
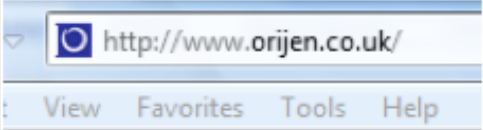



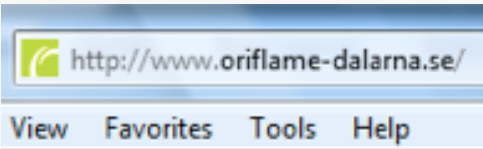




Brand Partner Website Do and Don't – Quick Guide*

	Domain name	The Oriflame Logo	Who is behind the site?
<p>DO</p> 	 <p>Domain name does not contain "Oriflame"</p>	 <p>The logotype may be used in unaltered format with appropriate clear space in the header or footer of the page</p>	 <p>Clearly stated that site is operated by independent Brand Partners</p>
<p>Don't</p> 	 <p>Domain name contains "oriflame"</p>	 <p>It is not allowed to modify the Oriflame logotype</p>	 <p>Not clear who is behind the site</p>

Brand Partner Marketing Do and Don't – Quick Guide*

Sales & Marketing

Facebook Group or Page

SEM (Adwords etc.)

DO



Promoting the products and opportunity

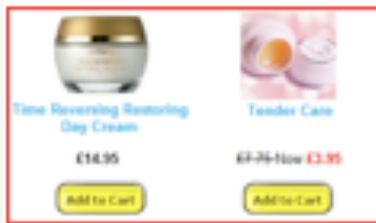


Facebook group name and picture clearly state that this is an individual

[Beauty Zone](#)
www.beautyzone.se/ ▾
Sveriges coolaste skönhetsbutik på nätet. Gigantiskt sortiment.

The ad clearly indicates that it is created by a person independent from Oriflame, and generic keywords are used.

Don't



Online selling is not allowed but you do have the option of setting up your Online Beauty store.



Facebook group name and picture does not show that this is an individual

[Oriflame - Webshop](#)
se.oriflame.com/ ▾
Oriflame - kosmetika och hudvård.
Köp från vår nya webshop idag!

The ad insinuates that Oriflame is the publisher, and uses the word "Oriflame" as a keyword.

oriflamejeni.blogspot.se

Publikationer Management Beauty GoMo: An Initiative f American Express Sv consumerbarometer DN Stockholm Halvår SIS-Index - Svens

Share More Next Blog»

ORIFLAME
SWEDEN

http://oriflamejeni.blogspot.se/

Oriflame

Oriflame Cosmetics grundades i Sverige 1967 av Jonas och Robert af Jochnick och deras vän Bengt Hellsten. Idag är Oriflame ett internationellt, direktförsäljande kosmetikföretag med försäljning i över 60 länder och en omsättning på över 1.5 miljarder Euro om året.

söndagen den 30:e mars 2014

Härliga nyanser & suverän mascara från The ONE!!

Handla online i min beauty store

<http://beautystore.oriflame.se/90140235>

Leta i den här bloggen

Sök

Om mig

Kontakt

Om mig

Kontakt

Välkommen till min blogg där jag tipsar om produkter från Oriflame. Vill du kolla i katalog, köpa produkter, veta mer om produkterna, hur man bli medlem? Skriv en kommentar eller maila mig på jennie.nennes@gmail.com

[Visa hela min profil](#)

Oriflame is part of domain name which is not approved.

Not clear enough that she is independent beauty advisor.

Our policies and guidelines are work in progress so please keep yourself updated!

- **Success Plan Rules of Conduct**
 - **Oriflame Policy for Websites**
 - **Oriflame Code of Ethics**
 - **Oriflame Rules of Conduct**
-

- We advise you to create websites with original content that adds value for users. This is particularly important for sites that forward traffic to the online beauty store as original content will be promoted by Search engines such as Google, Yandex, Bing etc.
- *Be cautious with information sharing!* Maintain privacy settings on your social media accounts, change your passwords regularly and don't give out personally identifiable information. Be cautious about the personal details you share on the Internet.
- Replace error with fact if you see misrepresentations made about Oriflame online. You may certainly identify and correct the error but always do so with respect and with the facts. When you speak to someone who has an adversarial position, make sure what you say is factual and respectful. **Don't argue, just correct the record!**

1. BACKGROUND

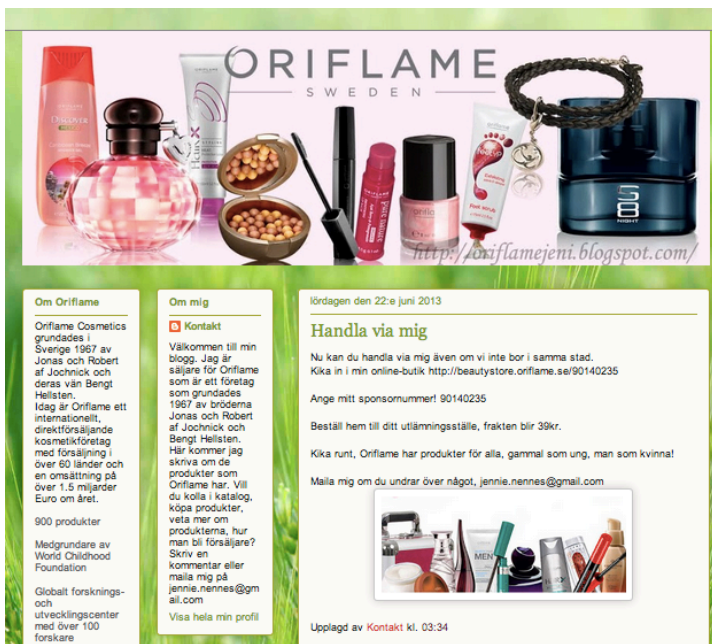
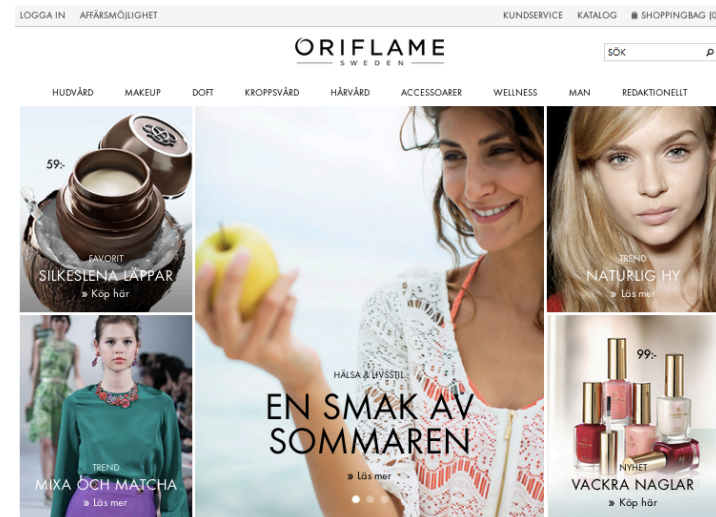
This policy serves to clarify how Oriflame Brand Partners can shape their presence on the Internet without interfering or competing with Oriflame's brand building activities or breaching copyright related laws, rules and agreements.



Oriflame Online policy

2. GENERAL

Oriflame offers its Brand Partners the possibility to set up an online beauty store, also called online beauty destination, as part of the Oriflame website. This e-commerce opportunity, as part of Oriflame's overall e-commerce investment, is the only approved digital tool where the Brand Partners can offer products for sale as well as display images and logotypes for which Oriflame is the rights owner.



Brand Partners are also allowed to host websites on which they communicate around Oriflame, its products and opportunity as long as it is clearly stated that these are not official Oriflame sites. At all times it must be transparent who is behind the site and relevant contact details must be visible. The Brand Partner should communicate in her own words and may only quote Oriflame texts by clearly referring to the source.

A Brand Partner may not build e-commerce sites on which Oriflame products are sold or otherwise conduct e-commerce outside of the approved Oriflame applications

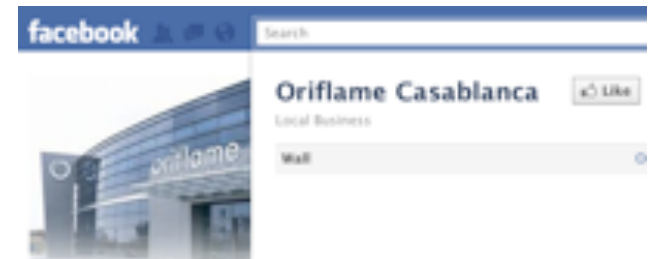
3. DOMAIN NAME

Brand Partners may not register domain names containing the word “oriflame”. The Brand Partner shall not register a social media page with name and picture that can mislead the consumer to believe that the page is an official Oriflame page/group.



A social media (e.g. Facebook, VKontakte) group name and picture shall clearly state that it is operated by an individual, e.g. “Anna’s Oriflame Team” with Anna’s own image.

A social media page, group name shall not be named eg. “Oriflame Casablanca” with an official Oriflame image e.g. Oriflame logo, Oriflame images.



Wingstrand.nu

- Kroppen, Anden & Själen i balans



4. DISCLAIMER

Brand Partners that host websites of their own and mention that they are part of Oriflame must make sure to clearly publish information that they are either

- Independent Brand Partners for Oriflame
- Independent Oriflame Brand Partners
- Independent Oriflame Beauty Brand Partners (it must be locally verified that the terms are same as in SP Leaders edition).

This information must be published clearly on the start page as well as under a disclaimer that is visible on all pages of the website. Name and contact information should be available on the website or in the account information for a social media page. If a Brand Partner has a private website without Oriflame affiliation this policy is of course void.

Bill och Bella

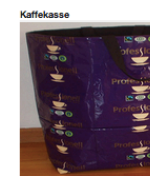


Mitt Oriflame

Vill du handla Oriflames underbara produkter med 20% rabatt?

Jag är säljkonsulent för Oriflame och använder produkterna varje dag och är så nöjd. Givetvis vill jag att fler ska få chansen att använda Oriflames produkter som finns till hela familjen. Som kund direkt hos Oriflame med eget kundnummer så får du inte bara 20% rabatt utan även andra förmåner som välkomstpaket, utbildningar, stor rabatt på kommande produkter, bonusprodukter, kampanjer mm.

Vid din första beställning får du köpa ett välkomstpaket för 85:- (värde ca 560:-) när du beställer för 499:-.



Kaffekasse 250:- plus porto

.SE

- Senaste inläggen**
- Oriflames nya välkomstpaket till nya konsulenter
 - Min söta lilla stuga utlyses!
 - Tjåna pengar till din klass eller förening
 - Min favoritkräm till ansikte

5. CONTENT & REFERENCES TO ORIFLAME

No content is to be copied from the official Oriflame website and published under own name. If a Brand Partner links official Oriflame content to his/her own site from an Oriflame-owned domain this must be clearly stated.

We recommend Brand Partners to always use the sharing functions provided on the official Oriflame website when available, as this will secure correct display and source information.



f Dela den här länken

Dela: På din tidslinje ▼

Skriv något...

 **Pure Skin Face Toner (with Grapefruit)**
<http://se.oriflame.com/products/...>
Ansiktsvatten med fräsch grapefruktdoft som tar bort orenheter, drar ihop porerna och förebygger pormaskar och blemmor. Med grapefruktextrakt och Detect technology™ som reducerar och förebygger pormaskar och blemmor. Oljefri formula, använd dagligen.

1 av 3 Välj en miniatyrbild
 Ingen miniatyrbild

Vänner ▼ **Dela länk** Avbryt

6. IMAGES

A Brand Partner may not take still or moving image material from an official Oriflame site and publish on his or her own site. All image material is copyright protected, and Oriflame has acquired the rights to use it. These rights are not extended to Brand Partners.

- Moving images, videos etc: May be used through sharing function if and when available. The sharing function provides automatic reference to the source site.
- Images of models or persons: May be used through sharing function if and when available. The sharing function provides automatic reference to the source site.
- Images of Oriflame products: May be used without our sharing function as long as the source site is mentioned in a visible and unambiguous way (e.g: “source: www.oriflame.com 2012”).

***Any claims from a 3rd party that may be addressed to Oriflame will be transferred to the Brand Partner.



7. THE ORIFLAME LOGO

The Oriflame logo may be used in the formats that can be found on official Oriflame websites. The logo may not be altered or animated and can only be used as page header or footer, as well as in email signatures in its original format.

<http://corporate.oriflame.com/Media/Image-archievel/>

- Image archive ▾
- Logotype
- Products >
- Management
- Oriflame in brief
- Management

Logotype



White

Download
High res, 300 dpi (3 Mb)
Low res, 72 dpi (127 Kb)



Grey

Download
High res, 300 dpi (3 Mb)
Low res, 72 dpi (127 Kb)



Black

Download
High res, 300 dpi (3 Mb)
Low res, 72 dpi (127 Kb)

Skin Care



Eco beauty

Download
High res, 300 dpi (3 Mb) | Low res, 72 dpi (127 Kb)



Bioclinic

Download
High res, 300 dpi (3 Mb) | Low res, 72 dpi (127 Kb)



Tender Care

Download
High res, 300 dpi (3 Mb) | Low res, 72 dpi (127 Kb)



Royal Velvet Lifting Elixir

Download
High res, 300 dpi (3 Mb) | Low res, 72 dpi (127 Kb)



Ecollagen 3D+ Deep Wrinkle Day Creme

Download
High res, 300 dpi (3 Mb) | Low res, 72 dpi (127 Kb)

8. SOCIAL MEDIA SHARING

Oriflame encourages presence on blogs, social networking sites and similar. Brand Partners are encouraged to blog and leave comments about Oriflame products where they deem it appropriate, but must adhere to the Code of Ethics' section 1.3 re honest and truthful manner.

We recommend Brand Partners to always use the sharing functions provided on the official Oriflame website when available, as this will secure correct display and source information.

9. SEARCH ENGINE MARKETING

Oriflame is investing resources of time and money in to SEM (search engine marketing) We have internal expertise but also buy external help as SEM is a sometimes complex and time consuming activity. The Search Engines have very clear guidelines and policies that we make sure we follow, if we fail to do so we risk a big portion of our traffic to be cut off. One of the most important policies is that **only one single ad can be exposed for any one given domain**. As the Online beauty store is hosted on Oriflame's domain, we can only show one ad with the URL xx.oriflame.xx - this ad will come from Oriflame and hence Brand Partners are only allowed to drive traffic to their own domains where they are free to communicate about their Online Beauty Store.

Brand Partners may drive traffic to their own domain if the Oriflame rules re online presence are followed. And in addition:

- The ad must clearly indicate that it was created by an Independent Brand Partner
- The heading should not give an impression that it is an official or in any way endorsed ad by Oriflame, and
- It is prohibited to use "Oriflame" as a keyword.

[Oriflame - Webshop - Oriflame - kosmetika och hudvård](#)
[se.oriflame.com/](#) ▾
Köp från vår nya webshop idag!
[Hudvård - Makeup - Kroppsvård - Hårvård](#)

[Make-up - Oriflame](#)
[se.oriflame.com/Makeup](#) ▾
Beställ smink online från Oriflame.
Köp från vår nya webshop idag!

Please note that each buyer of e.g. Adwords is solely responsible for any infringement against any other brand owner.

ORIFLAME
— SWEDEN —