

# ZINZINO MARKETING RULES & ETHICS

**Congratulations! As a Zinzino Independent Partner, we are proud that you are part of a community. We are driven by a purpose – to Inspire Change in people’s Life.**

As a global direct sales company in the nutrition industry, we have the responsibility to operate with ethics and integrity. You, as one of our global health entrepreneurs, play an important role in this, on the frontline serving our customers and building a strong global brand. We understand, running a business isn’t simple, so, let us take you through the Rules of Conduct to help you get moving on your journey with us. What’s more, you’ll have the Zinzino team standing by to help you.

If you have questions, you can reach us by phone, mail and chat. Email [marketing@zinzino.com](mailto:marketing@zinzino.com) for any compliant or marketing related issue or contact the Zinzino support team by phone +46 31 771 71 51 or Email: [info@zinzino.com](mailto:info@zinzino.com)

As a Partner of Zinzino, you are required to understand and comply with all rules, regulations and procedures contained in this Marketing Rules & Ethics document. The Company reserves the right to amend this document by publishing or transmitting amendments to its Partners as it deems appropriate.

The Company honors all federal, state, and local regulations governing direct sales and requires every Independent Partner to do the same. It is, therefore, very important that you read and understand the information contained in this document. If you have any questions regarding any rule or policy, seek an answer from your line of sponsorship, or contact our Partner Support for further questions by clicking on the link below:

<https://www.zinzino.com/site/GB/en-GB/partnerweb/page/PartnerSupport>

## **TRADEMARKS**

The Company’s name, trademarks, service marks, and copyrighted materials are owned by the Company, including the names of the Company’s products. The use of such marks and materials shall be in strict compliance with the Marketing Rules & Ethics document. Only Zinzino is authorized to produce and market products and literature under these trademarks. This includes, but is not limited to: email address, slides, banners, brochures, videos, domain names, training and/or marketing materials and all promotional material such as but not limited to: t-shirts, caps, pins, magnetic signs, etc. Use of the Zinzino name on any item not produced or authorized by Zinzino is prohibited, except in the manner described below:

Sarah Jones  
Independent Partner  
Zinzino

## **IMPRINTED BUSINESS CARDS OR LETTERHEADS**

Independent Partners are not permitted to “create” their own stationery, business cards or letterhead graphics if the Company’s trade name and/or trademarks are used. Only the approved Company graphics versions and wording are permitted and letterheads and business cards shall be ordered either from the Company directly or from a Company-licensed independent contractor.

To order approved Independent Partner Zinzino Business Cards – [CLICK HERE](#)

## **PRINT AND ELECTRONIC ADVERTISING**

Only Zinzino-approved materials may be used when placing any advertising in any print, radio, television, internet, electronic or other media. No person shall use the Zinzino name, logos, trademarks or copyrighted materials in any advertising without express written permission from the Marketing Department. To request approval, a copy of the proposed advertising material must be emailed to the Zinzino Marketing team at [marketing@zinzino.com](mailto:marketing@zinzino.com). Once approval is obtained, no text may be amended or changed.

## **CORPORATE EVENTS**

Video and/or audio taping of Company meetings and conferences is strictly prohibited; however, photographs are approved. Still photography at individual partner events is allowable at the discretion of the meeting host. Partners are encouraged to take photos during corporate events and share them on their social media pages.

## **REGIONAL EVENTS**

Zinzino recognises and values the important role that events play for both Independent Partners and the Company. Partners who are planning to host a regional event, need to ensure that they follow the Zinzino Event Checklist – [CLICK HERE](#) to ensure that they are prepared for their event and to ensure consistency for all events organized by Partners.

The key to a successful regional event is a well-thought-out plan. There are many components to an event, and it's always best to think of every aspect in detail. We've outlined the best practices in our Event Checklist, so you don't have to reinvent the wheel to create a successful regional event!

Please, ensure you have read the Event Checklist prior to starting to arrange your event.

## **INTERNET SALES AND PRIVATE WEBSITES**

Zinzino maintains a presence on the internet on its own website(s). Partners are prohibited from using any trademarks of the Company, including the name Zinzino, the Zinzino logo, and the name of any of the products, or any other trade names, trademarks, or distinctive phrases or remarks used by the Company, including those related to any product, or any term confusingly similar thereto – in any form on the internet.

A Partner is permitted to use the Zinzino Independent Partner Logo and must always clearly define themselves as an Independent Partner of Zinzino online. If a Partner desires to provide a link from the Partner's personal website directly to the Company's website, the Partner's request must be in writing and is subject to Company approval in its sole discretion. No Website link may be established until the Partner receives written approval from Zinzino. To request approval, a copy of the proposed advertising material should be emailed to the Zinzino Marketing team at [marketing@zinzino.com](mailto:marketing@zinzino.com). Once approval is obtained, no text may be amended or changed.

## **ONLINE PRODUCT OFFERING AND ADVERTISING PROMOTIONS**

Zinzino demands that Partners must sell Zinzino products, especially single items, at retail price in line with the valid price list for each individual market. When a Partner would like to run promotions for upselling purposes, they are allowed to use existing Premier Offers, in line with the valid price list for each individual market, by linking those offers from their own websites to their replicated Zinzino Partner websites.

Other promotions, aside from those described above, are not allowed until a request has been sent to [marketing@zinzino.com](mailto:marketing@zinzino.com) with a signed Online sales application form, and an official approval has been granted by our Marketing Department for a specific promotional period.

The approved Online Sales Application form gives the Partner the right to sell Zinzino products online as described in the Partner Contract and in the Zinzino Marketing Rules & Ethics document. The application has to be signed by the Partner and an active Royal Crown in the Partner's upline. By doing so, both Partners sign off that the Partner rules for online sales and the Zinzino Marketing rules and ethics will be followed. Both the Partner and the Royal Crown will be held responsible for violating the rules, and a penalty could be imposed on both Partners.

Directly copied from the Partner Contract. Point 1.7. (in NL, FI, LV, DE, AT, CH-de point 1.6, DK and FO point 4, USA/ CAN point 23) Online sales and marketing.

Only a Zinzino Partner with an approved and signed Online Sales application form is authorized to sell Zinzino products online at our retail price as the lowest price. Unauthorized sales in breach and violation of our Partner Contract will be given a penalty of 5,000 euro per case and/or a termination of the Zinzino Partner Contract.

The approval is given for a 12-month period, which automatically expires, so a new application has to be approved before online sales can continue.

The Royal Crown is responsible for checking once per month that the rules are followed. If the online sales are in breach of the Partner Contract, the Royal Crown is obliged to inform the responsible Partner and Zinzino immediately. If not, the Royal Crown will be co-responsible for the breach of the Partner Contract.

However, Zinzino Independent Partners are responsible for ensuring that each of the promotions they offer are fair, true and correct, and not misleading in any manner. Misleading promotions harm the Zinzino brand and all Partners' businesses. Below is a list of non-exhaustive examples of misleading advertising or promotions:

- Promote a product as a 'discounted product' if the Partner has always sold this product at such a price.
- Display a promotion for an indefinite period. The Partner must always display the duration of time the promotion will last.
- Display a price, recommended retail price (RETAIL PRICE FOR EACH MARKET IS FOUND IN ZINZINO PRICE LIST) or the price at which the product is generally sold' with a strikethrough or in such other similar manner, where the Partner has never promoted or sold the product at that price.
- Display promotional products where the Partner reasonably believes that he/she may not have adequate stock to supply those products at the price indicated, for a reasonable period of time and in reasonable quantities. Where any or all product quantities are unknown or limited, indicate this on their site with "purchase while stocks last" and/or "limited availability on some products" and/or "for [X] days only".
- Falsely use in any way whatsoever, the term "limited availability" or similar, to generate an inquiry or purchase from a customer.

### **PROHIBITION OF SALES ON AUCTION SITES AND THIRD-PARTY ONLINE MARKETPLACES (COLLECTIVELY, "THIRD-PARTY SITES")**

Partners shall not offer Zinzino's products for sale via any other online medium other than the official Company site or from an Independent Partner's own Company supplied Personal Web Page or approved private web pages. The Company has a zero-tolerance policy that prohibits Independent Partners from (1) selling the Company's products on e-commerce websites such as Amazon, eBay, Taobao, Alibaba, Groupon, etc. or (2) assisting others to do so. Violation of this policy will result in the immediate suspension of your Independent Partner account and possibly even termination.

It is important that all marketing and offering for sale of Zinzino products, whether online or offline, conforms with Zinzino product quality standards, helps promote the value and image of the Zinzino brand, and is consistent with the marketing positioning of Zinzino's products. This includes not making illegal, false or inappropriate claims about Zinzino products or associating Zinzino products with other products that make such claims. In addition, all sales must assist in forging and strengthening customer care through Partners' personal relationships with their customers – this is a fundamental component of the Distributor Difference.

Zinzino recognizes the increasing importance of e-commerce as a distribution channel for Partners to sell Zinzino products on the internet. This is one of the reasons why Zinzino encourages Partners to sell Zinzino product on the official Zinzino web shop, which is a legally compliant online sales platform for Partners, using their replicate site for all business. In contrast, sales on Third Party Sites weaken the personal relationships Partners must develop with their customers, as well as the Zinzino brand and the image and marketing positioning of Zinzino establishes for its products. This is because, among other things: (i) Third Party Sites display the name and logo of the Third-Party

Site operator; (ii) often make inaccurate representations about their quality or performance which can in certain instances be false or even illegal, and (iii) position Zinzino's products in a context which is not consistent with Zinzino's desired market positioning and image for its products.

Accordingly: Members are permitted to make online sales of Zinzino products through:

- a. through the Partners replicated web shop. Partners are not permitted to offer for sale, sell, or facilitate the offering for sale, of Zinzino 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.
- b. their own independent online shops which meet the relevant Zinzino Quality Assurance, Customer Service and Technology Specification Standards and is approved by Zinzino AB.

### **COMMERCIAL MESSAGES AND SOLICITATION**

Partners shall not post any unsolicited commercial messages or SPAM to any person through the use of a Zinzino's social media outlet. Partners are encouraged to refer persons to their personalized Zinzino web page or to the official Zinzino web page. Partners shall not solicit on Zinzino company pages which are owned and operated by the Zinzino Corporate Office and Zinzino reserves the right to delete or remove any such content deemed to be solicitation, defamatory, derogatory or the like.

### **RECORDINGS**

An Independent Partner may not produce or reproduce for sale or personal use, products sold by the Company or any Company-produced literature, audio or video material, presentations, events or speeches, including conference calls. Video and/or audio taping of Company meetings and conferences is strictly prohibited. Still photography is allowable at the discretion of the meeting host and Zinzino corporate.

### **SOCIAL MEDIA GROUP ACCOUNTS**

Partners are encouraged to create private social media group accounts with their teams on pages like:

- Facebook, WhatsApp, Wechat, etc. to share recognition, promotions, incentives and all other confidential Partner-related communication which Zinzino does not want to share on open social media platforms and accounts.
- Partners are permitted to create their own Partner social media accounts and pages where they can share customer promotions and product information with the general public. All promotions and product information must adhere to Zinzino's policies and procedures, stated in this document.
- The use of the Zinzino name, corporate images, phrases, products or any trademarked names owned by the Company is not permitted in the name of the social media group or page account.

All social media group accounts and pages must also adhere to Zinzino's policies & procedures.

### **STARTING A ZINZINO CLOSED FACEBOOK GROUP ACCOUNT**

We want to offer Partners with the **title Royal Crown and above**, the possibility to create their own closed Facebook group under the "Teamzinzino" name. This is the umbrella name for Partner group communication and activities that are set up to drive sales and recognition at Zinzino.

#### **How to get permission to start a "Teamzinzino" FB group:**

1. Apply for a "Teamzinzino" group name and get it approved by the Marketing team
2. Sign a written agreement with Zinzino
3. Notice that this Facebook group is for closed group activities only
4. Agree that the Marketing team has administration rights to the page
5. If choosing a Teamzinzino Country name, you need to be ok to share this group page with your cross lines.
6. Agree that the Marketing team has the right to take over the Facebook page if you are not active over a period of time or if you are violating the Zinzino Marketing Rules & Ethics

## Application Process

You apply by sending an email to [marketing@zinzino.com](mailto:marketing@zinzino.com) with the following information:

- Suggested name of the closed FB group "Teamzinzino XXXX"
- Your name
- Your pin level
- Your Partner ID-number

We will process your request and if your closed FB group name is approved, we will send out an agreement for you to sign and return to us.

### "Teamzinzino" group names, inspirational examples:

"teamzinzino + suggested name",

"teamzinzino live + country",

"teamzinzino + country", (in cooperation with crosslines)

"teamzinzino + team name", (in cooperation with crosslines)

"teamzinzino your suggestion".

"Teamzinzino + country",

Find a full inspirational list [HERE](#).

## STARTING A FACEBOOK CLOSED GROUP ACCOUNT ON NEW MARKETS

Are you in a new market or working a market that is not yet open and want to start a "Teamzinzino" closed group without having the required pin level yet? If you are a key leader, send an email to [marketing@zinzino.com](mailto:marketing@zinzino.com) detailing your situation and we will make an individual assessment.

## INSTAGRAM

Partners are not permitted to have the Zinzino name, product names or trademarked words and phrases in the title, description or @xxxx handle of their Instagram accounts. If you want to have a community with your team, this must be a closed Instagram group. For customers, we only allow the official Zinzino account or supporting global corporate accounts.

## SOCIAL MEDIA ADVERTISING

Zinzino permits the use of social media paid advertising, e.g. Facebook & Instagram advertising (including lead generating adverts), which you can use to promote Zinzino products or your business opportunity from your own Independent Partner business account. If you are promoting Zinzino products, only approved Zinzino Independent Partner material in your Back Office can be used for social promotion.

All Zinzino-branded content must contain the Independent Partner logo when advertising.

You can find all Partner marketing materials in your Back Office.

## LINKEDIN

It is against Zinzino's policies to advertise on LinkedIn (or any other employment site) that you as an Independent Partner are recruiting/hiring Partners/customers for Zinzino.

There are, however, plenty of other ways you can build your prospect/customer lists through LinkedIn and other social platforms. Below is a list of approved methods to help you build and grow your team, the right way.

### 1.) Create a Prospect Database

Before you even start reaching out to new prospects, you should always try to make the most of the ones you already have. LinkedIn allows you to export all of your connections' names and email addresses in a .CSV file, which you can open and organize in Excel. Once you have all their information, you can comb through your list and send direct emails to any relevant connections, and nurture them from there. To start, just [click here](#).

## 2.) Invite Group Members to Connect

Go through the LinkedIn Groups you're involved in and send a connection request to other group members that you identify as good potential leads. Just make sure you include a personal note in your connection request, however, as people are much more likely to decline a generic request from a stranger, than a personalized one from someone they have something in common with.

## 3.) Follow Company Pages

In addition to connecting with the other users in your Groups, another easy way to find prospects is by following the Company Pages of companies you see as good prospects. In this way, you'll stay up-to-date on all their company news, and you can even see a list of all the LinkedIn users who work for that particular company.

## 4.) Use Advanced Search to Find Potential Prospects

If you don't know which companies to target, but still want to find new prospects and connections, LinkedIn's advanced search filters give you plenty of options to single out specific LinkedIn users. You can search for specific keywords in someone's profile, their job title, location, industry, connection relationship, and even things like company size, seniority level, and experience if you have a Premium LinkedIn account.

## 5.) Send InMail

If you want to reach out to someone directly but aren't connected with them and don't have their contact information, one way you can get a hold of them is by using LinkedIn's InMail. With InMail, you can send a private message to any LinkedIn user for a small cost. If you have a Premium LinkedIn account, you can send several free InMail messages each month. Please remember not to spam people and keep the conversation authentic.

## **SEO/SEM**

Zinzino does not permit the use of AdWords to promote your Independent Partner account and personal websites. We will ensure to implement these on a corporate level to promote Zinzino as a company on Google or any other search engines.

## **MEDIA INQUIRIES AND MEDIA**

Independent Partners must not respond to media enquiries (journalists, magazines, press, etc.) regarding Zinzino, its products or business. All enquiries of this nature must be referred back to Zinzino's corporate office. Similarly, Partners must not place articles in any publication without express approval from Zinzino's head office. Please, forward all media enquiries to [marketing@zinzino.com](mailto:marketing@zinzino.com) or in urgent matters contact Partner Support: <https://www.zinzino.com/site/GB/en-GB/partnerweb/page/PartnerSupport>

## **MEDICAL OR THERAPEUTIC CLAIMS**

No medical claims (expressed or implied) may be made for any Company product by an Independent Partner of Zinzino. No therapeutic claims (including personal testimonials) as to curative or beneficial properties of any Zinzino products may be made except those approved in authorized Company literature. In particular, a Partner may not claim that Zinzino products can assist in or are useful for the treatment or prevention of medical conditions.

Such statements may be perceived as advice of a medical or curative nature and may violate Zinzino policies and may contravene federal and local laws and regulations.

The Company recommends that customers under a physician's care or suffering from any chronic disorder should consult their physician before undertaking any changes in diet or when beginning any nutritional program. The Company's nutritional products are designed for supplementation, not replacement. The Company encourages all Company customers to seek the advice and counsel of nutritional and healthcare professionals. Please, refer to Zinzino policies and procedures for further information.

## **TESTIMONIALS AND ENDORSEMENTS**

All Partner and Customer testimonials are welcome, but must be directed to corporate at: [marketing@zinzino.com](mailto:marketing@zinzino.com) If you are interested in a sports sponsorship or influencer cooperation with Zinzino, please feel free to send your request to the corporate marketing department at the email mentioned above.

## POSTING REVIEWS ON TRUSTPILOT

We really appreciate all the great reviews we receive on Trustpilot, but we must point out that these reviews cannot be written by anyone associated with the Zinzino brand as that causes a conflict of interest. Any such review will be considered as biased and it will be called upon as fake. This means that no employees, Partners or any immediate family members of Zinzino can write reviews about us on Trustpilot. As a Partner, you cannot review any competitor either. We must kindly ask you to please comply with these regulations and also ask your Partners to refrain from writing reviews on the Zinzino Trustpilot page.

However, all Customers not directly related to you as a Partner are welcome to write a review. The review does not have to be linked to an actual purchase. It could be an experience with our Support team, a meeting with a Partner, trying out the products or making an order online.

If these guidelines are not followed, the Zinzino Trustpilot page could be closed down, which means that it would not be accessible anymore.

You are more than welcome to read through Trustpilot's own Guidelines for Businesses [HERE](#).

## BLOGS

You may write about Zinzino on your blog, personal website or social networks on the internet, provided that the brand is not overly emphasized or used in such way that it can make visitors falsely believe that the material is sponsored, created or approved by Zinzino. You have to always state that you are an Independent Partner of Zinzino and if you redirect the reader/customer to your Partner page, you always have to use your Independent Partner ID in the link.

Partners failing in complying with our rules will receive one (1) warning and will be asked to change the infraction. Partners failing to change will be excluded from the network and the position will be suspended or permanently terminated. Please refer the suspension and termination details below.

## SUSPENSION/TERMINATION

### SUSPENSION

An Independent Partner may be suspended for violating the terms of the Marketing Rules and Ethics Agreement, the Policy & Procedures Manual, the Compensation Plan and other documents produced by the Company. When a decision is made to suspend an Independent Partner, the Company will inform the Partner in writing that the suspension has occurred effective as of the date of the written notification, the reason for the suspension and the steps necessary to remove such suspension, if any. The suspension notice will be sent to the Independent Partner's address on file with the Company pursuant to the notice provisions contained in the above guidelines. Such suspension may or may not lead to termination of the Partner's position as so determined by the Company in its sole discretion. If the Independent Partner wishes to appeal, the Company shall receive such appeal in writing within fifteen (15) days from the date of the suspension notice. The Company will review and consider the suspension and notify the Partner in writing of its decision within thirty (30) days from the date of the suspension notice. The decision of the Company will be final and subject to no further review. The Company may take certain action during the suspension period, including, but not limited to, the following:

- A. Prohibiting the Partner from holding Independent Partner meetings or outings as an Independent Partner of the Company or using any of the Company's proprietary marks and/or materials;
- B. Withholding commissions and bonuses due to the Independent Partner during the suspension period;
- C. Prohibiting the Independent Partner from purchasing services and products from the Company; and/or
- D. Prohibiting the Independent Partner from sponsoring new Partners, contacting current Partners or attending meetings of Partners.

If the Company, in its sole discretion, determines that the violation that caused the suspension is continuing, has not been satisfactorily resolved, or a new violation involving the suspended Independent Partner has occurred, the suspended Partner may be terminated. For the volume month in which the breach or alleged breach has occurred, bonus payments that have been paid to the Partner by Zinzino, may be requested by Zinzino to be refunded by the Independent Partner until a satisfactory resolution has been reached. If the suspension is resolved, lifted or waived by Zinzino in favour of the Independent Partner, then all entitlements to bonus payments and to benefits of the Partner Account shall be reinstated from a nominated date.

## **TERMINATION**

An Independent Partner may be terminated for violating the terms of this document, or those of the Policies & Procedures Manual, the Compensation Plan and other documents produced by the Company. The Company may terminate a violating Independent Partner without placing the Partner on suspension, in the Company's sole discretion. The Partner will be given notice of the opportunity to respond to Zinzino, asking to consider the issues relating to the grounds for termination. When the decision is made to terminate the Independent Partner, the Company will inform the Partner in writing at the address in the Independent Partner's file that the termination shall become effective thirty (30) days from the date of the written notification.

All information contained in this Marketing Rules & Ethics document is subject to change without prior notice.

In case of potential incorrect translations of this document, this master version is the valid document which is legally binding for all Zinzino Independent Partners.