



Youngevity[®]
INTERNATIONAL

Social Media Community Guidelines

Be advised that these guidelines are a supplement to and a part of the policies and procedures manual regarding Advertising, Trademark, and Name Restrictions. Violation of these guidelines constitutes violation of your representative/distributor agreement and may lead to termination of your agreement and forfeiture of any and all commissions.

Youngevity International, Inc. audits and monitors web activity for unapproved and/or unauthorized advertising on a continuing basis. Should we locate or come across anything that we find out of compliance, we may and will request that it be taken down or removed immediately. All notices and requests will be made in accordance to the appropriate section of your representative/distributor agreement. Failure to comply will constitute as a violation of your representative/distributor agreement.

If at ANY time, you have any doubt, or if it is unclear whether a posting or other information is compliant, submit the information to Youngevity International, Inc. for review prior to posting.

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Youngevity International, Inc. welcomes the use of the Internet and on-line communities to promote our products, services, and income opportunity. However, just as with any written or spoken advertising, ethical and compliant use of such media must be maintained. This encompasses company-sponsored communities as well as those maintained by our independent representatives and distributors. It is the intent of Youngevity International, Inc. that these communities are used to provide community members with a forum for discussion, community building, and exchange of ideas. We welcome and encourage your frequent and candid participation!

Please uphold the spirit of our community by keeping in mind the following Guidelines for Usage:

Claims Regarding Dietary Supplements

Per the Dietary Supplement Health and Education Act of 1994 (DSHEA), only Structure/Function, Qualified Health, and Nutrient Content Claims may be made regarding dietary supplements. Therefore, the mentioning of ANY disease in conjunction with any Youngevity[®] dietary supplement is NOT compliant and cannot be tolerated. (For a more detailed explanation visit the [FDA web site.](#))

Claims Regarding Dietary Supplements (cont'd)

Unacceptable Claims	Acceptable Claims
"[Calcium product name] is a must if you have osteoporosis",	" <i>Calcium helps build strong bones.</i> " (Structure/Function Claim)
"[Glucosamine/chondroitin product] will help with your arthritis."	" <i>Glucosamine/chondroitin provides support for healthy joints.</i> " (Structure/Function Claim)
"Take [fish oil product] now if you want to avoid a heart attack later."	" <i>Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.</i> " (Qualified Health Claim)

The Dietary Supplement industry is subject to close scrutiny and jointly regulated by the Food and Drug Administration and the Federal Trade Commission (under the Enforcement Policy Statement on Food Advertising) as well as various industry self-regulating organizations. Please take care to represent our products truthfully and accurately.

Health Testimonials

Personal testimonials regarding Youngevity® products posted on any company-sponsored, as well as personal social media platforms, are considered by the Food and Drug Administration to be product claims and therefore, subject to DSHEA regulations. Please take care to represent our products truthfully and accurately. Even though you or someone you know may have a specific experience with a specific disease, and even if a claim is a direct quote, it must adhere to these guidelines in order to be compliant and approved for use.

Income Claims and Testimonials

Any statements regarding income or earnings potential associated with the Youngevity® business opportunity, regardless of the platform (print, social media, etc.) are considered advertising by the Federal Trade Commission. Please take care to ensure any such statements are honest and realistic.

Remember that as Distributors, you are legally responsible and could be liable for the claims you make regarding the Company, our products, and the business opportunity.

Fan Pages and Blogs

Distributors and Members of Youngevity International, Inc.-sponsored social media communities ("You") may not attempt to, or appear to, represent Youngevity International, Inc., or any of its business units including, but not limited to, Youngevity, FDI, DrinkACT, or CLR Roasters ("the Company") in any way on Facebook, Twitter, LinkedIn or other social media platforms. Further, no attempt to represent or appear to represent any individual

person, either affiliated or not affiliated with Youngevity International, Inc. or one of its subsidiaries is strictly prohibited. All accounts, fan pages, and personally created websites and blogs must be personal and obviously appear as such.

For example, you may not create a fan page entitled “Youngevity” or “FDI Business Opportunity” or “Youngevity Nutrition” because this would appear to represent the Company. You may create a personal fan page, such as “Youngevity Personal Health Coach” with a picture of yourself, so long as you follow the other guidelines below in marketing the Company products and business opportunity.

Blogs

You may create a personal blog in which you discuss the Company products and business opportunity, but you may not use the Company name(s) in your domain or claim to represent the Company in anyway, and you must follow the health and income claim guidelines below in all your marketing efforts.

Personal Facebook Profiles

You may not include the Company name anywhere in your personal Facebook profile name. Facebook profiles must be your real name; otherwise, Facebook may delete or suspend your account. We also discourage the use of the Company logo or products as your personal profile picture. Many users will view this as spam and it could hinder, not help, your relationship building efforts. An exception to this may be if the company posts or sets up “pic badges” or other uniform branding that can be added to your personal profile picture.

Marketing to Facebook Members

The Company Facebook pages and groups provide a forum for discussion, but they should not be used for marketing products or services, recommending affiliate products, or self-promotion. Anyone found to be misusing, abusing, or defaming the company or any member thereof on any and all company Facebook pages, will have all posts removed, be “unfriended” and flagged as “inappropriate” and, or “spammer” within Facebook.

Links to Competing Companies

Posting information from, or links to, competing companies is not allowed. Such activity will be viewed as cross-recruiting and violates our Guidelines for Usage, as well as your representative / distributor agreement.

Spam

While the Company encourages distributors to market the Company products and business opportunity via social media, we have a ZERO TOLERANCE policy towards spam on social media sites. Common examples of spam:

- Unsolicited links and information sent to inboxes of those who do not wish to receive it, or without some sort of request for information.
- Posts of unsolicited links in Facebook groups or other Facebook pages not related to the Company without some request for information.
- Tags of people in any Company-related Facebook photos if they are not involved/have expressed interest in the Company, its products, or business opportunity or who have specifically requested not to be tagged.
- Invitations or additions of individuals to the Company Corporate Group who are not involved/have expressed interest in the Company, its products or business opportunity.
- Frequent status updates promoting links. Seek to provide value first and be authentic.

Facebook Events

Facebook Events can be a great tool to promote for your local events and team conference calls. When creating events, please ensure that no one else has already created a duplicate event; it is better to join forces in invitation than to confuse members with multiple Facebook Events.

Currently the Company is not creating Facebook Events for Corporate Conference calls or Blitz Calls. If you would like to promote such events via Facebook Events, please represent yourself, not the company, in your invitations and promotions.