



BRAND USE POLICY

On all replicated websites, social media, diverse forms of communication and channels you employ as a LIV™, where information is distributed, you must always conduct yourself with respect towards the VIVRI™ Brand and all of its affiliates. **Information transmitted must always be clearly expressed as communicated from a VIVRI™ Independent Leader, and that such does not pertain to VIVRI™ Corporate.**

In each particular case the VIVRI™ Independent Leader Logo MUST be used, no leader is permitted the use of the VIVRI™ Official Logo.

Any questions or reports of any sites that may violate these policies should be addressed to publicaciones@vivri.com, or file a report at www.vivri.com/soyliv.

BRAND USE ON SOCIAL MEDIA

If you choose not to use the word VIVRI™ or any of its registered trademarks, you may make use of a name of your choice, so long as that name chosen falls within the politically correct and does not pretend to deceive any user.

If you make use of VIVRI™ or any VIVRI™ registered trademark, you must ALWAYS use the term LIV™ or VIVRI™ Independent Leader simultaneously, as well as affiliating your personal name. All requests MUST be approved through **publicaciones@vivri.com**. The use of geographical locations or any of their abbreviations are prohibited.

These terms of use for all VIVRI™ Brands are specific to SOCIAL MEDIA and ONLY social media, (not applicable to replicated sites or any other web domain).

| YES | NO |
|--|---|
| SOCIAL MEDIA POLICIES | |
| facebook.com/CarlosCarmona | facebook.com/VIVRIChallenge |
| facebook.com/Nutritioncalifornia | facebook.com/VIVRINYC |
| twitter.com/stayinghealthy | instagram.com/ShakeME! |
| If you make use of the word VIVRI™ or any of its trademarks, you must use LIV™ or VIVRI™ Independent Leader and request express authorization. Examples are: | twitter.com/vivrichallengetexas |
| facebook.com/VIVRIwithRobertLIV | pinterest.com/VIVRIinNYC |
| facebook.com/VIVRIfromLIVMaria | facebook.com/OFFICIALVIVRICHLLNGE |



USE OF BRAND ON REPLICATED WEBSITE

Your replicated site must not make use of any terminology or words that may make your site indistinguishable with the official website, nor can you make use of the VIVRI™ brand or any of its trademarks. We recommend using your LIV™ name or number.

Use of geographical locations or any abbreviations are prohibited in any language.

Because replicated sites are hosted by the official VIVRI™ domain, VIVRI™ reserves the right to remove any replicated site that violates these terms, may seem indistinguishable to users, or in the event that VIVRI™ requires the use of that specific name in any future.

| YES | NO |
|---|-----------------------------|
| REPLICATED SITE | |
| www.vivri.com/Patysmith | www.vivri.com/purchase |
| www.vivri.com/7809 | www.vivri.com/shakemenyc |
| www.vivri.com/NutritionEmily | www.vivri.com/livcalifornia |

USE OF THE VIVRI™ BRAND IN EXTERNAL WEBSITES

You can create your own website to promote or announce yourself as an Independent Leader and promote VIVRI™ products as well.

We stress that you refrain from using any VIVRI™ registered trademark, nor use terms or names that will confuse people into believing they are entering an official VIVRI™ website.

| YES | NO |
|-------------------------------------|---------------------------|
| INDEPENDENT/EXTERNAL WEBSITE DOMAIN | |
| www.arizonanutrition.com | www.thevivrichallenge.com |
| www.thehealthchallenge.com | www.vivriliv.com |
| www.healthymexico.com | www.shakemenyc.com |



CONTENT ON ALL MEDIA PLATFORMS

In everything you publish you must consider:

- Always use the logo Independent Leader LIV™.
- Always use information taken from or according to information published officially by VIVRI™.
- Respect our style guides in order to maintain a consistent brand image (you can access the style guide in your backoffice or virtual office).
- Always describe yourself or describe explicitly the content of the publication as expressed solely from a VIVRI™ Independent Leader.
- In all websites or social media sites you must attach the following clause in a visible area: **“VIVRI™ Independent Leader Page, the Leader responsible for this site is: [Your Name]. If you wish to have official information from VIVRI™ connect with us through www.facebook.com/my_VIVRI”**
- In publications on printed media such as (but not limited to) magazines, flyers, publicity, you must solicit written authorization (via paper or digital) from the Director of Technology and LIV™ Experience, which can be contacted through publicaciones@vivri.com to submit any and all written authorizations.

PRODUCT SOLD UNDER RETAIL PRICE

Selling VIVRI™ products under the retail price or the official price (public price) is strictly forbidden. If you have any concerns please contact us BEFORE you sell the product at publicaciones@vivri.com to consult official prices.

ADMINISTRATIVE PENALIZATION

Any Leader that violates or operates outside the boundaries of the brand policies mentioned, will be given a written warning to adjust any necessary changes enforced. Lack of ability to comply will result in suspension of the Leader involved until the situation is resolved, which may ultimately lead to that LIV's™ termination.

In cases in which any party or individual is found selling VIVRI™ products under official or retail price, VIVRI™ will proceed with **immediate termination** of that LIV™ or any LIVs™ involved.

VIVRI™ reserves the right to revise and make changes to these policies without prior notice. For any questions or concerns please contact the Director of Technology and LIV™ Experience, Carlos Carmona, at the following e-mail: carloscarmona@vivri.com

If you wish to file or report a LIV™, or any person making illicit use of the VIVRI™ brand, its trademarks, or if that LIV™ is selling product under the official or retail price, please inform us at publicaciones@vivri.com with a copy of the hyperlink or an attachment of a photo of the publication or site.