



ASSOCIATE WEBSITE POLICY

This amendment to the Youngevity® Policy & Procedures refers to the creation and use of Internet web sites created by Youngevity® Associates for the purpose of promoting themselves as a Youngevity® Associate and the Youngevity® products or Dr. Joel Wallach. A web site is defined as any use of a computer and the Internet and the World Wide Web to display content on or otherwise transmit information in graphic, text or audio form. As with any advertisement or promotion the Policies & Procedures of Youngevity® prevail and should be followed in addition to the following amendment.

- 1.) The name Youngevity® is a registered trademark. The name Youngevity® in its entirety, in part or hyphenated may not be used in any domain name, URL or email address*.
- 2.) The name Dr. Joel Wallach is part of the intellectual property of Dr. Joel Wallach and may not be used in its entirety, in part or hyphenated, in any domain name, URL or email address*.
- 3.) All logos, slogans and trademarks of Youngevity®, or associated divisions, are the sole property of Youngevity® and may be used with written permission only. Permission to use Youngevity® logos, slogans and trademarks may be revoked without notice or reason and solely at the discretion of Youngevity®.
- 4.) All use of Youngevity® logos, slogans and trademarks must state permissions given on the front, index, home or main page of any web site.
- 5.) All Youngevity® logos, slogans and trademarks must be used in their respective entirety. All colors in any Youngevity® logo or trademark must be reproduced accurately. No partial logos or "artistic license" may be used.
- 6.) Youngevity® logos, slogans and trademarks in graphic form may not be sold or traded by any persons.
- 7.) The name and Associate identification number of any and all Youngevity® Associates responsible for content of a web site must be displayed on the front, index, home or main page of the web site.
- 8.) No Associate of Youngevity® may state or imply that their web site is official, sanctioned, authorized or licensed by Youngevity® or Dr. Joel Wallach. Only the Youngevity® corporate web site located at www.youngevity.com may be considered a Youngevity® official web site. Only subscribers to the Youngevity® Home Office eGevity Web Tools program may be considered to be licensed and will be stated as such in an approved method.
- 9.) Any and all sources of content and permissions for use of a Youngevity® Associate's web site must be documented and stated on the website. This includes but is not limited to the use of graphics, quotes and excerpts.
- 10.) Written approval for all quotes or excerpts from Dr. Wallach's lectures, books, radio shows, audio or visual productions must be stated and documented. Note: Copyrights from various radio shows, audio and visual productions may be held by persons or entities other than Youngevity®. People or entities holding copyrights of this type are not obligated to grant permission for use of these materials.
- 11.) The signature of Dr. Joel Wallach is not allowed to be used on any web site.

12.) No Associate of Youngevity® may make any claims of income or income potential by becoming a Youngevity® Associate.

13.) No Associate of Youngevity® may make any claims of health benefits or betterment by consuming or applying Youngevity® products.

14.) Only the Associate's personal testimonial about the benefits or results stemming from the use of Youngevity® products may be used on an Associate's web site. An Associate's web site must not contain the testimonials of others in the content of their web site.

15.) No banners or other methods of advertisement may be used or included in the content of any Youngevity® Associate's web site.

16.) No hyperlinks to other web sites promoting competing products may be used on any Youngevity® Associate's web site.

17.) No products other than Youngevity® products may be mentioned or sold on any Youngevity® Associate's web site. This includes but is not limited to product comparisons.

18.) Any use of the internet to promote the Youngevity® compensation plan internationally is prohibited until such time as Youngevity® authorizes promotion of the compensation plan designed and approved for a particular country.

19.) Associates using a web site for order fulfillment must transact business using a secure server to protect the personal information of the customer. Email orders are not to be encouraged or accepted for transacting Youngevity® business.

20.) Each individual Youngevity® Associate is responsible for abiding by all local, state and federal laws concerning all aspects of using the Internet to promote or sell Youngevity® products and business opportunities.

21.) Youngevity® reserves the right to edit content of and require immediate modifications to any Associate's web site at the sole discretion of Youngevity®.

22.) Electronic mail (email) advertising is subject to Youngevity® Policies & Procedures and as such must be submitted and approved prior to transmission. All email advertising is subject to editing by Youngevity® prior to approval to transmit.

23.) All email advertising must be in compliance with all prevailing local, state and federal laws concerning unwanted, unsolicited email also known as spam. Spamming is illegal and will not be tolerated by Youngevity®. *Existing web sites using a form of Youngevity® or Dr. Joel Wallach in their URL or domain name only are granted permission to continue to operate as long as all other policies are followed. The email addresses are still subject to the policy. Websites granted these permissions must contain a hyperlink to the www.youngevity.com corporate web site on the front, index or main "page" and should be labeled as the "Youngevity® Corporate website may be found here.