeiture of commissions. Note the following from Youngevity's Policies and Procedures Manual (available for download from the Youngevity Team Member Resource Center):

- E 1 Distributors shall not produce, promote, or use any copyrighted or otherwise proprietary materials containing the Company's names, programs, products, or logos, except those that are pre-approved and obtained directly from the Company. Any materials used that are not provided by Company, must be approved in advance by submitting said material in concert with the Youngevity Advertising Approval Application. Details of who may submit, and what can and cannot, and what will and will not be approved is detailed in the application, which can be obtained by contacting customer service.*
  
- E 2 Distributors shall not misrepresent product attributes and qualities to customers. Unauthorized, unwarranted, and unjustified product claims shall not be made.*

Advertising materials include, but are not limited to:

Flyers	Car Signs	Business Cards	Websites
Videos	Social Network Postings	PowerPoint Presentations	Classified Ads
E-Mail Solicitations	Text Message Solicitations	Blog Postings	Newsletters
Articles	Phone Scripts	Banners	Displays

Any printed or recorded information that includes any Youngevity trademarks, salesmarks, and or product names which is intended to promote Youngevity's products, services, distributorships, and or income opportunity is advertising. Any and all advertising must comply with the guidelines stated herein as well as to all sections of Youngevity's Policies and Procedures, Field Memorandums, and any other applicable statutes, State, Local, or Federal laws.

Youngevity goes to a great deal of time, energy, and expense to make sure that our Distributors have professional advertising materials available to them, and that said advertising is up to date, compliant, and will not place the Distributor in a situation where he/she violates company policies or federal, state, and or local statutes. It is important to realize that not only do we live in a litigious society, but we are in a highly regulated and monitored industry. For obvious reasons, Youngevity is reticent to approve any Distributor generated advertising. We will, however, consider each and every submission and will balance our decision based upon many factors. Youngevity reserves the right to deny or rescind approval on any advertising for any reason at any time.

If you wish to submit advertising for approval, please complete the following advertising approval form and submit to Youngevity corporate headquarters for approval. As we do receive many requests, please allow 1 to 2 weeks for a response. Submission for approval does not constitute approval, nor does it sanction any probationary period. You must not use any unapproved advertising at any time.

Criteria:

1. Only Distributors with a rank of SEMD or higher may submit advertising for approval. Distributors with a lower rank must submit advertising for approval through their up-line SEMD (or higher). Any submissions by ranks other than SEMD or higher will be automatically denied.

2. Any advertising that includes pricing for products or services lower than Youngevity's established wholesale price or higher than Youngevity's established retail price will automatically be denied.
3. Any advertising that references other advertising (IE web addresses or phone numbers), must include all detailed information regarding said referred advertising, which must be approved in advance of current submission.
4. Any advertising that includes any reference to income potential mentioning any specific dollar amounts, or that can be construed as misleading or enticement, will be automatically denied.
5. Any advertising that suggests that Youngevity is anything other than a direct sales / network marketing organization (wholesale, retail, franchise, storefront, church, charity, etc.) will be automatically denied.
6. Any advertising that includes any language or other content that can be viewed as unprofessional, unethical, or that portrays Youngevity as favoring or disfavoring any ethnicity, political affiliation, or religion will be automatically denied.
7. All submissions are to be made in writing, including copies of all graphical content and copy and sent to  
    Youngevity, Rocky Mountain Regional Office  
    Attn: Advertising Approvals  
    1837 South East Blvd, Suite 201  
    Provo, Utah 84606
8. Website or Internet related submissions must include all landing pages, home pages, links – including all referred to and referred from pages and or other sites, and any Banners, Banner Ads, E-Mail, blog postings, articles, Text Messages, or any other forms of advertising designed to drive traffic to or derive traffic from site or sites being approved.
9. Submissions for existing campaigns, websites, sizzle lines, etc., or any non-approved advertising already in use will automatically be denied. If you are currently engaged in any non-approved advertising campaigns, discontinue use immediately, submit for approval and resume if and when said advertising is approved.

Youngevity Advertising Approval Application

Part I: Contact Information

Name

Date




Distributor ID

Rank

Date you reached rank




Address

Suite or Apt #

City

State

Zip

Phone Number




Fax Number




E-Mail Address

Part II: Type of advertising being submitted (*submit a separate form for each ad or ad campaign*)

Flyer

Car Sign

Business Card

Website

Video

Social Network Posting

PowerPoint Presentation

Classified Ad

E-Mail Solicitation

Text Message Solicitation

Blog Posting

Newsletter

Article

Phone Script

Banner

Display

Other \_\_\_\_\_

Part III:

In order for representative/distributor generated advertising to be approved, it is necessary to substantiate that said advertising is concurrent with Youngevity's product and service proposition, corporate philosophy, and mission statement. In addition, it is necessary to substantiate that said advertising is unique enough to not be substituted with an existing piece of pre-approved advertising readily available through Youngevity's website, rep back office, or marketing materials store. To this end, please answer the following questions as clearly and completely as possible. Answer questions by number on attached sheets. Be sure to include your name, date, and Youngevity Distributor ID at the top of each page.

*For Internal Use Only*

Approved

Denied

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

By:

