

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:

Please describe the general philosophy and purpose of your advertising.

1. What Market Segment is your advertising designed to attract?
2. How will you expose your advertising to the public? Who, What, Where, When, & How will you be distributing?
3. Is your advertising geared towards marketing of Youngevity's Products and Services or Youngevity's Income Opportunity?
4. What is the immediate goal of your advertising? (E.G. Home Party, Three-Way Call, Weekly BP, etc.)
5. Please describe why you need to create this advertising, why Youngevity should consider and approve it as opposed to referring you to an existing pre-approved piece already available to you? (I.E. What makes your ad unique and why will it be more successful than Youngevity's pre-approved advertising?)
6. Attach copies of ALL proofs, graphical content, and copy included in or related to the advertising that you are submitting. MUST be complete and in its entirety.