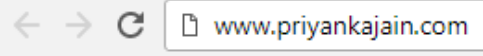

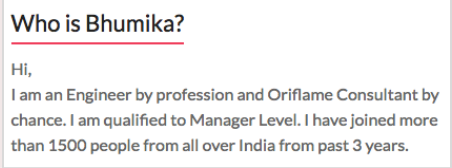

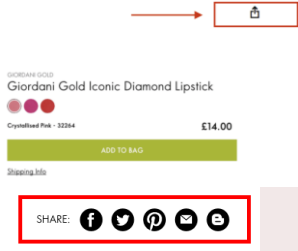

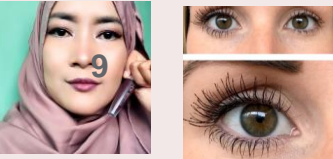



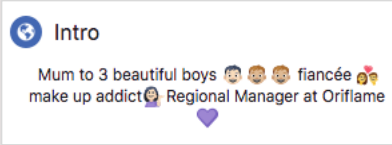
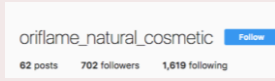


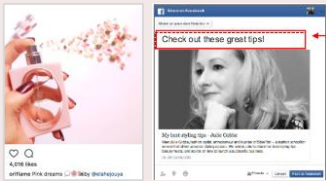




DIGITAL GUIDELINES



WEBSITE/BLOG	DO	DON'T
URL	Name your blog or personal website after yourself or the niche you're interested in. 	Never use "Oriflame" in the name or in the URL of your blog or personal website.* 
OWNERSHIP	Make it clear that you own a blog or website, and that you're an Oriflame Consultant. 	Never suggest that the blog or website is operated by Oriflame.* 
SHARING ORIFLAME IMAGES	Use the social media buttons to share images from an Oriflame website. It will add the source automatically and give you high-quality images. 	Never save Oriflame images and publish them on your blog or website. They are copyright protected and you could get into legal trouble.* 
ORIFLAME LOGO	Use your own images and create a brand around yourself. 	Never use the Oriflame logo on your blog or website.* 
SEARCH ENGINE OPTIMIZATION	Focus on SEO keywords that reflect you personal brand. Ex: Work from home; Business Opportunity; Self-Employed; Entrepreneur; Mother; Beauty; Etc.	Never use brand-related terms like Oriflame, NovAge, or Ecollagen as your SEO keywords.*

SOCIAL MEDIA	DO	DON'T
PROFILE PICTURE	Use a personal profile picture. 	Never use the Oriflame logo or a catalogue cover as your profile picture.* 
NAMING YOUR ACCOUNT	Use your real name and make it clear that you're an Oriflame Consultant. 	Never imply that you run an official Oriflame account, or use a name that people might confuse with an official account.* 
CONTENT	Share your own photos and give glimpses into your life. People want to get to know you! Use high-quality images. 	Never share photos from the catalogue, or blurry photos that are out of focus. 
SHARING CONTENT	Personalise shared content by leaving a recommendation. Ask for permission, if there's no share button. Tag your source! 	Never share photos without asking the creator for permission. Never take credit for photos you haven't taken.*
COMMENTING	Differentiate between opinion and official information and clarify that your personal opinions are your own.	Never imply that your personal opinions are Oriflame's opinions.*
PRIVACY	Maintain privacy settings on your social media accounts and change your passwords regularly.	Don't give out too much personal information over the Internet. Never share your Oriflame, account or bank details publicly.

MARKETING/ADS	DO	DON'T
SENDER & COPY	Your ads should be promoting you, or your network.	Never have the word 'Oriflame', or brand related terms in your ad copy or picture.* Never suggest that Oriflame is the sender or endorsing your ads.*
KEYWORDS	Bid for niche keywords with high relevance – they're cheaper.	Never bid on brand-related terms like Oriflame, NovAge, or Ecollagen.*
PRODUCT BENEFITS	<p>Use your own before and after photos.</p> <p>Support products with real testimonials and first-hand experiences.</p> 	<p>Never use false images, or misrepresent the products or brand by using false advertising.*</p> 
COPYRIGHT	If you want to use photos or videos that someone else has created, you always have to ask for permission before publishing. Then you have to attribute the content to them, either by name or by linking to the source.	Don't post any information or other material protected by copyright without the permission of the copyright owner.*
INFLUENCER MARKETING	If you are an online influencer and Oriflame consultant, promote the brand culture, Oriflame products and opportunity	Never ever participate in influencer campaigns for the competitor brands, any product or service related to our business
BUSINESS OPPORTUNITY	Only share offers from the current catalogue on your website by sharing the e-catalogue	Only share offers from the current catalogue on your website by sharing the e-catalogue. Never post offers from the Success Plan, for example Performance Discount, Cash Bonus, etc

SOCIAL MEDIA SELLING

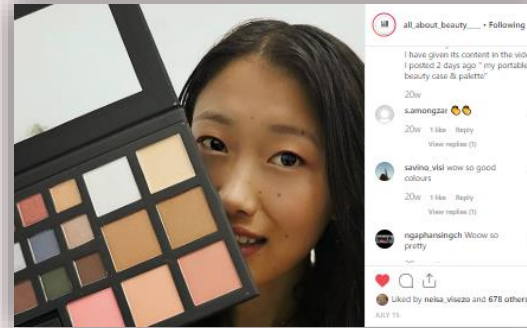
DO

DON'T

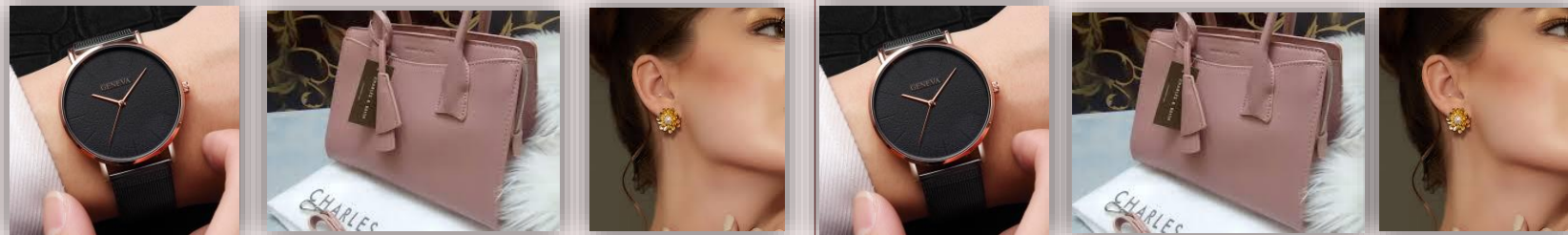
Promoting Products/Opportunity from other Direct Selling Companies



Promoting/Reviewing Products from other Makeup, Beauty, Skincare, Wellness Companies



Promoting/Reviewing Accessories of other Companies



You can promote or review such accessories only when the tenure of any such promotional offers rolled out by Oriflame is over.

Don't promote accessories of other companies in case promotional offers for such accessories have been rolled out by Oriflame and the campaign period isn't over yet.

SOCIAL MEDIA SELLING

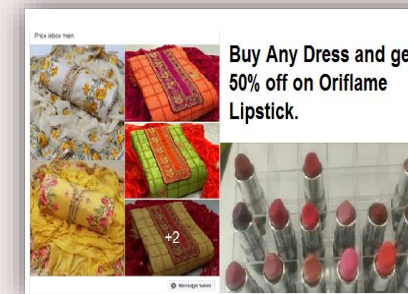
DO

DON'T

Selling/Promoting other products in combo offers with Oriflame products



Promote/Review only authorized product combos



Oriflame products cannot be sold in combination with other products

Selling/Promoting product combos which aren't authorized by Oriflame



Promote/Review only authorized product combos



Selling Oriflame Products in Combo Offers with products of other brands are strictly prohibited

Promoting/Reviewing a product which isn't remotely related to Oriflame



Promotion or review of products which are not related to Oriflame is allowed.



Never ever promote or review Skincare, Wellness, Beauty products of other brands.

SOCIAL MEDIA SELLING

DO

DON'T

Posting pictures of Oriflame products in bulk



Storing and posting pictures of bulk products is strictly prohibited

Posting pictures with Incorrect price or damage packing



Don't post any product image with damaged packaging, wrong product code or incorrect price

Posting tampered images of Oriflame products taken from Social Media Library



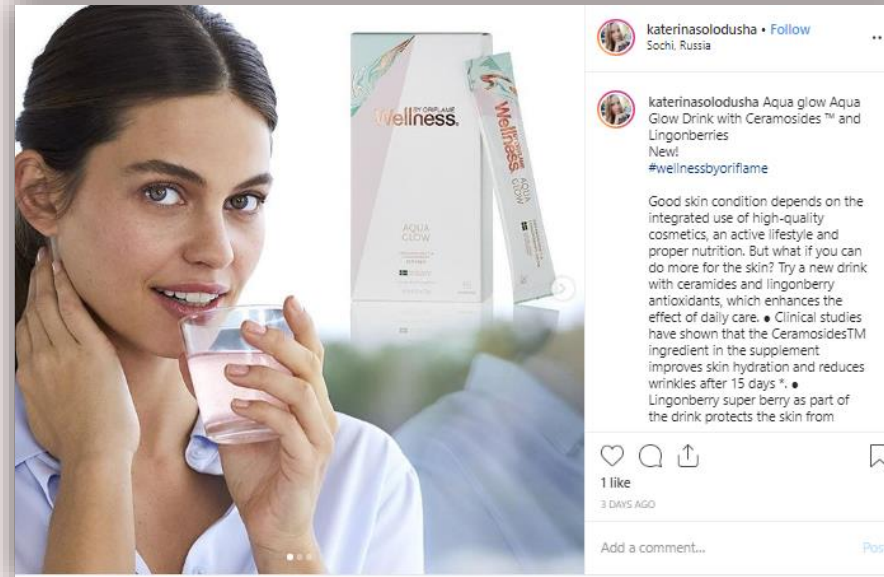
Tampering with images of Oriflame products is strictly prohibited

SOCIAL MEDIA SELLING

DO

DON'T

False claim for the performance of the products



Create valuable content around Oriflame products. Talk about the product culture, testimonies, utilities, ingredients, features, texture, routine, results. People on social media love seeing beautiful pictures, getting information and recommendation on their Beauty, Health & Lifestyle.



Oriflame consultants shall refrain from making any claims of any nature pertaining to Oriflame products. Only use claims mention on product brochure.

Thank You