**Update for Case #31451 - "Advertising"**

Thank you for taking the time to contact us. It was a pleasure speaking with you today.

As we discussed, if the owner of the salon signs up as an Arbonne Independent Consultant, she could not promote her Arbonne business in conjunction with her salon. Therefore, it would be against Arbonne’s policies to advertise that she uses Arbonne’s products in her salon in a Youtube video. It would also be against policies to put a link to her [MyArbonne.com](http://MyArbonne.com/) website on her salon’s website. In addition, she could not advertise that she uses Arbonne products on a flyer that advertises her salon’s services.

Below are some guidelines for appointment-only based business guidelines:

1. Only registered Arbonne Independent Consultants can personally sell Arbonne's products. The salon itself can’t sign up as an Arbonne Independent Consultant. However, the owner can sign up as an Arbonne Independent Consultant and/or the employees of the salon or spa.

2. Arbonne products and promotional materials cannot be displayed in public view, such as a window display. No Arbonne banners or signs on the windows, doors, etc of the establishment (i.e. salon or office) are permitted nor can the business advertise that they use or sell Arbonne on its website or anywhere else the salon is advertising its business.

3. Arbonne products and any promotional pieces may be displayed only in a separate case, providing they are not in view of the general public.

4. If Arbonne products are purchased, an *Arbonne Order Form and Sales Receipt* must be given to the Client - not a sales receipt from the establishment (i.e. salon or office).

5. Nothing in Section 3.8.1 restricts an Arbonne Independent Consultant regularly engaged in the operation of appointment-based professional services (e.g. law, medicine, dentistry, accounting, salons) from serving customers who are Arbonne Independent Consultants and who have sought them out, or who sell Arbonne products in accordance with Section 3.14.1. But, an Arbonne Independent Consultant **shall not actively solicit the patronage of other Arbonne Independent Consultants based on knowledge or information gained as a result of being an Arbonne Independent Consultant.** For example: a person owns a spa, as well as sells Arbonne as an Arbonne Independent Consultant. The salon and spa owner cannot e-mail their entire SuccessLine with offers from their spa, as this would violate the Policies & Procedures.

If you have any additional questions, please contact me. I can be reached directly at (949) 460-1012.

Again, we appreciate you taking the time to contact us.

Best regards,

Kristi Ansnes

Sr. Case Manager, Compliance