



# SUPPLEMENT TO THE POLICIES AND PROCEDURES ASSOCIATE SALES OF NON-ISAGENIX GOODS OR SERVICES

ISAGENIX®

Isagenix guidance documents describe the company's current thinking on a topic. Isagenix reserves the right to amend this document or provide additional guidance as appropriate. Because each situation is unique, you should consult with Isagenix Compliance (Compliance@IsagenixCorp.com) if you have any questions about how this or other guidance may apply to your situation.



## ASSOCIATE SALES OF NON-ISAGENIX GOODS OR SERVICES

As an Isagenix Independent Associate, you have the right to participate in other business ventures outside of Isagenix. However, our Policies and Procedures generally prohibit Associates from promoting or selling non-Isagenix goods or services to Associates or Customers. This rule is in place to protect all Associates and their teams — and our Customer base — from being pressured or distracted by unwanted solicitations.

We acknowledge that it may be appropriate for you to sell non-Isagenix goods or services to individuals with whom you had a pre-existing relationship before you joined Isagenix, which may at times include your Personally Enrolled Associates and Customers. Still, Associates are not permitted to exploit their Isagenix relationships to further their non-Isagenix business interests.

This guidance document is intended to clarify our policies and practices regarding what is and what is not permissible when it comes to Associate sales of non-Isagenix goods and services. As a general rule, all Associates agree in the Isagenix Policies and Procedures, Section 5.3 to refrain from promoting or selling other business ventures, goods, or services to Associates or Customers. However, we recognize it can be difficult to comply with this rule when your independent business activities attract attention from your Isagenix contacts.

To help you better understand how to comply with this policy, we are publishing the following general guidelines and further elaborating on the reasons and principles underlying these guidelines:

### 1. Subject to certain conditions, Associates may participate in other business ventures and may promote or sell non-Isagenix goods or services outside of their Isagenix businesses.

The most successful Associates focus their time and energy on their Isagenix businesses. However, Associates are independent contractors and are free to engage in other business ventures and sell other goods or services as long as they are not marketed, advertised, or otherwise presented in a manner that encourages, either actively or passively, other Associates or Customers to purchase such goods or services.

### 2. In practice, Associates may sell non-Isagenix goods or services to Associates or Customers on a limited basis if those sales are incidental to efforts targeted at the general public as opposed to an Isagenix audience.

Although our Policies and Procedures prohibit the sale of any goods or services to your Isagenix contacts unless the sale of these goods or services has been expressly authorized in writing by Isagenix, Isagenix has permitted the marketing and sale of such non-Isagenix goods and services under the following conditions: (1) the marketing of such goods and services is not targeted at an Isagenix audience; (2) the goods and services being offered were part of the Associate's independent business activities before they joined Isagenix; (3) the goods and services are not being offered as a condition to being part of a team or otherwise required or suggested to achieve success as an Associate; and (4) the goods and services are not being promoted as a means of building an Isagenix business, including assistance with prospecting, connecting with others, social media training, personal development, team building, or product knowledge. Associates may not promote non-Isagenix goods and services through a particular channel if they know, or should have known, that the audience contains

Associates or Customers who are members of the audience primarily because of their relationship with Isagenix. We intend to continue this practice but reserve the right to strictly enforce the policy if it becomes necessary.

An example of a currently permissible situation is a personal trainer who offers their services to the public at large, including Associates or Customers, as long as the Associate or Customer (1) initiated the contact with the personal trainer for the purpose of obtaining personal training, or (2) became a customer of the personal trainer through channels unrelated to Isagenix. In other words, the personal trainer may not promote their personal training services by soliciting Associates or Customers whose contact information they obtained through their relationship with Isagenix, or by promoting their services at an Isagenix-related event or through Isagenix-oriented social media groups or websites. Examples of impermissible activities include (1) promoting other business ventures or competing products to Associates or Customers, (2) promoting or selling leads or contact lists to Associates, (3) promoting or selling training programs that are targeted at Associates, and (4) requiring or pressuring other Associates to participate in an outside training program as a precondition to receiving full support on their Isagenix team.

### 3. Associates generally may not promote or sell non-Isagenix goods or services to Associates or Customers if they are targeted at an Isagenix audience.

Again, this policy is designed to protect all Associates and Customers from unwelcome distractions that can create a perception of unfairness and take away from a more appropriate focus on building and supporting Isagenix businesses. An example of a currently impermissible situation would be a personal development trainer who, without express written permission from Isagenix, offers their products or services directly to Associates and/or designs their program specifically to target Associates rather than the public at large. This restriction is based on two fundamental principles.

First, Isagenix wishes to protect its Associates and Customers, as a group, from being solicited or pressured to purchase products or services that may be unwelcome and distracting, and the quality of which Isagenix has no ability to monitor or control. Second, the database of contact information for Associates and Customers is confidential information that is proprietary to Isagenix and may not be used by anyone to promote a business not associated with Isagenix.

**If you have any questions about this guidance and how it might apply to your specific situation, contact Isagenix Compliance at [Compliance@IsagenixCorp.com](mailto:Compliance@IsagenixCorp.com).**