



# Welcome

This is the beginning  
of something new...

ORIFLAME  
— SWEDEN —



A close-up photograph of a woman wearing a light-colored straw hat and a blue and white striped shirt. She has her eyes closed and a joyful smile, looking down. Her hands are holding a white, flowing fabric that is partially visible on the left side of the frame. The background is a bright, clear sky.

**A chance to do  
something new and  
different in your life**

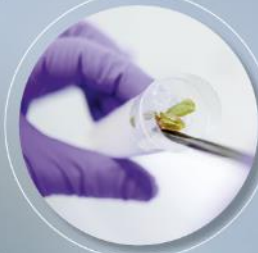


# Over 50 years of empowering people and their dreams



## Then

- Founded in Sweden in 1967
- Pioneer in harnessing the power of natural extracts in products
- Person-to-person recommendations



## Now

- Largest European beauty company selling direct
- Present in 60+ countries
- Over 30 Lacs consultants worldwide



First Indian Office  
Opened in **1995**



Oriflame Products  
received  
**Elle Beauty Award in  
2015 & 2016**



# Oriflame in India



Offices in over **20**  
Cities in India



Co-Founding Member  
of **IDSA**





**Beauty**  
is not only how you  
look but also how  
you live and feel

**We are from  
Sweden**

**Business**  
means giving people  
who want to succeed an  
affordable, low-risk way to  
become their own boss.





# We believe in making a difference

Co-founder of the World  
Childhood Foundation

Association with  
Deepalaya School in India

Globally, we are focusing on  
reducing water and  
energy usage

Researching on how to  
lessen our impact on  
the environment





# A new opportunity awaits



**Look Great**



**Make Money**



**Have Fun**

# Look Great



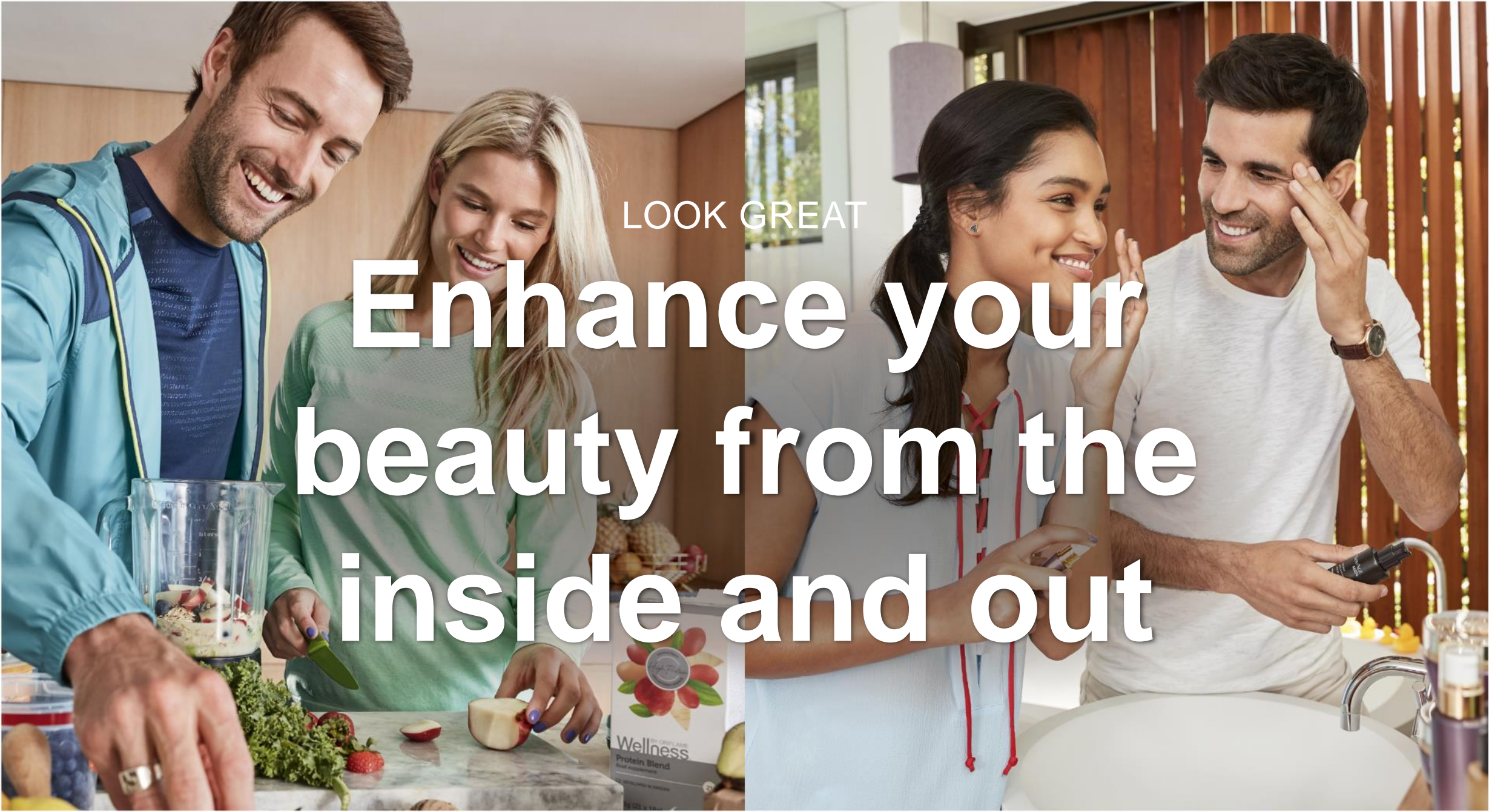


LOOK GREAT

# Products and advice to enrich your life

Beautiful Skin, Healthy Lifestyle  
and Personal Expression





LOOK GREAT

# Enhance your beauty from the inside and out



LOOK GREAT

# Inspired by nature & powered by Swedish science

## Nature

- Natural extracts
- Non-GMO formulations

## Science

- Over 100 scientists create and test our products in-house
- Oriflame follows EU safety standards – one of the strictest in the world



# Make Money



MAKE MONEY

# Become an entrepreneur, your way



**Recommend and sell products**

**Build your business**



MAKE MONEY

# Recommend and sell products

Recommend and sell one face cream and you'll earn:

₹ 470

Recommend and sell a skin care set and you'll earn:

₹1680





MAKE MONEY

# Tools to help you sell

Trainings

Innovative Apps

Beauty Edit  
with the latest trends

Online Catalogue

New products  
and special offers  
every month



MAKE MONEY

# Start building your business

Earn up to 22%  
incentives from  
your team's sales

Build a career  
on your terms

Be recognised for  
your progress





MAKE MONEY

# Earning with team sales

You sell one NovAge Ultimate Lift set and earn:  
**₹1680**

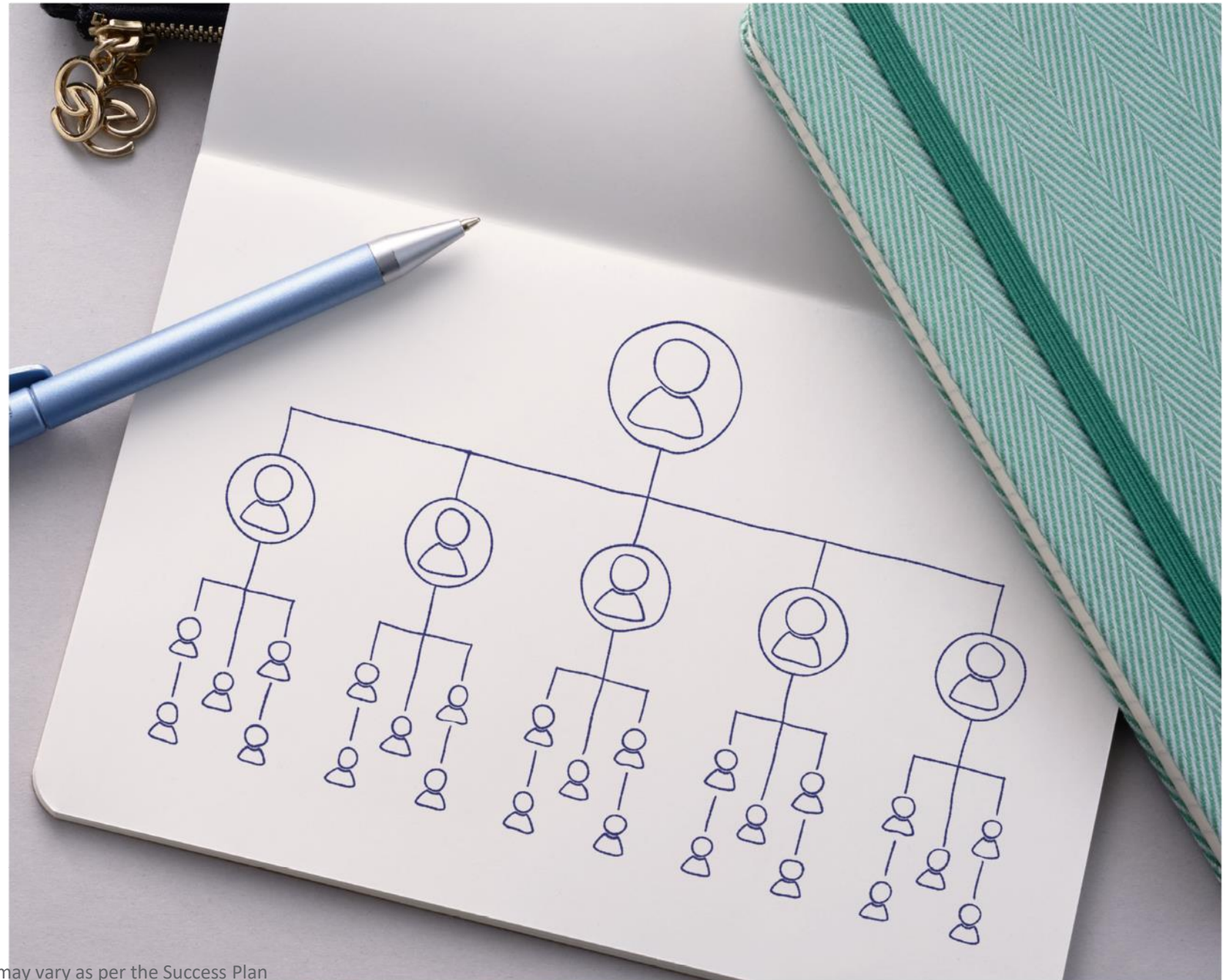
5 people on your team each sell one NovAge Ultimate Lift set.  
Your Incentive on their sales is:

**₹3,754\***

Each of the 5 people on your team has their own team of 5 people, each selling a NovAge Ultimate Lift set.

Your Incentive on their sales is:

**₹18,096\***



\*Income shown above is only indicative in nature and actual income may vary as per the Success Plan



A photograph of three people sitting at a table outdoors. On the left, a woman with long brown hair is smiling and looking towards the center. In the middle, a woman with blonde hair is smiling and looking down at a smartphone held by a man on the right. The man has a beard and glasses, is wearing a blue polo shirt, and is smiling broadly while looking at the phone. The phone screen shows a colorful interface with various icons and text. The background is a blurred outdoor setting with plants and a stone wall. The text 'MAKE MONEY' is centered above the main headline, and 'We'll support you' is written in a large, bold, white font across the middle of the image.

MAKE MONEY

# We'll support you





MAKE MONEY

# Reach even higher

Earn bonuses and increase your income

Receive cash awards

Be recognised at events

Qualify for International Conferences

# Have Fun



HAVE FUN

# Become part of the Oriflame community

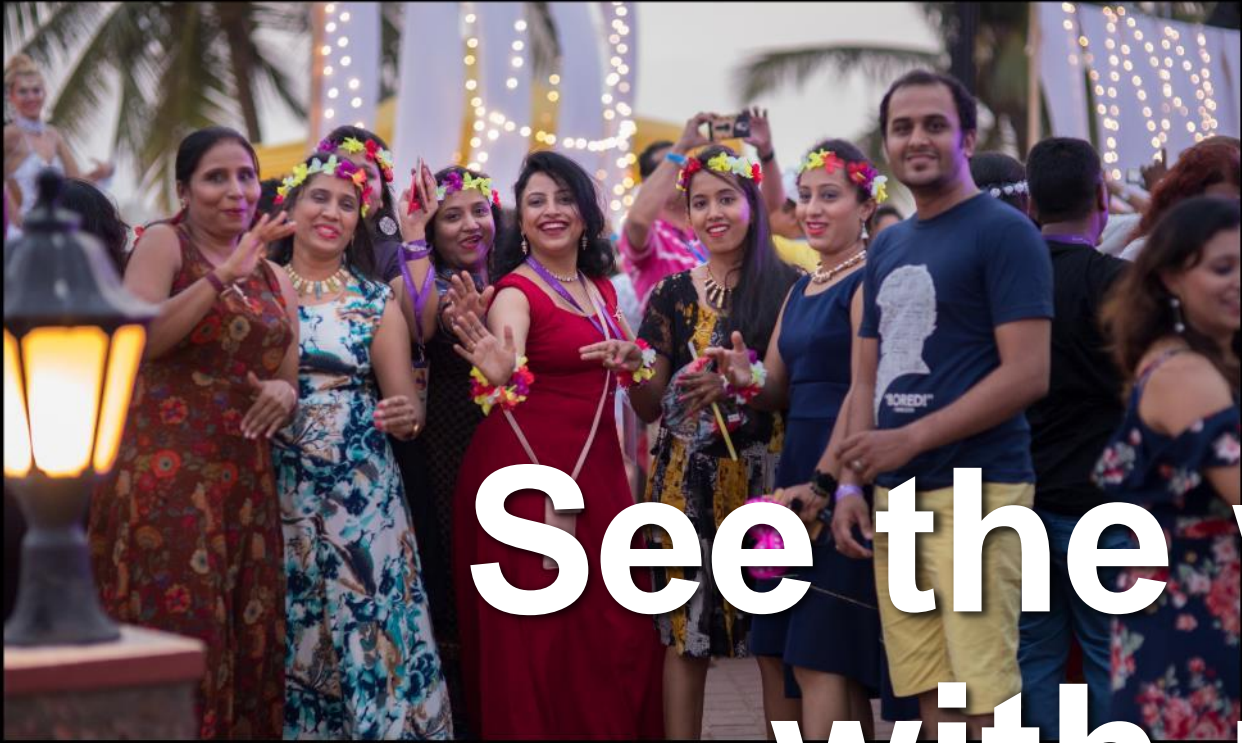
Join a welcoming  
community

Connect with other  
consultants through social  
media groups

Meet new people  
at events







See the world  
with us





# Join our team today

Welcome Program

“The First 90 Days” guide

Access to online tools  
and training





A vibrant, celebratory scene featuring a group of people, primarily women, in a festive setting. They are surrounded by falling white confetti and string lights, suggesting a party or event. The individuals are dressed in stylish, colorful clothing, including floral patterns and sequined dresses. The overall atmosphere is joyful and energetic.

# Make a change with Oriflame



ORIFLAME  
— S W E D E N —



सत्यमेव जयते

# INDIAN DIRECT SELLING GUIDELINES 2016



सत्यमेव जयते

Indian Direct Selling Guidelines were published on 9<sup>th</sup> September 2016 and Gazetted on 26<sup>th</sup> October 2017

**Ministry of Consumer Affairs issued Direct Selling Guidelines to curb the menace of money circulation scheme and to bring uniformity in regulation and control of Direct Selling Industry in India**





## **IMPORATNT ELEMENTS**

**Pyramid Scheme**

**Money/Buy back policy**

**Multi level Marketing  
structure/Compensation Plan**

**Written enforceable legal  
contract**

**ID Card & Mandatory KYC for  
Consultants**

**No entrance  
fee/charges**

**Remuneration derived only  
from sale of goods & services**

**Method of calculation of  
remuneration disclosed**

**Complaint Redressal  
mechanism & Compliances**

# Direct Seller should...



Complaints Redressal Mechanism



Use approved training/literature material



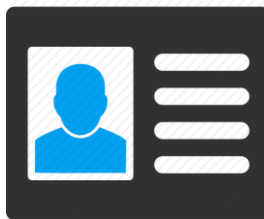
Provide warranty, return & replacement policy



Provide complete receipt



Provide correct product description



Provide correct enrolment details



Schedule your appointment





# Direct seller Should Not Do...



Unfair Recruitment

Unverifiable/False Promise



Unfair Trade Practice

Provide Unapproved  
Brochure



Deceptive Representations &  
Benefits

Stocking



Sell Through E-Commerce



# Under Oriflame Code of Ethics and Rules of Conduct

## Do's

One Consultant, One Membership ID

Be true and transparent about your activities to the Company.

Oriflame products to be sold only through direct sale method.

Trust Oriflame Success Plan and run your business in an ethical manner

The only title which should be used on business cards, other printed materials or in email communication is "Independent (Beauty) Consultant"

On becoming a sponsor, train and motivate the personally sponsored Oriflame consultants.

An Immediate Family member like, son, daughter, mother, father, brother, sister and In-laws of an existing consultant, shall join Oriflame under the same network

## Don'ts

One Consultant, Many Membership ID

Oriflame trademarks, logos and name are the property of Oriflame Cosmetics and not be used in printed materials nor published on the Internet, without prior written consent from Oriflame

Do not use unethical modes of sale of Oriflame products such as Retail/ecommerce etc.

Do not place orders in the name of another Oriflame Consultant, without that Oriflame Consultant's prior written approval.

Spouse of an existing consultant shall not take membership with separate ID

Do not engage or employ any person who is a Consultant in any other Group other than the Group of the former.

Consultants shall not steal an applicant from other Oriflame Consultants, nor interfere by soliciting Oriflame Consultants in the line of sponsorship of another Oriflame Consultant.