

## TOP 5 COMPLIANCE QUESTIONS

### 5. *Can I participate in third-party online sales?*

To maximize exposure and gain new customers for your Ruby Ribbon business, you might consider re-selling products on websites like eBay, Etsy, Poshmark, Amazon, Facebook, Craigslist, Blogs, or any other auction or internet sites. From a customer's perspective- listings on these sites don't always provide a full picture. The customer cannot be sure the product they are getting is authentic or in new condition, so they aren't getting the best customer experience. For this reason, we do not allow sales on third party websites. This includes asking others (i.e. friends, family members, customers, etc.) to sell on websites for you.

As a Ruby Ribbon Stylist, you are outfitted with all the tools you need to offer product direct to your customers, including top-notch warehousing, shipping, and customer service. Products purchased outside official Ruby Ribbon channels aren't covered by our return policy, so we cannot ensure the quality and service your customer deserves like we can with products shipped direct.

Our goal is to make sure all Ruby Ribbon customers get the best products and service possible. That's why we often remind sellers on these third-party sites about our policies. If you're ever browsing online and come across Ruby Ribbon products on a non-compliant site, you're welcome to submit the listing to us for review [here](#), and we're happy to help.

### 4. *Are my product claims compliant?*

Ruby Ribbon products are fantastic! They come in various stylish designs and colors that can shape, smooth, and lift, and we're super excited about them! But here's the deal: While our products are amazing, they're not medical devices, so we've got to be careful not to suggest they can diagnose, treat, cure, or prevent any illnesses. A great way to share your enthusiasm for the products is to focus on how they make you feel: *"I feel like I stand much taller in my cami!", "My husband immediately notices the change in my confidence and how I carry myself after I've stepped into a cami!"*

If we ever notice someone making claims about the products that go beyond what we officially say they can do, we'll get in touch and ask them to make some changes. Our goal is to assist Stylists in sharing their stories while also talking about the product benefits in a way that customers can easily understand and have realistic expectations.

### Product Claims DOs

- Do use benefits directly from marketing materials and product listings provided by Home Office.
- Do recommend that customers talk to their healthcare provider for ALL healthcare concerns or questions.
- Do state that Ruby Ribbon products are not treatment for medical conditions or illnesses.
- Do share positive personal testimonials that are consistent with marketing materials.

### Product Claims DON'Ts

- Don't claim that our products treat, cure, prevent, or help any medical condition.
- Don't state or imply that our products helped address, treat, cure or prevent any disease or other medical condition, or imply a result that is different from, or goes beyond, our approved marketing material.
- Don't give any medical advice.
- Don't use unapproved pictures, celebrity endorsements, literature, videos, or materials to promote the products.
- Don't imply alternatives to our products can lead to medical conditions.

### *3. Can I use the Ruby Ribbon Name in my social media profile or email?*

If the Ruby Ribbon name is used on a social media username/handle/email address, it must state "Ruby Ribbon Independent Stylist" or "Ruby Ribbon Stylist". Usernames, email addresses, and personal websites/blogs, may not contain Ruby Ribbon by itself. All images that relate to Ruby Ribbon products must be posted unedited from Ruby Ribbon Home Office, or if self-created/edited, must include the Ruby Ribbon Independent Stylist logo.

The Independent Stylist logos can be found in Ruby- Digital Library > Stylist Business Resources & Forms > Logos.

### Using Ruby Ribbon Collateral DO's

- Do reshare posts and marketing material from our official Ruby Ribbon social media pages and Ruby.
- Do include "Ruby Ribbon Independent Stylist" in your social media handles if you are using the Ruby Ribbon name.
- Do include the Ruby Ribbon Independent Stylist logos on any graphics you create, even if you've just edited a graphic from corporate.

### Using Ruby Ribbon Collateral DONT's

- Don't create content that violates our Policies and Procedures (no product claims, no incorrect information, no directing to 3<sup>rd</sup> party websites to purchase, see full P&P in Ruby).
- Don't use a username or handle that may lead a customer to believe they are interacting with Home Office.
- Don't speak on behalf of Home Office. It's okay to share information from Home Office, but don't share information that wasn't publicly announced by the company.

## 2. Can I participate in other Direct Sales companies?

Here's the scoop, friend! At Ruby Ribbon, we believe that putting your full focus on your business is the key to success. But we're also super supportive of our Independent Stylists, so no matter what career title you have, you're able to sell any non-competing products from other direct sales companies. If you're anywhere from the Stylist rank up to an Executive Director, you're free to build a team with us at Ruby Ribbon while also building a team with another non-competing direct selling brand. We're all about cheering you on! For our leaders ranked Associate VP and above, a separate agreement is made.

Regardless of your rank, while you're rocking your Stylist Agreement with us, we kindly ask that you don't try to recruit other amazing Ruby Ribbon Stylists to hop on board with any other direct selling business, either directly or indirectly. We're all about teamwork and support here!

## 1. Are my earnings claims compliant?

Ruby Ribbon is all about giving you the chance to pocket some extra cash, and that's worth a happy dance! We understand how tempting it is for our Stylists to shout from the rooftops about this fantastic opportunity and share those jaw-dropping success stories from our top-tier Stylists. But, here's where our Compliance Department steps in, like the friendly neighborhood superhero! We're here to make sure our Stylists present a down-to-earth view of what the Ruby Ribbon opportunity can really do for its participants.

### Earnings Claims DOs

- Do share the Income Disclosure Statement in posts/discussions about the Business opportunity, or any earnings claims. This can be found on the footer of your website or the Home Office website. (<https://www.rubyribbon.com/Pws/homeoffice/tabs/income-disclosure>)
- Do highlight that achieving your success took dedication and effort.
- Do include how much time you spend building your Ruby Ribbon business.
- Do share how much experience you have with the direct selling industry.
- Do include an incentive disclaimer when sharing about earned trips/incentives. This includes the percentage of Stylists who have earned (we'd be happy to provide this if you reach out).

### Earnings Claims DON'Ts

- Don't post copies of commission checks or BackOffice screenshots.
- Don't use the word "free" to advertise incentives you earned. You worked hard for those!
- Don't make lavish or unrealistic lifestyle claims including posting photos of luxury items.
- Don't promise or guarantee that someone will succeed by just following a system.

Need a refresher on Earnings Claims? Our Earnings Claims Guidelines are available in Ruby for Review.

And that's a wrap! These are the top five questions and reasons why our Compliance team might give you a ring or shoot you an email to offer some guidance. We're here to make sure you're all clued in about how Compliance works at Ruby Ribbon. Feel free to reach out to us at [compliance@rubyribbon.com](mailto:compliance@rubyribbon.com) if you have any questions.