



MYDAILYCHOICE COMPLIANCE GUIDELINES

As our business grows, it is extremely important that our Independent Affiliates and Customers protect the integrity of the products, brand, and trademarks. This document is meant to be informative and help educate our Independent Affiliates and Customers on our Compliance Guidelines.

PRODUCT TESTIMONIALS

Your stories are powerful and we are here to help you share compliant testimonials consistent with MyDailyChoice’s Policies. When sharing your personal experience with products, all testimonials must be truthful and consistent with approved claims found in MyDailyChoice marketing collateral. Personal testimonials should not include disease names or statements that imply the products will prevent, treat or cure diseases. Avoid making suggestions or statements that our products helped address, treat, cure or prevent any disease or medical condition including personal ailments. General health and well being claims must include the product disclaimer: “These statements have not been evaluated by the Food and Drug Administration. The product is not intended to treat, cure or prevent any disease.”

INCOME CLAIMS

Affiliates are not permitted to post income claims or screenshots of their back office. Income claims are not just direct statements about earnings and commissions. Income claims include images of large houses, exotic trips, fancy cars, nice things, etc. If you post these types of pictures, then you are making an income claim. Making great income in network marketing is exciting, we understand you want to share this information. Affiliates may continue to share sales volume, the number of affiliates and customers in your organization, or promote the company sales system and marketing materials. When sharing the Compensation Plan or potential earnings, here are a few important guidelines:

DO

- Do** share sales volume and the number of customers & affiliates in your organization.
- Do** promote and emphasize the importance of product sales and customers.
- Do** be truthful and authentic when sharing your “WHY”.
- Do** share company training about the Compensation Plan.
- Do** include the full Earnings Disclaimer and link the Income Disclosure Statement.

DON'T

- Don't** share individual earnings from the Compensation Plan.
- Don't** make income claims or post images of your commissions from the back office.
- Don't** make unrealistic or exaggerated representations about earnings or potential earnings.
- Don't** make lifestyle claims through images of houses, cars or other luxury items.
- Don't** guarantee success, rank or earnings.

Earnings Disclaimer: There are no guarantees regarding the income from the MyDailyChoice/HempWorx opportunity. The success or failure of each Affiliate, like in any other business, depends upon each Affiliates’ skill set and personal effort. Earning levels for Independent Affiliates are examples and should not be construed as typical or average. Income level achievements are dependent upon individual Affiliates business skills, personal ambition, time, commitment, activity, and demographic factors.



Sampling Product: We do not allow product tampering or the sale of sample/trial bottles. If you wish to get other prospective Independent Affiliates and Customers to try the products, we suggest recommending them to purchase a full bottle under our 60-day money back guarantee.

Product Relabeling/Rebottling: We do not allow anyone to relabel/rebottle our products and sell under a different brand. Any sale of our products must be under our existing labels.

Selling On The Internet: All internet product sales should be done through corporate sites and corporate replicated sites. Affiliates may not sell products for lower than the MDC established retail prices plus reasonable shipping and the amount MDC charges for taxes and handling.

Affiliate Developed Incentives and Contests: Contests and incentives including product giveaways may be marketed to team members only and not in an open fashion for other Affiliates who are not direct team members. Affiliates who choose to host a contest or incentive carries the responsibility of honoring all laws and regulations and must follow the below guidelines:

1. Provide the name of the promotion host.
2. Disclose all details regarding incentives.
3. Include the MDC Independent Affiliate logo and the statement: "This incentive is not hosted nor endorsed by MyDailyChoice, Inc."
4. The promotion must include rules that include: who is eligible, how to participate, contest dates, value of the prize, how many prizes will be awarded, odds of winning (participants chosen at random), and how the prize will be dispersed.
5. Must include an option to participate without charge (an email entry option provided).
6. Prizes must be dispersed to the winners upon contest closure.
7. Those who advertise their participation and interest with a promotion must clearly outline that they are participants in marketing efforts. Lotteries are prohibited by MDC. They are defined by a contest that require (but not limited to) a financial commitment upon entry, payment to participate, or considerable effort. For Example, a lottery is a raffle drawing where Affiliates must pay to play for a random chance to win a prize.



SOCIAL MEDIA

Our business model allows you to work from anywhere! We support active participation in social media to connect with your customers and grow your business. Social media is a platform where you can share your personal experience, engage with the company and acquire new contacts. The Policies and Procedure apply to all communication regardless of your chosen platform. Although your business is independently owned, it is important to remember that you represent MyDailyChoice and our brands. Your communications should be professional and enhance the positive reputation created by MyDailyChoice. Do not use company trade names or trademarks when naming your pages or group. All product and income claims should comply with all policies and be consistent with corporate marketing collateral.



PRODUCT CLAIMS DO'S AND DON'TS

DO

Do prominently display the MDC Independent Affiliate logo.

Do provide a link to your Independent Affiliate replicated website.

Do refer to approved claims made in official MDC marketing materials.

Do market products consistently with label directions for use.

Do make statements about general well-being.

Do share experiences about healthy functions of the body.

Do share your sales, volume and number of customers.

Say "I feel healthy/great/strong"

Say "I feel more calm and relaxed"

Say "It helps with occasional discomfort"

Say "I sleep better"

DON'T

Don't use company trade names or trademarks when naming your page.

Don't promote the company opportunity or products on the same page where other products or businesses are promoted.

Don't make claims our products will treat, cure or prevent any disease.

Don't make false or exaggerated claims.

Don't use unapproved pictures, celebrity endorsements, or literature to promote the products or business.

Don't use before and after pictures to promote the efficacy of MDC products.

Don't post income claims.

Instead of "I do not get sick anymore"

Instead of "Cured my anxiety"

Instead of "Took away all my pain"

Instead of "Cured my insomnia"



All website content (including images) must be approved by Compliance prior to publishing any content. Websites and social media pages must also comply with all requirements listed in the MDC Policies and Procedures.

Affiliate websites and social media pages may not include any MyDailyChoice trademarks or trade names in the URL.

Affiliate websites must prominently display the “Independent Affiliate” logo at the top of each page.

Please identify yourself as an Independent Affiliate in the bottom/footer of the first page of your website with the statement below...

“This website is owned and operated by a MDC/HempWorx Independent Affiliate and is not endorsed by MyDailyChoice, Inc. Any opinions expressed on this website are made by and the responsibility of the individual Affiliate and should not be construed as a representation of the opinions of MyDailyChoice, Inc. Statements made on the products, website or sales materials have not been evaluated by the Food and Drug Administration. MyDailyChoice, Inc. products are not intended to diagnose, treat, cure, or prevent any disease. MyDailyChoice, Inc. products are not intended to replace medications or eliminate the advice of a competent health care practitioner.”

Use of Independent Affiliate Logos: (When using the company logos on self-created websites, sales tools, marketing materials, webinars, etc.)

Affiliates are not allowed to display any MyDailyChoice or it’s House of Brands Corporate Logos on self-created materials and must display the below logos. You can download the high-resolution versions of these logos as well as other variations of them in your MyDailyChoice back office*.



***To download any of these Independent Affiliate logos, navigate to Tools > Resources in your back office.**



Third Party Auction Sites and Independent Websites: An Independent Affiliate may not sell or facilitate the sale of MDC, HempWorx, or Mantra products, or High Life Travel memberships on internet websites where an auction or online marketplace is the mode of selling or buying (e.g., eBay, Amazon). Affiliates may not make clothing or goods advertising the MDC, HempWorx, Mantra Essential Oils, or High Life Travel trademarked brands and sell the items on auction sites (such as eBay, Amazon, or Etsy, etc.) without corporate consent.

Minimum Advertised Price List*: For a full list of product prices, please visit <https://mydailychoice.com/shop>