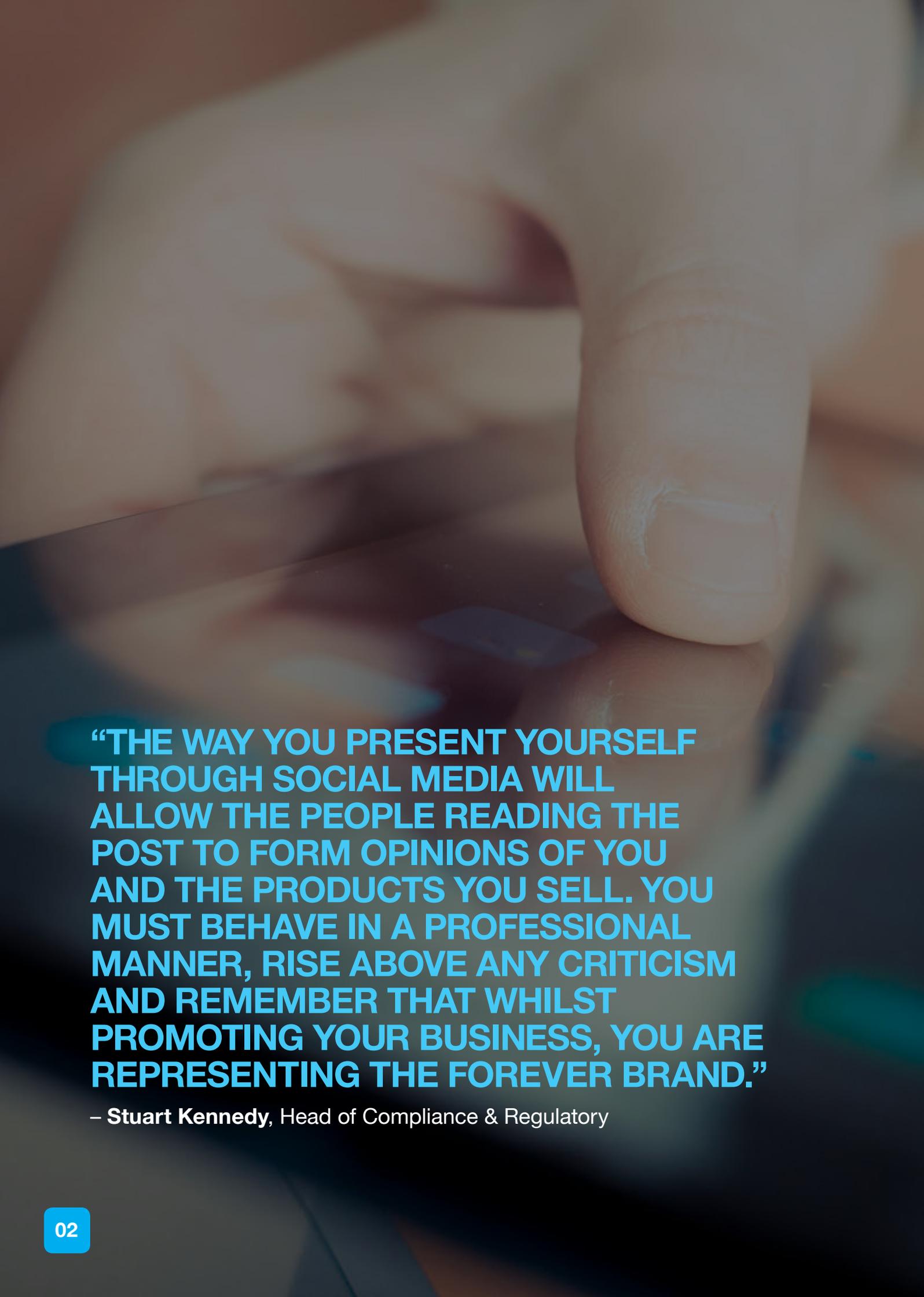


# SOCIAL MEDIA CODE OF CONDUCT



FOREVER



**“THE WAY YOU PRESENT YOURSELF THROUGH SOCIAL MEDIA WILL ALLOW THE PEOPLE READING THE POST TO FORM OPINIONS OF YOU AND THE PRODUCTS YOU SELL. YOU MUST BEHAVE IN A PROFESSIONAL MANNER, RISE ABOVE ANY CRITICISM AND REMEMBER THAT WHILST PROMOTING YOUR BUSINESS, YOU ARE REPRESENTING THE FOREVER BRAND.”**

– **Stuart Kennedy**, Head of Compliance & Regulatory

**This guide looks at commonly asked questions and breaks down all of the core rules and legislation that have helped shape Forever's policy on social media; it is absolutely essential that these rules are understood and followed.**

The rules outlined in this guide have been produced to protect and preserve the integrity of Forever's brand, as well as that of every Forever business.

**04 - 07 / Policy**

**08 - 11 / Code of conduct**

**12 - 15 / Compliance**

**16 - 17 / Compliance dos**

**18 - 19 / Compliance don'ts**

**20 - 21 / Summary**

# Policy

**SOCIAL MEDIA HAS GROWN RAPIDLY SINCE 2004, AND SOCIAL NETWORKING WEBSITES – SUCH AS FACEBOOK, TWITTER, PINTEREST AND INSTAGRAM – ARE AMONG SOME OF THE MOST POPULAR SITES ON THE INTERNET.**

These social networking platforms offer you the opportunity to communicate your business to a much wider audience, and therefore the chance to develop and grow your business further. However, as with any media platform, there are certain rules and legalities that must be adhered to in order to ensure you are not breaching Forever's company policy, or more seriously, breaking the law.

All Forever Business Owners (FBOs) are expected to familiarise themselves with and follow section 19.12 of Forever's company policy when engaging in business-related social media activity. Please be aware that this policy applies to all current and future online social media platforms.

---

## **19.12 – FOREVER'S COMPANY POLICY: SOCIAL MEDIA SITES**

### **General rules**

Make sure it is clear you are an FBO and not Forever the company and 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.

## You should also adhere to the following guidelines:

- (g)** Promoting the products is permitted on social media sites such as, but not limited to, Facebook and Twitter. Any post about Forever must be accurate, truthful and in accordance with the company values.
- (m)** We do not authorise competitions run by FBOs in any media. If wanting to run a competition, you will be personally responsible that the competition is run in accordance with relevant laws and regulations, in addition to any rules put in place by the site host.
- (n)** Products are not to be sold on social media or any other third party website using a buy-it-now or cart facility.
- (p)** 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.
- (q)** The Forever Business Owner is responsible for ensuring that any page promoting their business, whether created by them or another, is compliant.
- (u)** 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.

---

## When talking about income...

- (h)** If advertising the business opportunity, it must comply with legal requirements, i.e. display the statutory wealth warning or link to a page that displays the warning.
- Make sure you use the statutory wealth warning (see page 15) when advertising about income; this should be placed prominently. If the post is vague and brief then this is not required, but you must make sure it goes on anything which is likely to directly or indirectly lead to someone joining the business – this is the law!

## Medical and nutritional claims about the products

**(i)** We do not hold a medical licence for the products. No medical claims should be made about the products on social media or on any other adverts created to promote your business.

**(j)** Nutritional health claims made about the products on social media should not be made unless they are in compliance of EU regulation for nutritional health claims (EU1924/2006).

A medical claim is a statement suggesting that a product may cure, heal or assist an illness or disease. This is strictly not allowed; it risks the reputation of your business and that of the company, and it is against the law!

A nutritional claim is “any claim which states, suggests or implies that a food has particular beneficial nutritional properties”<sup>1</sup>.

Such claims are allowed but only if the claim is linked to an ingredient that appears on the EU Register of Approved Claims – <http://ec.europa.eu/nuhclaims>. Head Office has worked hard to ensure that the product descriptions that feature in the most recent version of the product brochure are EU compliant. We therefore advise that you replicate these descriptions when referring to the products.

---

## Identification of an advert

**(l)** Social media adverts/pages/posts must clearly identify you as a Forever Business Owner. Any page or post created must not mislead the user/customer by giving the impression that the page belongs to the company.

This is really important and is one of the advertising codes as dictated by the Advertising Standards Authority (ASA) and the Committee of Advertising Practice (CAP).

If you are creating an advert, it must be obvious that you are advertising something. You are not being compliant if you try to disguise the advert as a normal post in a manner which hides that you are an FBO. You also need to be careful if you are reposting feedback made by a happy customer. You are associated with the products, therefore if you repost it, it becomes a form of advertisement. If in doubt and you post an advert that adopts a conversational tone, the ASA recommends you use #ad.

---

## Regulating bodies

**(r)** If approached by any regulatory body regarding a post you have made on social media, all requests must be carried out on their demand.

If you are ever approached by a regulating body about a post (see page 15 for list), it is crucial that you do not ignore the situation – it will not go away. You must do exactly as instructed or you could seriously damage your relationship with the company.

## Sharing posts

**(k)** Posting non-compliant content from other sites/posts on to your own social media is still in breach of policy, even if you are not the author/creator of the content.

**(o)** Any endorsement or reference to specific groups, companies or high profile people using Forever's products must be approved by Head Office.

**(s)** Any communication received from Head Office, which is not in the public domain, whether that is verbally or in writing, must not be shared on social media without prior consent.

Sharing posts or any information that has been written by someone else is okay. However, please be aware that as soon as you do you become responsible for the content, even if you are not the author, and you could still find yourself falling foul of the law. If in doubt, check before sharing anything. You must also note that any information you are given by Head Office is private unless you are given permission to publish it on social media. However, if we have already posted it on our social media sites then you are of course entitled to share the content on your own.

---

## Monitoring social media

**(t)** Failure to adhere to the company policy and code of conduct when using social media could result in the suspension and/or termination of your Forever Business.

Forever Living Products (UK) Ltd reserves the right to monitor Forever Business Owners' social media activity and request the removal of inappropriate content. If we have valid reasons to believe you are in breach of the social media policy, you may face suspension or be terminated from the business.

# Code of conduct

All Forever Business Owners have a responsibility to ensure that they portray themselves in a professional manner.

This guide answers essential questions by outlining the etiquette and standards expected from you when promoting Forever across social media. All the information is taken from the company policy, platform guidelines and the appropriate regulatory bodies.

## The top three fundamental social media rules are:

1. Be respectful.
2. Be honest.
3. Be responsible.

---

## How do I contact people and avoid spamming?

### Facebook says:

'We ask that you respect people by not contacting them for commercial purposes without their consent.'

### The law says:

You must not send electronic marketing mail to individuals unless:

They have specifically consented to receiving electronic mail from you.

Or

They are an existing customer who has bought (or negotiated to buy) a similar product or service from you in the past; you gave them a simple way to opt out

when you first collected their details (and in every message sent since) but they have not chosen to opt out of such mail.

You must not disguise or conceal your identity, and you must provide a valid contact address so they can opt out or unsubscribe.

This advice is from the Information Commissioners Office (ICO), the company which enforces the Data Protection Act 1998.

## Forever says:

If someone is not interested, or is not responding, move on and focus your efforts on talking to people who are. Never go through another person's friend list or send unsolicited messages to a stranger who has shown no interest.

Failure to comply could result in you being removed from the social media platform, termination of your Forever Business and, in the most severe of cases, the ICO can fine you up to £500k.

---

## Thinking of joining another MLM?

Social media is a great way to meet new people with similar interests, and whilst we respect everyone has free choice to decide who they talk to, there are certain rules that apply. These rules, taken from Forever's company policy, are outlined below:

- + Forever Business Owners are prohibited from appearing in, being referenced in, or allowing their name or likeness to feature in any promotional, recruitment or solicitation material for another direct sales company.
- + Forever Business Owners are not permitted to engage in any activity that involves the soliciting of another Forever Business Owner

(that they know is an FBO) to sell products, of any nature, by or through another multi-level marketing plan.

- + Forever Business Owners must not attempt to (in the opinion of Forever) build or establish a business that would cause a detrimental effect to, or be at the expense of, other FBOs, their team or Forever.

To protect industry standards and integrity, Forever also forbids:

- + Poaching of another FBO's prospects.
- + Poaching of business owners from another direct selling company.

---

## Page names, handles and usernames

- + Forever Business Owners are not allowed to use Forever product names or any phrasing, which could be confused as an official Forever Head Office page, handle or username.
- + Regardless of what social media platform you are using, a customer should always be aware of who they are talking to and how they can get in touch if required. Please also be aware that some social media platforms require you to display your real name; in such cases these rules should be followed.

## Keep positive and stay polite

Everyone involved with Forever should demonstrate a positive attitude toward all FBOs, customers, and potential customers, in order to exhibit a spirit of co-operation and teamwork. However, we do understand that sometimes this is easier said than done, particularly when some social media users like to 'troll' and make false accusations regarding companies and their products. This is the sad reality behind social media and one of the negative aspects behind using it as a tool.

However, as a Forever Business Owner it is important to demonstrate your professionalism by rising above any criticism. These critical comments are usually made to try and provoke a reaction and any response made by you will be seen by your customers. We all know how

great network marketing is and what an amazing opportunity Forever provides, but we do suggest that you avoid entering into a public debate! Instead we suggest that you ignore such criticism altogether; it's likely that person will leave you alone and move on to their next target anyway. If you do continue to face any problems then please contact the Compliance Team at Head Office. We will do our best to resolve the issue so that you can avoid airing your frustration on social media.

Please remember to let us know if you see people behaving in a manner not befitting a Forever Business Owner; we are always happy to remind others of their personal responsibilities.

---

## Recruiting and retailing on social media

We expect all Forever Business Owners to act with integrity when prospecting. Below are a few rules that will help you to uphold this expectation:

- + You should not make exaggerated claims about the company, its products, or the rewards available within its Marketing Plan.
- + It is a legal requirement for you to use the statutory wealth warning.
- + If a prospect is already in discussions with another FBO about joining Forever, you must respect this and leave them alone. Imagine how you would feel if you had been prospecting someone and somebody else signed them up?
- + Do not try and hijack another FBO's post by posting something that promises a better deal or service.
- + Act with integrity towards those who join your team; encourage them to avoid excessive buying and to only carry product that is appropriate to their needs.
- + Maintain up-to-date knowledge of Forever's company policy.
- + Ensure that you understand and implement the terms of the sixty-day money-back guarantee for your customers. Please also ensure that any prospect fully understands the scope of this guarantee before they join your team.
- + Do not make medical claims – a social media post is as much an advert as any other form of advertising. Therefore particular rules must be followed.



# Compliance

We know that you love Forever's products and are excited about sharing your positive experiences with other people. However it's important that if you do decide to promote the products in writing, you refrain from using non-compliant text.

There are a number of organisations that Forever – and every other company – is monitored by to ensure only substantiated claims about the benefits of Forever's products (according to UK and EU law) are made.

Regulatory bodies often have differing ideas of what they consider to be acceptable meaning that the process of creating a compliant piece of text, advert or design can be complicated.

The best way for you to ensure that material is compliant is to use the descriptions already created for you by the Marketing Department at UK Head Office. Approved product adverts have also been created by Head Office and you are required to use these when promoting products. If you have created a business opportunity advertisement, these should be sent to the Compliance Team for approval. Please email [compliance@flpuk.net](mailto:compliance@flpuk.net).

---

Social media is a powerful tool and network marketers can use the platform to increase their reach way beyond what was ever considered possible in the past, but this means that adopting best practice with regards to compliance is more important than ever.

It's all too easy to forget the rules surrounding compliance when using digital platforms, but it's important to realise that these rules do still stand if you are promoting your business or the products.

We want to help you make sure your posts have a positive impact on your business, and being a compliant advertiser is just one way which will enable your business to go from strength to strength.

Posting on social media with the intention that someone may contact you about the post – perhaps because they want to know more about the product or opportunity – means you have effectively created an advertisement.

All of the various laws, regulations, and advertising codes will therefore be applicable; advertisements need to be clearly identifiable as such.

CAP<sup>2</sup> and the ASA<sup>3</sup> both have really good and easy to use websites that provide a lot of useful information about advertising. The sites allow you to view the advertising codes and read advice on how to be a good advertiser. Details about courses run by CAP/ASA (on various aspects of advertising, including compliance) are also available at a cost.

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

### Is the post...

1. Accurate?
2. Truthful?
3. Legal?
4. In accordance with Forever's values?

## Back to basics

Creating a positive image for your business is fundamental in building a business which lasts, and the way you present yourself through social media will allow the people reading the post to form opinions of you and the products you sell.

You must behave in a professional manner, rise above any criticism and remember that whilst promoting your business, you are representing the Forever brand. Implement this persona and you will already be a step closer towards building a compliant business.

If you can confidently say yes to all four of the above questions then you have nothing to worry about. However, if any of the questions you answer 'don't know' or 'no' to, then you need to ensure you complete some more research before you hit 'post'.

To help, we have compiled a list of answers to some of the frequently asked questions we have received in the past. Make sure you read and understand these before you continue posting on social media.

## I've seen people make claims about the products, can I do this?

There are very strict rules about what can and cannot be said when talking about food and food supplements.

You should not make any health, nutritional or improvement claims. Instead, only statements approved on the EU Register of Approved Claims (EU1924/2006) – statements that link to individual ingredients – can be made when promoting products like ours.

For example, our product brochure says:

“Forever Therm contains vitamin C which contributes to the reduction of tiredness and fatigue”.

This wording is taken directly from the EU Register of Approved Claims. Unfortunately you cannot say, “*Forever Therm helps tiredness*” because the rule states that any benefit must be linked to the ingredient, not the product.

This can make advertising on social media challenging but social media can be an effective tool when used in the right manner. Use it as a customer service tool; give great customer service and hopefully your customers will let their friends know how great the products were and pass your details on. Personal recommendation is what Forever has always been about!

## Can I share other people's posts?

Be careful about sharing<sup>4</sup> the views of happy customers. Anything you share that gains interest and results in a potential customer looking at what you are offering is an advert. As soon as you retweet or share something which is not compliant, or if you comment or add 'PM me' to the post, you will become responsible. Make sure you never associate any Forever products on social media with articles talking about medical conditions.

If you see something on social media that you think is non-compliant then please let Forever know. We all have a responsibility to protect the good name of the company for customers and potential new Forever Business Owners. Equally, if you have ever posted anything on social media that you think might have been uncompliant, please remove it today.

## Can I sell in 'buy and sell' groups?

Yes, but we are not sure this is the best way to try and generate interest in the products and business opportunity. We consulted some of Forever's best network marketers for their feedback, and the general consensus was that the connotations attached to buy and sell groups are not always positive.

Buy and sell groups are mostly seen as a place for second hand goods, a place to get something on the cheap. Is this the image you are aiming to create for your business? These groups can also generate unnecessary conflict between the 'locals' and any 'outsiders' who decide to join; locals do not like people from out of their town advertising in their area.

## Can I run a competition or raffle?

Yes, but it is not as easy as it sounds. Along with the rules of the web platform you are using, you also need to ensure you have written accurate terms and conditions. A landing page may be required and you will also need to be mindful of the Advertising Codes.

Please note that Head Office does not approve competitions for FBOs and it will be your responsibility to ensure you are adhering to the legal requirements. Section eight of the Advertising Codes is on sales promotion. You can find the information you need at [www.cap.org.uk/Advertising-Codes/Non-Broadcast.aspx](http://www.cap.org.uk/Advertising-Codes/Non-Broadcast.aspx).

## Why can I advertise the products on social media but not on websites? Facebook is a website...

Social media provides a way for Forever Business Owners to strike up a conversation with people – websites do not. Conversations are the foundation behind network marketing.

## Can I use the new “sell” function on Facebook groups?

No. Social media should be used to engage with people, not for a cold sale without interaction.

Building up a customer base is far easier than finding a new customer every month, and engaging with others through social media will help you to build this customer base – maybe even a team.

---

## What is the statutory wealth warning?

The statutory wealth warning states:

“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 must go on anything which is likely to directly or indirectly lead to someone joining the business – this is the law!

---

## Who are the regulatory bodies?

- The Advertising Standards Authority (ASA) [www.asa.org.uk](http://www.asa.org.uk)
- Committee for Advertising Practice (CAP) <https://www.cap.org.uk/>
- Medicines Health Regulatory Agency (MHRA) [www.gov.uk/mhra](http://www.gov.uk/mhra)
- Veterinary Medicines Directorate (VMD) [www.vmd.defra.gov.uk](http://www.vmd.defra.gov.uk)
- Trading Standards

**As Forever is a member of the Direct Selling Association (DSA), you are also required to follow the DSA’s rules and guidelines, as well as adhering to Forever’s company policy.**

- The Direct Selling Association (DSA) [www.dsa.org.uk](http://www.dsa.org.uk)
- Forever’s Company Policy [www.foreverknowledge.info](http://www.foreverknowledge.info) > [Business](#) > [Company Policy](#)

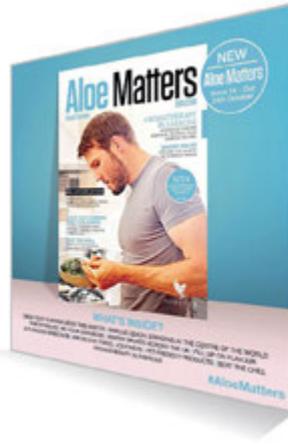
# Compliance dos



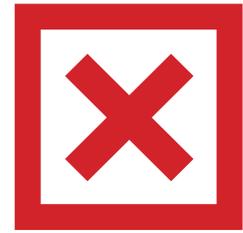
Follow our lead and use the tools Forever creates for you. We make sure all of the compliance boxes are ticked so that you don't need to worry.

In addition to our social media posts, you have access to amazing photography, copy and design – all you need to do is go on to [foreverknowledge.info](http://foreverknowledge.info) or [forever.webstore.uk.com](http://forever.webstore.uk.com) and download the resources available to you.



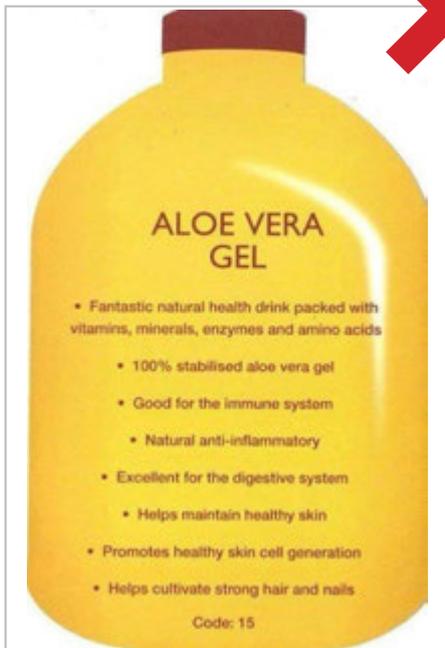


# Compliance don'ts



These are some real examples that have failed to meet the compliance guidelines.

Please ensure you don't make the same mistakes in the future.



You can only use the information that is available in the current product brochure when advertising the products. The 'Top 10 Reasons To Drink Aloe' is no longer compliant and was removed from sale in December 2014.



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.



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 them with Forever.



This recruitment advert is not compliant as it does not show the statutory wealth warning, state that Forever is a member of the DSA or show the Head Office address.



**Shed the Pounds Without Rebound (yo-yo effect) With Clean 9.**

Clean 9 (detox) reduces the workload of liver and improves liver's ability to metabolize fat

**The Toxins and Obesity Relationship**

**Clean 9**  
Clean 9 removes toxin from the body, melts away excess fat, and help create lean muscles. Clean 9 takes care of your body needs while it helps you achieve your goal - it improves body metabolism while it eliminates toxins from the body, and at the same time maintaining nutritional balance without starving your body cells. Clean 9 help your body to re-activate the Lifestyle 30 weight loss program.

**Weight Loss without Detox (Dieting)**  
Dieting refers to calorie intake reduction which results in fat and water loss, but does not eliminate toxins. The result is weight rebound (yo-yo effect). The burning and metabolism of fat is directly related to liver. When body toxin accumulates, liver has to do extra work, and this affects the metabolism of fat, fat which is not metabolized or burned away. In addition, when adipose tissue expands, a certain protein is released. Clean 9 (detox) reduces the workload of liver and improves liver's ability to metabolize fat.

This picture is commonly used on social media but it has not been created by Forever. You are not allowed to talk about toxins or refer to the C9 as a detox.



**Acne Package**

Suffer from bad skin? Tried various regimes with no success? Even prescription drugs? We have a solution for you...



**Propolis Creme** - Aloe Vera and Bee Hive Propolis as well as Vitamin A&E produces good skin condition properties. Leaves a protective barrier on the skin.

**Aloe Scrub** - Works to remove dead skin cells, opens pores and clears the way for the skin to renew itself.

**Aloe Gelly** - 100% stabilised Aloe Vera in a tube. As if squeezed from the leaf, it's absorbed quickly and calms irritated skin and helps soothe scarred skin.

**Aloe Face & Hand Soap** - Luxury natural moisturising, cleansing soap with a mild formula, perfect for the entire family. Ideal to use when shaving, gentle enough to use on the face and kind to sensitive skin.

**Aloe Vera Gel Drink** - maintain healthy digestive system and a healthy energy level, as well as cleansing from the inside out.

This post implies that the products help with acne and other skin conditions – this is a medical claim. If you are writing any descriptions of products you must use direct text from the most recent product brochure, not the product manual.

You have a responsibility to be compliant at all times. FBOs who post content that is considered to be non-compliant will be asked to remove the post.

Serious and repeat offenders will risk suspension and / or termination from Forever. To avoid making a mistake and having to deal with incredibly complex legislation, use the product brochure text, Aloe Matters (our consumer-facing magazine) and content posted by Forever on our social media sites.

If you are terminated as a Forever Business Owner, you must discontinue use of all Forever intellectual property across your social media platforms. This includes using the Forever name, images, trademarks, trade names, etc. You are also required to update your profile information accordingly and remove all past postings that can be connected to you as a Forever Business Owner.

If you have seen something that you think might be uncompliant or you would like further advice from the Compliance Team, please be assured that they are always happy to assist you with your queries.

You can contact the team by phone, **01926 626 678**, or by email, **[compliance@flpuk.net](mailto:compliance@flpuk.net)**.

The team will aim to respond to all requests and enquiries within five working days. You can also refer to the compliance video tutorials on YouTube via **<http://bit.ly/HowToFAQs>**.



## SOCIAL MEDIA

 /foreveruk

 @officialforever

 www.instagram.com/foreveruk

 www.pinterest.com/foreveruk

 www.youtube.com/flpukltd

 www.linkedin.com/company/foreveruk



FOREVER

**Forever Living Products (UK) Ltd**

Longbridge Manor  
Longbridge  
Warwick  
CV34 6RB

**Forever Living Products Ireland Ltd**

Magheramorne House  
59 Shore Road, Magheramorne,  
Larne, County Antrim  
BT40 3HW

[www.foreverliving.com](http://www.foreverliving.com) | [www.foreverknowledge.info](http://www.foreverknowledge.info)

**Follow us on:**



/ForeverUK



@OfficialForever



@ForeverUK

February 2016/B



INVESTORS  
IN PEOPLE | Gold

