

DIGITAL GUIDELINES HANDBOOK

2020

ORIFLAME
— SWEDEN —



EXECUTIVE SUMMARY

The Digital Handbook has been created to support you as you grow your Oriflame business online. It's also a tool to use when you're training your network. Please make sure to share this with all Brand Partners and VIP Customers that join Oriflame.

It's a helpful manual that outlines Oriflame's policies for online selling, digital advertising, social media, and blogging, so that you can start growing your digital business with confidence.

Is anything unclear?

Contact your local Area Sales Manager or a member of the Oriflame Digital & Online Team for help.

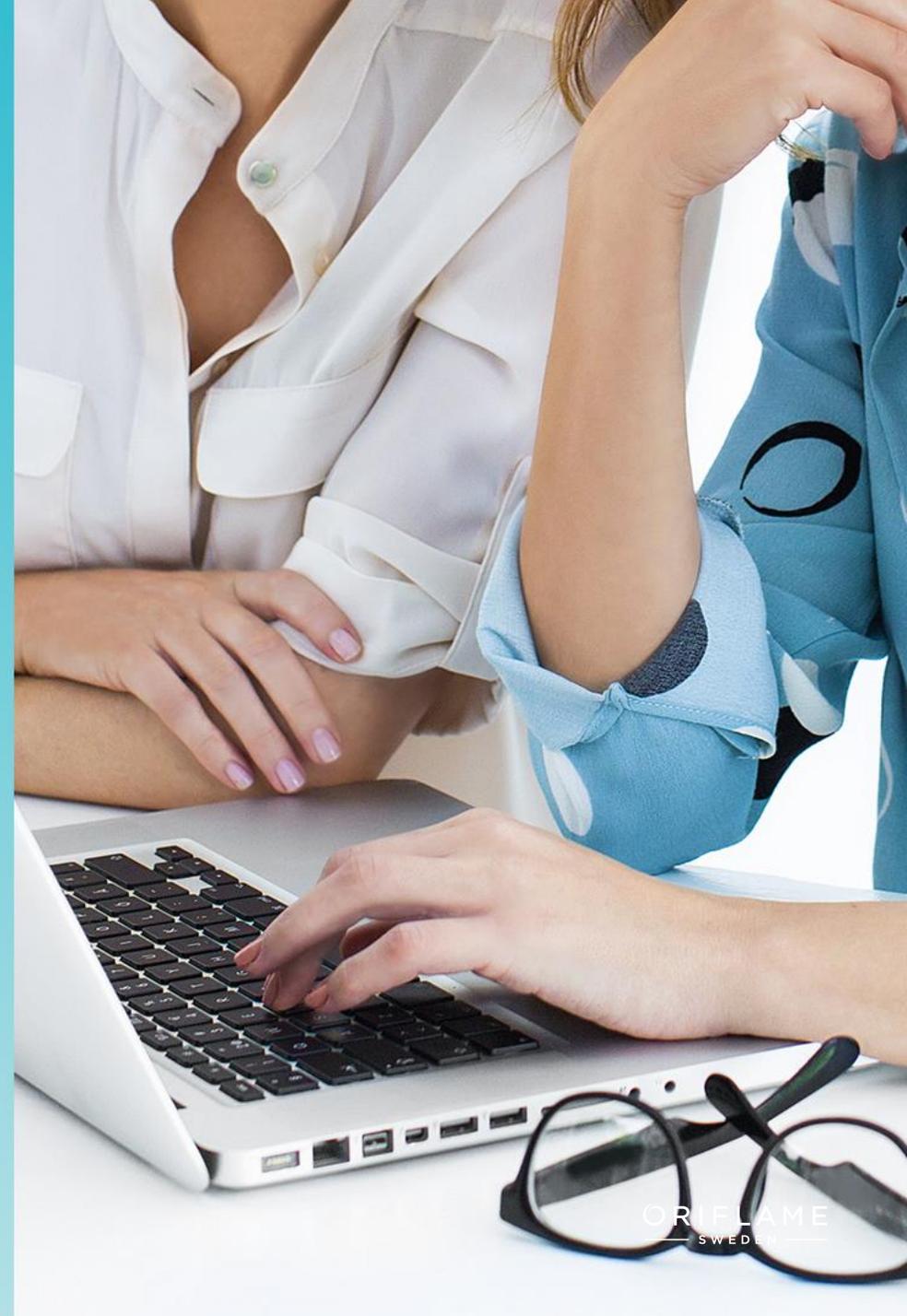
We recommend that you also read the following sections of the Oriflame Code of Ethics and Rules of Conduct as applicable to Brand Partners and VIP Customers, respectively.

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ONLINE POLICIES

We want you to succeed online! To do so, you must follow the rules in this chapter. Please read it carefully, because you could be punished if you break them.



IT'S ALL ABOUT YOU!

It must be clear that your online profiles, social media accounts, and websites belong to you. After all, it's **your** personal recommendation that's at the heart of your business.

Keep it personal by:

- Using your real name
- Showing your connection to Oriflame, for example:
Anika Patel, Gold Director, Oriflame
Priyanka Roy, Independent Oriflame Brand Partner
- Including a personal profile picture of yourself

When working online you are not allowed use anything that makes your page look like an official Oriflame page.

This means you:

- **Can't** imply that you are Oriflame in the account or page name, for example:
Oriflame India
Oriflamemedzstore
Oriflame_natural_cosmetics
- **Can't** use "Oriflame" in your domain name, for example:
www.harleen-oriflame.com
- **Can't** use the Oriflame logo or a catalogue cover as your profile picture
- **Can't** use the Oriflame logo anywhere on your personal pages or websites

TELL PEOPLE WHO YOU ARE

When creating a personal website or social media account, you should always include your name and contact information.

If you are going to mention your connection to Oriflame, tell people your title, for example:

Independent Sales Brand Partner for Oriflame
Independent Oriflame Brand Partner
Independent Oriflame Beauty Brand Partner

For websites, this information must be clearly published on the top of the front page. It must also be included as a clearly visible disclaimer on all other pages of the website.

If you have a personal blog where you don't mention Oriflame, Oriflame products, or your relationship with Oriflame at all, you can ignore this policy.

SALE THROUGH RETAIL STORES NOT ALLOWED

At Oriflame, we're proud to be a direct selling company. This means that you can't sell our products to customers in retail-like establishments such as shops or stores.

NO SALE ON THIRD PARTY ECOMMERCE PLATFORM

You're also not allowed to sell Oriflame products via retail websites or online marketplaces such as Snapdeal, Flipkart, or Amazon etc.

PERIOD OF VALIDITY

If you mention the price when promoting a product, you must include the period that price is valid for, for example:

Valid for the month of May

Valid today only

Valid from the 1st of May to the 30th of May

Note: We recommend to avoid mentioning prices all together.

USING OUR PHOTOS AND VIDEOS

All Oriflame visuals are copyright protected and Oriflame has acquired the rights to use them. These rights are not extended to Oriflame Brand Partners or VIP Customers. This means that you are not allowed to take photos or video material from an official Oriflame site and publish it on your own website.

What can you share on a personal website/blog?

- Moving images and videos:
May be used through our sharing functionality, if and when available. This provides an automatic reference to the source site.
- Photos of models or people:
May be used through our sharing functionality, if and when available. This provides an automatic reference to the source site.
- Photos of Oriflame products:
May be used without our sharing functionality, as long as the source site is mentioned in a visible and unambiguous way (source: in.oriflame.com)

RULES FOR BLOGGING

Blogging is an amazing way to showcase your expertise and share your personal experiences with our brand. Here you can talk about Oriflame, our products and the Business Opportunity.

Just remember that you must clearly state that your blog isn't an official Oriflame page. Be transparent about who you are, show that you're the writer, and make your contact details visible.

Want to know more? Read the chapter about blogging!

RULES FOR MARKETING FOR BRAND PARTNERS

As an Oriflame Brand Partner, we encourage you to create your own marketing campaigns to grow your business online. Just make sure all activities are in line with Oriflame values.

Should you violate this policy, and use marketing that devalues the Oriflame brand, we will issue you a warning and take appropriate action as provided under your Brand Partner Agreement.

Examples of such marketing activities are: Posting updates in unrelated forums, tagging a large number of social media contacts, emailing large numbers of people who haven't chosen to receive offers, etc.

RULES FOR SEARCH ENGINE MARKETING FOR BRAND PARTNERS

When buying advertising online, remember these rules:

- You're not allowed to bid on branded key words, for example:
Brand: Oriflame
Product brands: Love Nature, Giordani Gold, NovAge
Product names: Ecollagen, Lip Sensation, Wonderlash
- It must be clear that the ad is created by an Independent Brand Partner.
- Nothing can imply that it's an official or Oriflame-endorsed ad
- You're not allowed to bundle Oriflame products with other brands, for example: it's forbidden to mix our products with Avon or L'Oréal.

RULES FOR AUTOMATION AND SPAM- FOR BRAND PARTNERS

At Oriflame, we take a strong stance against spamming. This means that you're not allowed to target existing Oriflame Brand Partners with recruitment campaigns or send promotions to people who haven't asked for them.

You're also not allowed to buy followers for your social media accounts, buy views for your videos or use bots to increase your following online.

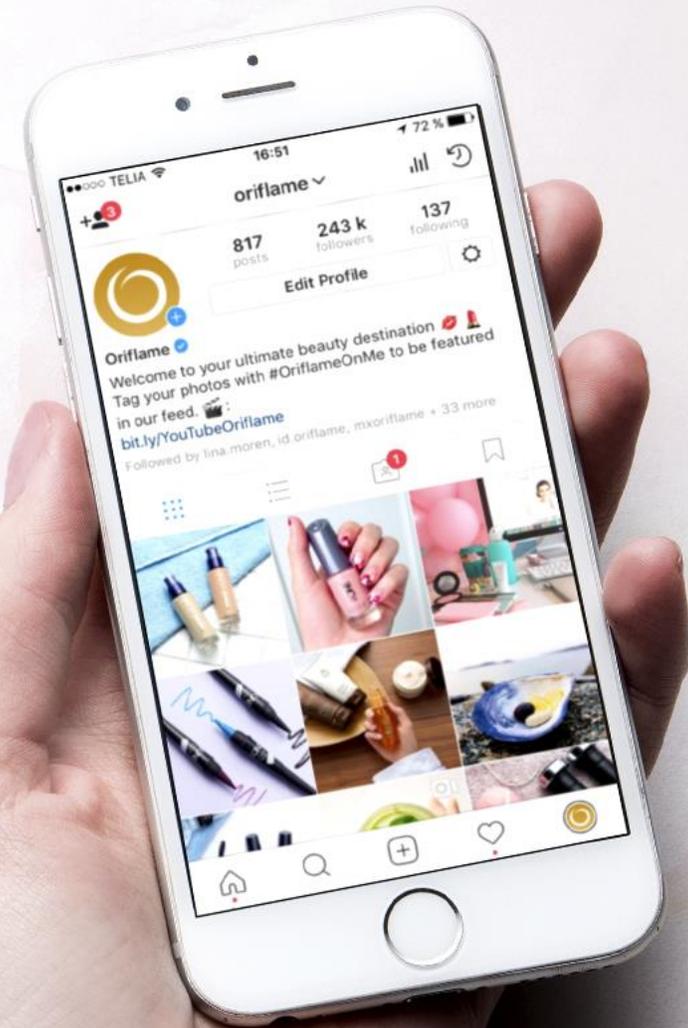
IMPORTANT NOTE

Keep up-to-date with Oriflame's guidelines and policies by reading:

- Success Plan (in case you are a Brand Partner)
- The Oriflame Code of Ethics & Rules of Conduct
- Online Policy- as applicable to Brand Partners and VIP Customers, respectively.

SOCIAL MEDIA PLATFORMS

Learn more about the world's biggest social media platforms, and what's best to share on each of them.



SOCIAL MEDIA PLATFORMS

Here you'll find an overview of the most widely used global social media platforms. We have also added suggestions for how to communicate, sell and recruit in these channels.

Facebook:

Facebook is a key channel for sharing your personal story with photos, videos and information. We recommend that you integrate Oriflame in a natural way - sharing your life, testimonials and the products you love.

These are the best things to share on Facebook: your own photos, Beauty EDIT articles, videos, personal advice, and reviews of Oriflame products.

Facebook is a channel where engagement is rewarded, so make sure you ask questions, respond to comments and check your profile regularly.

Instagram:

Being one of the world's most popular photo sharing apps, Instagram is a key channel to help you recruit and sell.

These are the best things to share on Instagram: photos of your everyday life, photos of you from Oriflame events and conferences you attend, Official Oriflame products, and personal style and beauty tips.

Instagram is all about authenticity, so keep the tone personal and focus on “real” moments from your own life. Mix those with Oriflame photos that you share from Official Oriflame accounts. Cherry pick the ones that will support your sales and recruitment goals.

YouTube:

YouTube is huge for younger generations, and can be a great channel to reach new audiences. Here you can showcase Oriflame products, share official tutorials created by Oriflame, and create your own “how to” videos.

The “vlogging” (video blogging) trend has made YouTube the place to go if you want to learn a new skill, like “how to do a cat eye”. Jump on the trend, and provide your network (and potential new customers) with inspiring and informative videos of your own!

Pinterest:

Pinterest is a great tool to curate inspirational images and videos into different boards. It's also a platform that generates sales, since you can link photos you upload to a website or blog.

These are the best things to pin on Pinterest: quotes, beauty and wellness photos, tutorials and Oriflame product images through sharing function. You can also upload your own photos. We say - get pinning!

Snapchat:

Create a strong bond with your network by sharing your daily life on Snapchat.

These are the best things to share on Snapchat: photos and videos of products (both the packaging and you using them), tutorials, testimonials, and generally anything that is happening in your life. Snapchat is especially good for events and conferences.

Twitter:

Twitter is ideal to build a community, talk to your network and to drive traffic to a website or blog.

These are the best things to share on Twitter: quick news and updates, reviews, offers and Oriflame approved facts and photos.

WhatsApp:

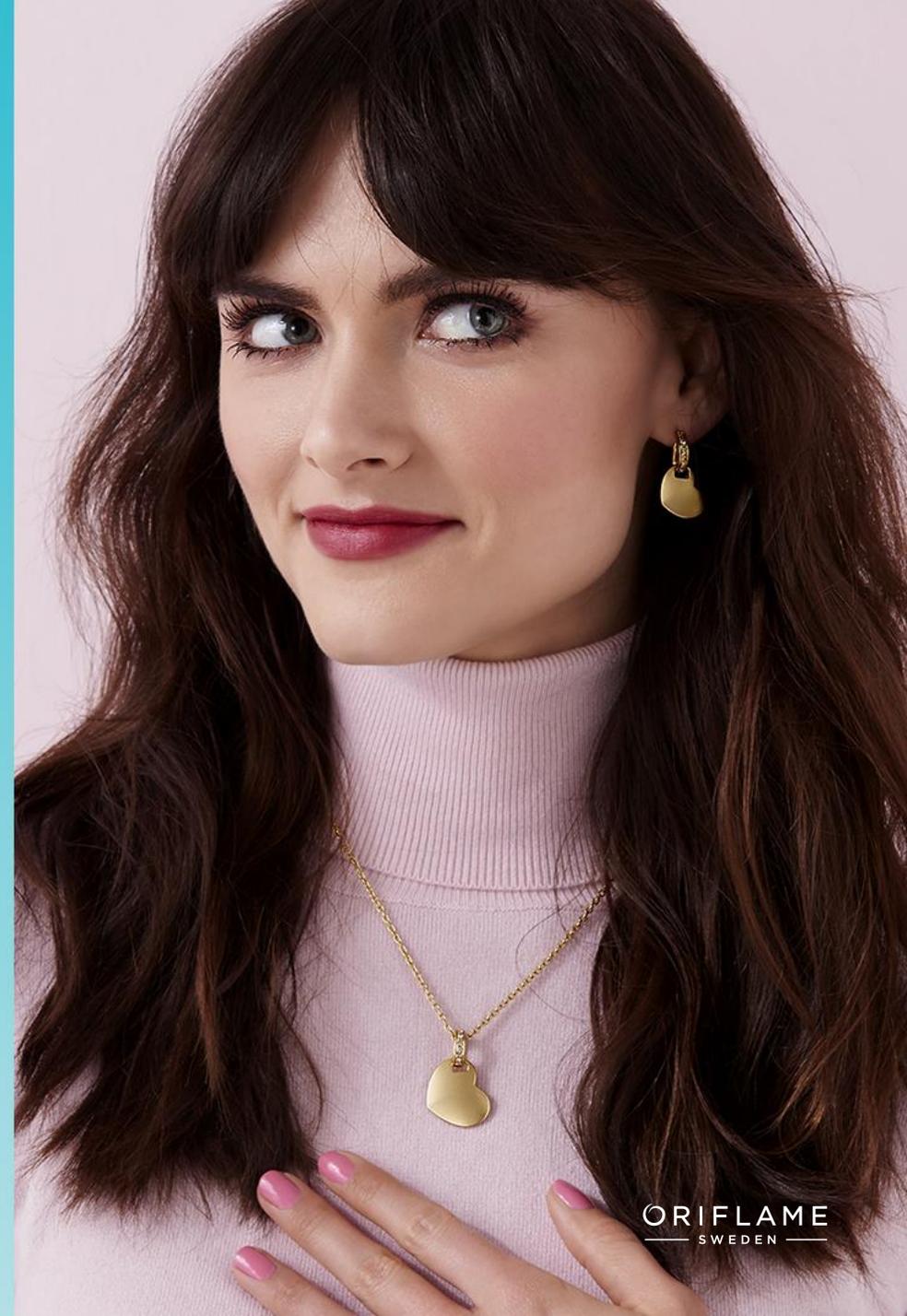
WhatsApp is a multi-purpose platform that started as a call and instant-messaging app. It's most useful as a tool to manage and grow your network, find new customers and to build a strong community.

These are the best things to share on WhatsApp: quick updates, success stories, motivational messages, product news and reviews etc.

However, please remember that if you have admin control of any WhatsApp group, then you are responsible to ensure that only brand partners in your downline or authorised persons are members of such group. If you are concerned about misuse of the valuable ideas you share through social media, then please ensure that such information is protected in a better way.

BLOGGING

*Everyone wants to be a blogger these days.
But how do you do it? Read this chapter to find out!*



BLOGGING GUIDELINES AND TIPS

1. Be the expert: Select a topic that you're passionate about - the best bloggers find a niche and stick to it. Make sure that the subject you blog about, is relevant to your goal: if you want to sell beauty products, start a beauty blog; if you want to expand your network, focus on your lifestyle.

2. Schedule: Blogs need to be updated regularly – at a minimum, once a week. Create a schedule and plan for posts. Try to publish blog posts on the same day each week, so that your followers know when to expect new content.

3. Images and videos: Blogs should be visual, so publish your own photos to support articles. There's a clear shift from written content to photos and video, so consider filming short clips to support your blog, or start v-logging on YouTube.

4. Converse: Engage your audience in conversations. Take into account what they say, and respond in a professional and friendly manner. Remember to keep your cool if you receive critical comments!

Stay transparent by not deleting comments you disagree with, but do use a feedback filter or comment moderation tool to monitor and control comments, and delete spam.



5. Promote: Social media is the best way to promote your blog. Consider the best channel to promote your blog and share post links there.

6. Link: If you're promoting Oriflame products, hyperlink the product name in the text to the Oriflame website.

7. Be yourself: As with social media, the key to creating a blog is to be yourself. Keep the tone conversational and create content that's authentic.

BLOGGING POLICY

All Oriflame Brand Partners and VIP Customers are able to set up their own personal blogs or websites. This cannot, and should not, be restricted. However, if you're going to blog as an Oriflame Brand Partner or VIP Customer, these are the policies you must follow:

First, you must always disclose your identity on the blog, to establish trust and credibility. It must be clear that the blog is personal and doesn't belong to Oriflame. It must also be clear that the views expressed on the blog are your own and not necessarily those of the company.

You're not allowed to post content that links Oriflame to any political person or organisation, nor criticise other individuals or companies. You're also forbidden to post or link to any material that's obscene, defamatory, profane, libellous, threatening, abusive, hateful, or violates the privacy rights of another individual.

Avoid posting any material that's copyrighted unless (a) you're the copyright owner, (b) you have written permission from the copyright owner to post the copyrighted material on your blog. This is your responsibility - Oriflame cannot provide legal support in the event of a breach.

ENGAGEMENT

*Social media is so much more than posting pretty pictures.
In this chapter you'll learn where and how to talk to people online.*



HOW TO ENGAGE PEOPLE ONLINE

In simpler terms, engagement means that you get people to do something online. It can be liking a photos, following an Instagram account or watching a YouTube video. But it can also be something as simple as answering a question or having a conversation.

Through online conversations you can build trustworthiness, create a strong community, and spread love. Ultimately this will build your reputation as an Oriflame Brand Partner or a VIP Customer and generate sales in the long-run.

Just remember to always follow the policies in this handbook and to check out our “10 Golden Rules of Social Media” (page 31) before reaching out online.

In the next few pages you will find examples of when to join conversations online and what to focus on.

Social media platforms:

Social media is built around communities. Whether you are a beauty lover or a wellness junkie, there are millions of conversations happening every day. The trick is just to know when to join them.

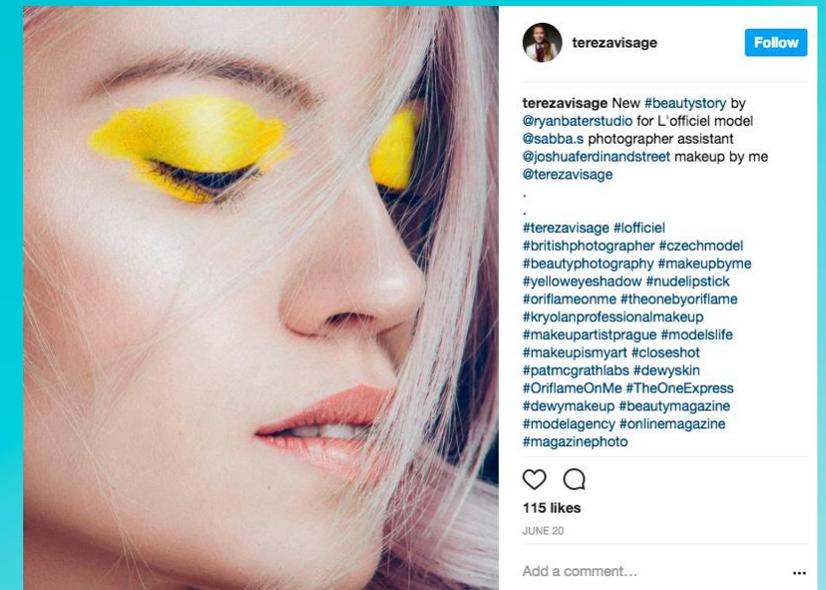
As an Oriflame Brand Partner or VIP Customer, you should spend time identifying which communities and people are important to your strategy. Look through relevant hashtags (#) and follow accounts or groups with likeminded people. This can be anything from beauty groups, to groups about fitness or motherhood.

When you see that you can contribute to a conversation (with facts and/or product suggestions), do. Just make sure that you're on topic, can add value and aren't overselling or spamming. Be helpful!

The top right example shows a good way of adding value in social media comments. The bottom example shows how influencers work with hashtags.



"Ada" adds value by sharing a tip on how to avoid dry lips.



Make-up artist @terezavisage uses popular #hashtags in her field. This makes it easy for people who are interested in beauty to find her account.

Blogs:

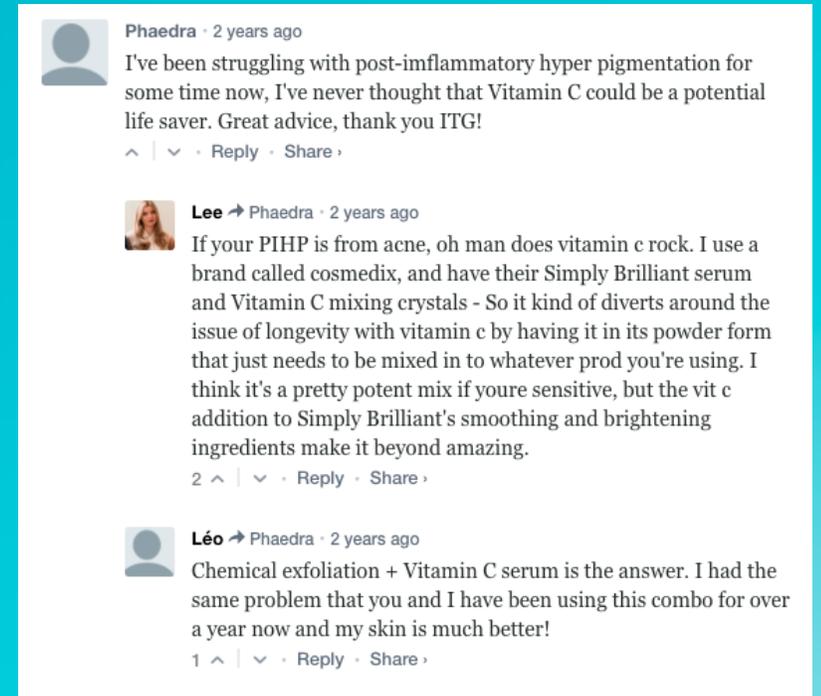
Having your own blog is an incredible way to build a personal brand and increase your trustworthiness. Except sharing product reviews and testimonials, you can show expertise by answering comments that people leave.

Just like comments on social media, you should be helpful and honest. You can afford to push products a little bit harder on your own blog, since people have actively chosen to interact with you.

It's also good to identify other local, influential bloggers who talk about beauty and/or wellness. They don't have to be the most popular bloggers, but rather the most relevant to Oriflame.

Here you can also add value by commenting on their posts or on other people's comments. Before you start; make sure you read the article carefully, share your expertise, and only suggest products if it's relevant to the post itself.

The example to the right shows a good way of adding value to a blog post.



“Lee” gives “Phaedra” advice on how to address hyper pigmentation. She shares her expertise and advises what product to use.

Vlogs:

V-logging (video blogging) is a relatively new phenomenon. On popular beauty channels (on YouTube or other video sharing platforms), vloggers publish videos discussing beauty problems and trends, or teach their communities how to use products.

The comments section is a good place to share your expertise, engage the vlogger and his/her followers, or give product suggestions.

The example to the right shows a good way of adding value in the comment section on YouTube.

Drugstore Makeup Favorites 2016

34,222 views 1K 26 SHARE

Serein Wu
Published on Jul 1, 2016

Hey Guys! Here are some of my favorite drugstore makeup products in my current makeup collection. When drugstore brands do it right, they do it right. These are tried and true affordable recommendations for your budget. A luxury alternative, but still quality makeup at the drugstore.

212 Comments SORT BY

Add a public comment...

KoRnChic 1 year ago

My personal recommendations:
1) Physicians Formula Butter Bronzer
2) Rimmel Stay Matte translucent pressed powder
3) ELF HD Setting (loose) powder

REPLY 11

"Rachel" recommends her three favourite products. They are relevant to the theme of the video "Drugstore Makeup" and add value to the conversation.

10 GOLDEN RULES OF SOCIAL MEDIA

*Want to work with social media like a pro?
Then this chapter is for you!*



10 GOLDEN RULES OF SOCIAL MEDIA

The “Golden Rules” apply to all social media platforms and channels.

1. Listen first, and always: Listen to ongoing conversations. Who are the most influential contributors? How has the conversation changed over time, if at all? Once you have an understanding of the conversation you can add to it.

2. Contribute: Always add value to conversations. For example, offer helpful information/insights on Oriflame’s products and services. The information has to be relevant. If not, it can be considered as spam – something you want to avoid at all cost!

3. Respond: If you’re listening to conversations, you’ll be able to identify who’s talking about Oriflame. This gives you an opportunity to contribute. If you’ve listened thoughtfully, and have something positive to share, your participation will be welcomed.

4. Be transparent: Tell the truth. Your honesty – or dishonesty – will be quickly noted online. Always tell people your real name and that you’re an independent Oriflame Brand Partner or VIP Customer. Be clear about your role.

5. Be real: Reveal your identity – be yourself.

6. Respect others: Remember that Oriflame’s a global company whose employees, Brand Partners/ VIP Customers and customers have a diverse set of customs, values and points of view. So, be respectful. This includes obvious things (no racism, sex, violence, defamatory language etc.), but also proper consideration of privacy, and to not discuss topics like politics and religion.

7. Don’t reveal proprietary or confidential information: We’re happy for you to talk about your Oriflame activities and have a dialogue with your community and customers. However, it’s forbidden to publish copyrighted material and information that’s confidential or not yet publically available, such as future launches and campaign information. If you want to publish general information that’s already available on Oriflame websites, please make sure you cite the source (source: www.oriflame.co.in 2019).

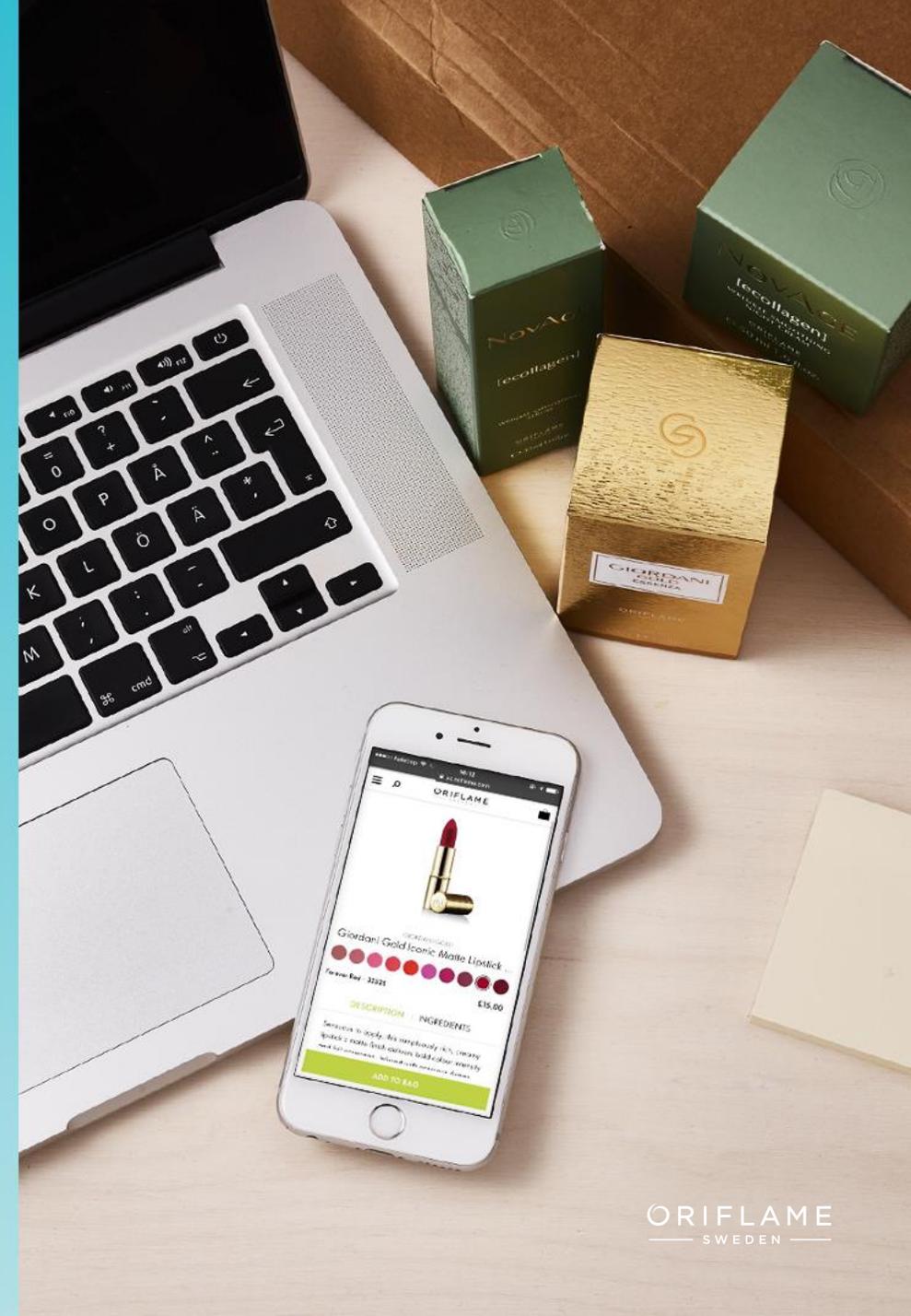
8. Avoid arguments: If you see misrepresentations about Oriflame, you can definitely disagree. Just make sure you do so with utmost respect and with facts.

9. Acknowledge and correct mistakes: If you make an error, be upfront about it and correct the mistake quickly.

10. Do not forget your primary responsibilities: You should make sure that blogging, micro-blogging, social networking etc. don’t interfere with your overall goals or commitments to customers.

LEGAL INFORMATION & CONSEQUENCE OF VIOLATION

This chapter explains what you're not allowed to do online, and what happens if you do. Always keep this in mind!



LEGAL INFORMATION

Oriflame Brand Partners or VIP Customers are independent third party contractors of Oriflame and are not otherwise affiliated with Oriflame.

Oriflame is not responsible or liable for the statements, acts or omissions of its Brand Partners or VIP Customers through or in connection with their online presence, including use of social media channels.

Individuals can be held personally liable for commentary deemed to be defamatory, obscene (as legally defined), proprietary or libellous (whether pertaining to Oriflame, other individuals, or any other company).

Oriflame can pursue legal action against a Brand Partner or a VIP Customer if Oriflame has suffered costs and/or damages, as a result of the misuse of social media.

CONSEQUENCE OF VIOLATION

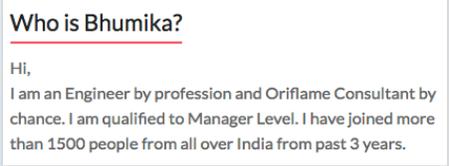
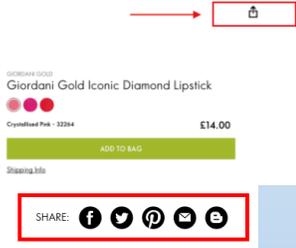
In cases of violation of the above policies, you will be notified via email by the Area Sales Manager.

You are then required to align the online communication with the Oriflame policy within two weeks. If you don't make the required changes, your Oriflame Brand Partner ID or VIP Customer ID will be temporarily blocked and appropriate action will be taken by Oriflame under Your Brand Partner Agreement or VIP Customer Agreement.

DOS & DON'TS

*Take your online business to the next level!
With these easy tips, you'll know exactly what to do (and don't).*



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 Brand Partner or a VIP Customer. 	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 Brand Partner or VIP Customer. 	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.
RESPONSIBILITY TOWARDS OTHER ORIFLAME BRAND PARTNERS or VIP CUSTOMERS	Interact with other Brand Partners or VIP Customers through your own social media accounts strictly as per the Oriflame Code of Ethics and Rules of Conduct ("COE").	Don't join WhatsApp Groups/ Webinars/ Online Trainings hosted by other Brand Partners through any social media account unless you have specifically been invited to them. Never leave unwarranted comments on social media posts of other Brand Partners or VIP Customers. Don't attempt to poach Brand Partners of other groups through direct messages on social media or offer them any kind of incentives or earning opportunities or other benefits.**

*Breaking these rules can result in you losing your Brand Partner ID or VIP Customer ID.

**Breaking these rules means you violate the provisions of the Brand Partner COE (including Clause 4.17)

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	Use your own before and after photos. Support products with real testimonials and first-hand experiences. 	Never use false images, or misrepresent the products or brand by using false advertising.* 
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 Brand Partner or VIP Customer, 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

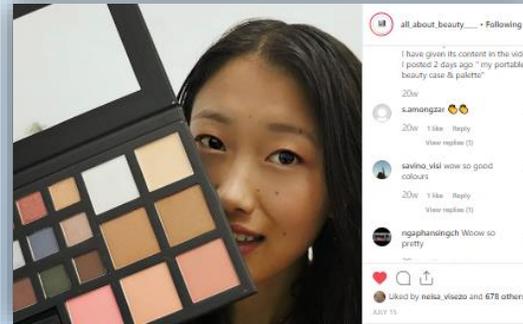
DO

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.

***Breaking these rules can result in you losing your Brand Partner ID.**

SOCIAL MEDIA SELLING

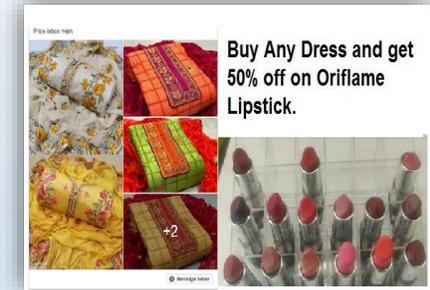
DO

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.

***Breaking these rules can result in you losing your Brand Partner ID.**

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

*Breaking these rules can result in you losing your Brand Partner ID.

SOCIAL MEDIA SELLING

DO

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.

DON'T



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

*Breaking these rules can result in you losing your Brand Partner ID.

Thank You

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