

A close-up photograph of a laptop. The screen is out of focus, showing a website with various product images and text. On the laptop's keyboard, three small, brown cardboard boxes are stacked. Each box has a black shopping cart icon printed on its side. The lighting is warm, and the overall composition suggests online commerce or e-commerce training.

Prohibition of Sales on Auction Sites & Third-Party Online Marketplaces - Training

A red dart with three fletchings is shown in sharp focus, hitting the bullseye of a target. The target is a standard dartboard with concentric rings. The background is a blurred sunset or sunrise scene with a bright orange sun low on the horizon over a body of water.

Objectives

- Define Third-Party Sites.
- Understand the Rule and its importance.
- Understand the implications and to how to avoid them.
- Know what action to take if you have any questions.



What are Third-Party Sites?

- Third-Party Sites are **Auction Sites** and **Third-Party Online Marketplaces**;
- **Display the name and logo of the Third-Party Site operator**;
- Allow users to buy and sell a range of goods/services.



How Can Third-Party Sites Harm Our Business?

- By weakening the personal relationships Members must develop with their customers,
- By damaging the Herbalife brand and the image.

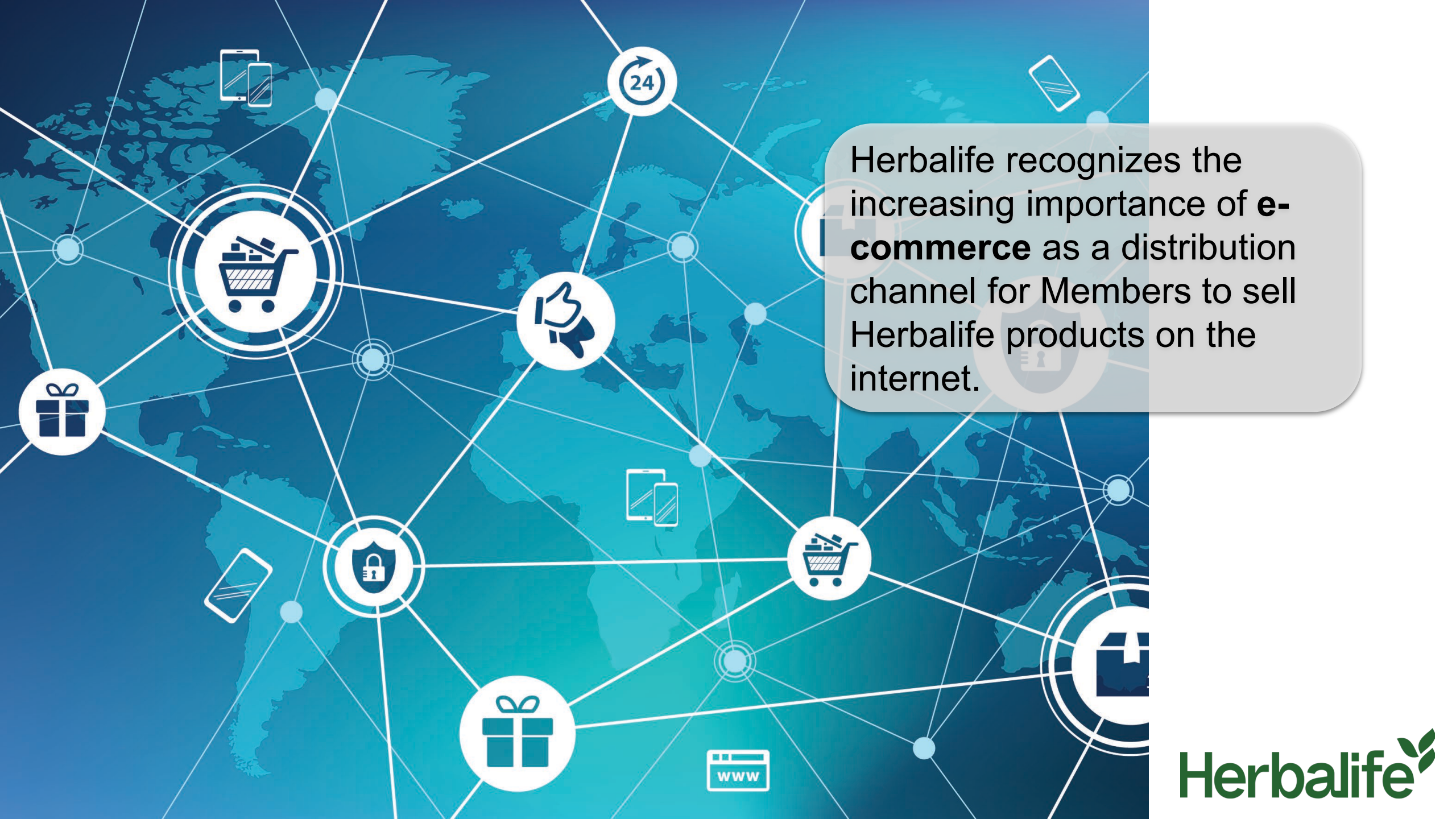


MARKET PLACE

- Third-Party Sites contain product listings that often make **inaccurate representations** about their **quality or performance** which can in certain instances be **false** or **even illegal**, and position Herbalife's products in a context which is **not consistent** with Herbalife's **desired market positioning** and **image** for its products.



What does this mean?



Herbalife recognizes the increasing importance of **e-commerce** as a distribution channel for Members to sell Herbalife products on the internet.

Herbalife

A person with long brown hair, wearing a white shirt, is holding a large, bright yellow five-pointed star in front of their face. The star is positioned such that it partially obscures their eyes and nose. The background is a plain, light gray wall.

However, **it is important** that all marketing and offering for sale of Herbalife products, whether online or offline, **conforms** with Herbalife's **product quality standards**, helps promote the **value** and **image of the Herbalife brand**, and is **consistent** with the marketing positioning of Herbalife's products.

This includes **not** making **illegal, false or inappropriate claims** about Herbalife products or **associating** Herbalife products **with other products** that make such claims.



A woman with curly hair, wearing a red dress with white embroidery, is sitting at a table and smiling. She is looking towards a person whose back is to the camera. The person is wearing a blue and white striped shirt. On the table, there is a white cup and saucer, and a dark cup. The background is a blurred outdoor setting with wooden railings.

In addition, **all sales** must **assist** in forging and **strengthening customer care** through Members' **personal relationships** with their customers – this is a **fundamental** component of the **Distributor Difference**.



How can Members
sell products online?

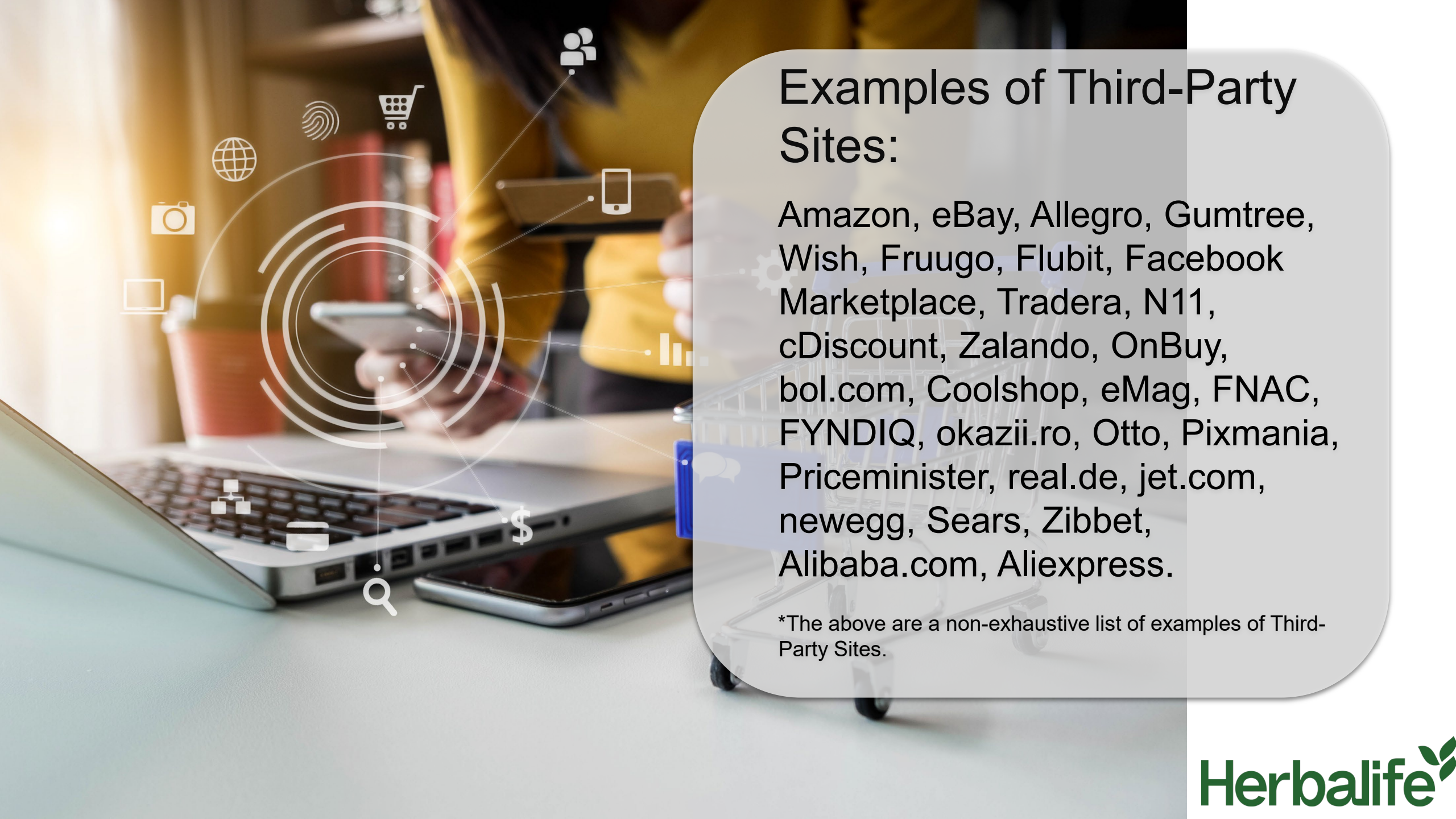


✓ Members **are permitted** to make online sales of Herbalife® products through their own independent online shops or through platforms created by Herbalife.



Members are **not permitted** to

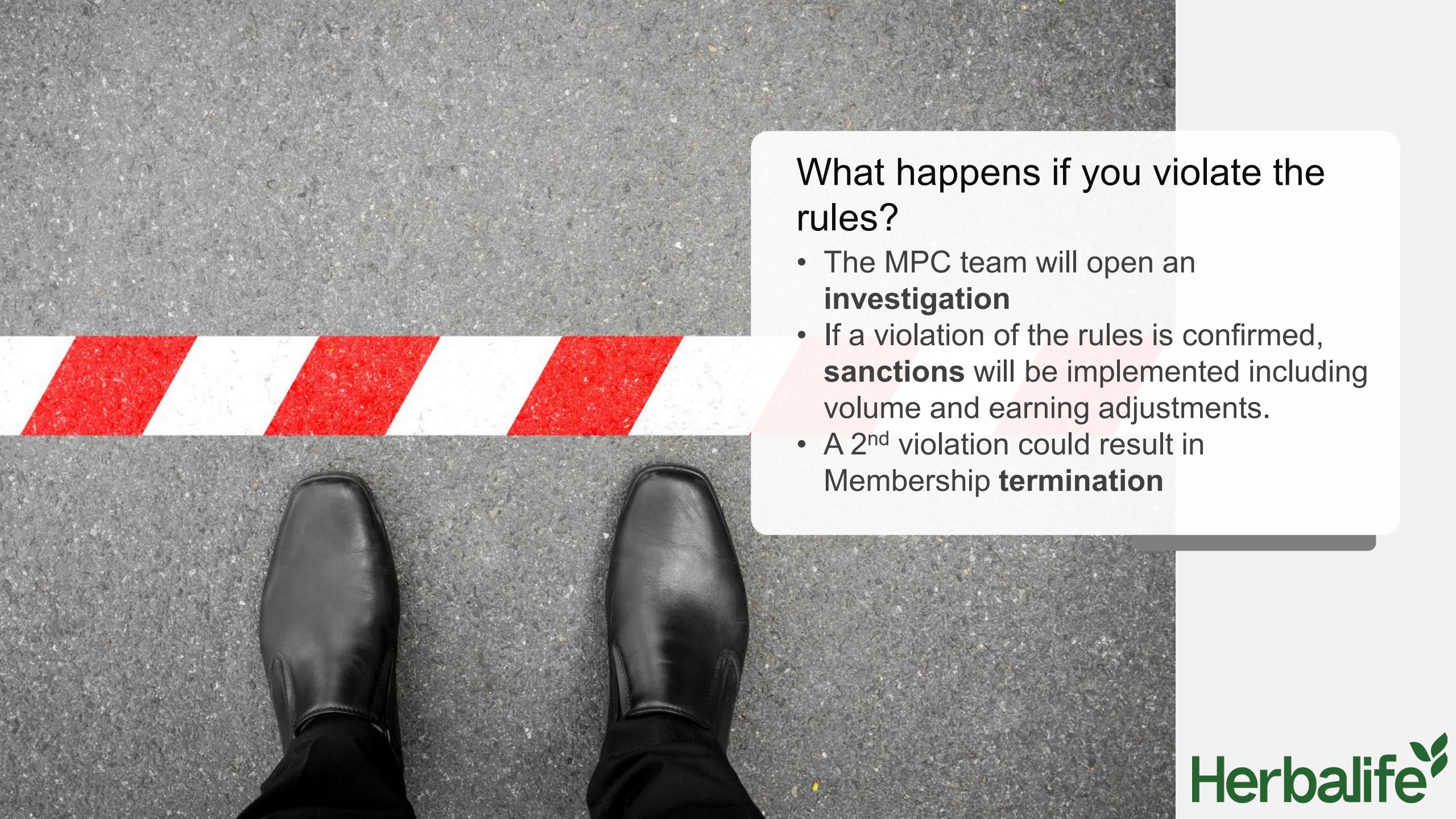
- **offer for sale, sell, or facilitate** the offering for sale or sale, of Herbalife products (**directly** or **indirectly** in any manner or by any means), whether **by** soliciting or receiving **open bids** or **by posting for sale at a fixed price** or
- otherwise, on **any commercial auction website, online auction marketplace, Third-Party Site** or **any other website** that **bears the name or logo** of or is otherwise branded or identifiable as the website of a third-party.

The background of the slide features a blurred image of a person in a yellow shirt using a laptop. Overlaid on this image are several white digital icons: a fingerprint, a shopping cart, a globe, a camera, a laptop, a smartphone, a bar chart, a dollar sign, a magnifying glass, a credit card, a group of people, and a gear. These icons are connected by thin white lines to a central point, suggesting a network or digital ecosystem.

Examples of Third-Party Sites:

Amazon, eBay, Allegro, Gumtree, Wish, Fruugo, Flubit, Facebook Marketplace, Tradera, N11, cDiscount, Zalando, OnBuy, bol.com, Coolshop, eMag, FNAC, FYNDIQ, okazii.ro, Otto, Pixmania, Priceminister, real.de, jet.com, newegg, Sears, Zibbet, Alibaba.com, Aliexpress.

*The above are a non-exhaustive list of examples of Third-Party Sites.



What happens if you violate the rules?

- The MPC team will open an **investigation**
- If a violation of the rules is confirmed, **sanctions** will be implemented including volume and earning adjustments.
- A 2nd violation could result in Membership **termination**



Do you have a question?

Contact your local Member Business Practices and Compliance team.

[Rules of Conduct](#)