

# True Love Skincare, LLC

## Policies & Procedures for Independent Mavens

UPDATED: MARCH 31, 2022

### 1) Definitions -

- **Maven:** any person (or business) that has a current & valid Maven Agreement with True Love Skincare, LLC.
- **The Company:** True Love Skincare, LLC (aka - True Love Skin Care)
- **Business Day:** Monday through Friday, except US Federal holidays which fall on these days.

### 2) Policies & Procedures, Terms & Conditions, and the Compensation Plan Incorporated into the Maven Agreement.

I understand that these Policies & Procedures, as well as the True Love Skin Care Terms & Conditions, and the True Love Skin Care Compensation Plan; taken together constitutes the entire Maven Agreement. The company has the sole right to amend the Maven Agreement at any time, for any reason. All amendments shall be effective 30 days after notice is published and posted in the Maven's Back Office. These changes shall not be retro-active. If a Maven does not agree to these changes, their sole recourse is to cancel their Maven Agreement. Continuing to operate as a True Love Maven, and collect commissions and bonuses constitutes acceptance of the Maven Agreement in its current form.

### 3) Term and Renewal of the Agreement.

The term of this Maven Agreement is 12 calendar months from the date the Maven Agreement is submitted and accepted by the Company. Maven Agreements always renew the first day of the calendar month, regardless of the date of enrollment. There is a renewal fee of \$99 per term. Once the renewal fee has been paid and processed, the Maven will receive a retail coupon worth \$50. This coupon has \$0 cash value, and may only be used as credit towards the purchase of True Love products. Failure to pay their renewal fee within 1 calendar month of the due date will result in the cancellation of their Maven Agreement with the Company, including forfeiture of earnings, and Career Rank. Failure to pay their renewal fee within 3 calendar months of the due date will result in the removal of access to their digital Back Office. Failure to pay their renewal fee within 6 calendar months of the due date will result in the removal of their downline (which is then transferred to the Maven's current sponsor). The Company may, at their sole discretion, choose not to renew any Maven Agreement.

### 4) Code of Ethics and Conduct

True Love Skincare, LLC is committed to running an ethical and fair business for all involved. As a Maven, you agree to protect the good reputation of the

Company and its products at all times. Mavens agree to be truthful in their representation of the Products and make no Product claim that is not supported by official Company publications. Mavens also agree to refrain from using disparaging comments about the Company, it's Mavens, Officers, and Staff, or Competitors and their products.

***Mavens agree not to make any health claims regarding any True Love product other than the statement that "nutrition supports proper health".***

#### **5) Social Media Policies**

As a Maven we encourage and promote the use of Social Media to grow your business. When utilizing Social Media, it is important that you agree to the following policies:

- (a) All Social Media posts shall be done in a respectful manner and you will refrain from posting or linking any material that is profane, threatening, harmful, libelous, offensive or discriminatory.
- (b) You are free to form a private group page for the purposes of training and motivating members of your team.
- (c) You will not engage in any personal attacks on any group, entity or individual, including any disparaging remarks.
- (d) You will not be engaged in any act that is in violation of any intellectual property rights of the Company or any third party.
- (e) You will responsibly post to Social Media sites based on the site's terms of use.

- (f) You will use Company approved photos.
- (g) If you are involved in another direct selling opportunity you agree to keep those opportunities completely separate from your True Love Skin Care business page/posts.

#### **6) Maven Websites and Blogs**

Due to the regulations unique to the Direct Selling Industry, at this time, the Company does not allow the creation of a personal website or Blog other than the company sponsored replicated website. A Company Replicated Website is required to remain an active Maven. Currently, the Company Replicated Website is included with the Maven Agreement, at no additional cost.

#### **7) Stocking Product & Private Sales.**

Mavens are not required, requested, or encouraged to purchase in bulk (or otherwise stockpile) True Love products for private sale. Any current, or former, Maven stocking product in excess of \$250 in retail value will be exempt from True Love's return policy. (See Section 16.) Any such returns will be done solely at the Company's discretion, and with a 25% restocking fee.

Mavens are not prohibited from making private sales of surplus True Love products in their possession, as long as they comply with the following conditions:

- a) All products must be unopened & unused, and have all original & undamaged labeling.
- b) You must sell all products at the exact prices **currently** listed on

trueloveskincare.com website. Undercutting other Mavens is absolutely not permitted.

- c) If you possess product(s) not currently listed on the website, you must contact the Home Office to receive explicit permission to sell the product(s) and at what price. Permission must be in written form to be considered valid.
- d) You understand & agree that you are responsible for all refunds & exchanges for private sales as outlined in **Section 16**.

**8) Third Party Sites including but not limited to eBay, Etsy, Craigslist, Amazon, Zulily and other online auctions and classified listings websites.**

The Company's products may be sold only through the Company's official website, the Maven's official replicated websites, one-on-one presentations, third-party events, and through the home party model. No other sales channels are permissible.

**9) Advertising/Marketing Guidelines**

All advertising and marketing materials you use to promote or advertise your business must be approved by the Home Office. As a Maven, you will have access to approved advertising and marketing tools in your Back Office. You may use the official "Independent Maven" Logo provided in your online banners, business cards, etc. as a mean to identify yourself and your business. This policy is in effect to protect both our Mavens and the Company.

**10) Trade Shows, Vendor Events, Conventions, and Expositions**

Mavens may display and sell products in a non-permanent or temporary location such as Trade Shows, Vendor Events and Expositions provided they agree to follow these guidelines:

- a) You may not register with an event unless you have received explicit Corporate approval. You may request this approval upon reaching Green Gem Maven rank, or higher. However, approval is granted entirely at the Company's discretion.
- b) When you register for the event you must identify yourself as an Independent True Love Skin Care Maven. The contract between you and the vendor holding the event must contain your name and identify you as an Independent Maven.
- c) Your booth must contain True Love Skin Care products **only**, and cannot be shared with another business' (or your own) products.
- d) The first Maven registered with the event has the right to conduct the event. Before you register for the event, you should be sure there is not another Maven registered. Cooperation of multiple Mavens is encouraged, but is at the sole discretion of the first registered Maven.
- e) You are responsible for all permits, fees, licenses, equipment, supplies, and insurance that may be required to participate in the event. **In**

**addition, you are responsible to collect and remit any sales tax (or other taxes, fees, etc) that are required in your area.**

- f) **The Maven is solely responsible for observing and honoring True Love's private sales & return policy** (see Section 7 and Section 16) **for any product sold directly by a Maven to a customer** (ie: not via TrueLoveSkincare.com).

### **11) Sponsoring other Mavens**

To sponsor someone into the Company, you must be a Maven in good standing with the Company and have a clear understanding of the following and agree to follow these guidelines:

- Cross Sponsoring another Maven is strictly prohibited. Under no circumstances are Mavens allowed to entice or encourage an existing Maven to re-sign under a new Sponsor, nor may a Sponsor entice or encourage a prospective Maven to enroll under a Maven other than the one they are currently engaged in conversation with.
- Recruiting or Sponsoring Incentives are strictly prohibited. You may not offer free products or gifts to a prospective Maven. You may not offer financial assistance to a prospective Maven and you may not purchase or reimburse the cost of a prospective Maven's starter kit.
- It is illegal to make income claims about your personal True Love business or that of any

True Love Leaders. It is important that when recruiting others into the business you make it clear to prospects that financial success is relative, and depends entirely on sales, effort, and long-term commitment.

### **12) Joining True Love as a Business Entity**

You may enter into the Maven Agreement as a Business Entity provided you have a valid EIN. Please contact the home office to process this change. If two (or more) individuals want coequal access to a single Maven Agreement, they must register as a Business Entity with the Company.

### **13) One Maven per Household**

To protect the integrity of the company and your business, the Company allows only one Maven Agreement per household, with the exception of a **single** Parent / Adult Child Sponsorship per household. *Exception:* Multiple familial members may be granted full Maven status as long as they register using a single Business Entity, as stated above.

### **14) Change of Sponsors**

In an effort to respect the integrity of the genealogy, changing sponsors is not allowed. Should you voluntarily cancel your True Love business and remain inactive for six (6) full calendar months you may re-apply under a new Sponsor.

### **15) Buy Back Policy for a Starter Kit**

When your Agreement is terminated, you may return any business supplies you personally bought from the

company during the previous year. We will refund you 75% of the net cost of the original price as long as the returned items are “resalable,” which means:

- They are returned unopened and unused.
- The packaging and labeling have not been altered.
- It’s expiration date has not passed.
- It was not identified as non-returnable, discounted or seasonal when it was purchased.

And any physical items included with the Starter Kit may also be returned for their equivalent value. The shipping and handling fees you paid to have your starter kit and business supplies shipped to you or to return these items to the company are not eligible for a refund. Should you return any items that we commissioned, we will deduct the amount of the commission previously paid from your refund. All return shipping costs are the responsibility of the returner. Exceptions to this Policy are listed within the Terms & Conditions.

#### **16) Return Policy & Product Guarantee**

True Love Skincare, LLC firmly stands behind all of its products. **The company has a strict “no hassle” 60 day return policy.** If a customer is unhappy, for any reason, within 60 days of purchase they are entitled to replacement at no cost, or a full refund of the purchase price, provided they return the unused portion to the Home Office. In the case of replacement, this has no effect on a Maven’s Personal Sales Volume (PSV) or

earnings. However, a refund will result in a corresponding reduction in PSV and earnings. If earnings have already been paid on a refunded purchase, a corresponding debit will be applied to the current month. While a Maven must always seek to maximize customer satisfaction and resolve a customer’s dissatisfaction, Mavens are not to harass, bully, hassle, or otherwise discourage a customer from requesting a refund. **The Maven is solely responsible for observing and honoring True Love’s return policy for any product sold directly by a Maven to a customer** (ie: not via TrueLoveSkincare.com).

#### **17) Auto Ship Cancellation**

Due to the extreme discount associated with our Auto Ship program - when customers sign up for Auto Ship, they agree to pay for their subscription for at least three (3) months. Once three payments have been made, any customer may cancel their subscription at any time. When contacting the Company to cancel, customers must contact the Company at least 2 business days prior to their next billing date to ensure no future charges are made. Auto Ship charges **will not be refunded once made** (even when the customer “meant to” cancel), but item(s) may be replaced in cases of defect or damage during transit.

#### **18) Participating in other Direct Selling Companies**

Your participation in another Direct Selling company is allowed provided you are not selling a competing product (ie – skin care). Once a Maven has

reached a Leadership Rank at True Love Skin Care, in order to maintain your Leadership status you may no longer participate in another Direct Sales Company. Should you choose to participate in another Direct Sales Company past 30 days of first achieving Rose Quartz Leader rank, any and all active downline will be rolled up to your 1<sup>st</sup> upline Sponsor.

Should you or the company cancel your Agreement for any reason, you are prohibited from recruiting your personally sponsored Maven(s) for six (6) months following your severance.

#### **19) Bonus Buying**

Bonus Buying activities are fraudulent and strictly prohibited. This includes the enrollment or attempted enrollment of an individual as a Maven without their knowledge or consent. You may not purchase True Love Skin Care products directly or through another with the sole intent of qualifying for a rank advancement, to achieve an award, or for any form of recognition.

#### **20) Sales Tax**

For online sales (ie – sales made through the website), True Love Skincare LLC will be collected and remit local Sales Tax on behalf of the Mavens. When a Maven makes a direct sale to a customer (ie- collects the money and delivers the product), the Maven is solely responsible to collect and remit the appropriate sales tax from your retail customers and Hosts as deemed necessary by the laws where the product is being delivered.

#### **21) Leave of Absence**

Personal & Maternity Leaves of Absence can be requested for review provided:

- You have been an active Maven with True Love Skincare, LLC for a minimum of 1 year.
- You have achieved the Rank of Rose Quartz Leader, or higher.

All leaves are at the sole discretion of the Company, however we do have a 30-Day no questions asked policy that allows a Maven meeting the above criteria to be paid their override provided all qualifications for their title are met with the exception of the Personal Sales requirement.

#### **22) Safeguarding Personal Information**

It is the responsibility of each Maven to safeguard the personal information of all customers and downline Mavens. You must destroy the personal information of others once you no longer need it. This includes addresses, email addresses, phone number, credit card information, social security, or tax identification information and other such information associated with those details.

#### **23) Maven ID, Web Link, & Sales**

##### **Commissions**

*You will only receive commissions on sales where the customer used your link.* We can *not* control the customers, or force them to use your link. So, as a Maven it is imperative that you not only communicate the importance of this link, but you also take steps to ensure your customers use it. For further tips on successfully sharing your Link, please

read the Compensation Plan and/or Maven Training.

**24) Payment of Personal Commissions, Bonuses, and Overrides**

A monthly earnings report will be posted on the first (1st) **Business Day** of each month, by Close of Business. *It is imperative that you review this report as quickly as possible. Mavens then have until the Close of Business on the last Business Day on, or before, the 5th of that month to claim any changes.* As changes will have ripple effects on a Maven's upline & downline, **NO** changes will be made past the fifth (5th) to ensure that ALL Mavens are paid on time.

**Requested modifications to the posted earnings report are at the sole discretion of the Company. Any changes requested after the above stated deadline will be denied.**

All Maven earnings of at least \$25, such as commissions, bonuses, overrides, etc., are paid on the 10<sup>th</sup> (or the next Business Day if the 10<sup>th</sup> is on a non-Business Day) of each month for the previous month's earnings.

Any Maven with earnings less than **\$25** in any calendar month will have their earnings rolled over to the following calendar month. Once their earnings have exceeded \$25, they will be paid out normally.

**25) Product Credit**

Each month, a Maven has the option to convert up to \$100 of their monthly cash earnings for double the chosen

value in Product Credit (ie - up to \$200 credit). *There is no minimum amount.*

**This conversion must be made by the Maven between the sixth (6th) and ninth (9th) of each month in the Maven's Back Office.** This credit will be issued in the form of a Coupon Code, usable only at [trueloveskincare.com](http://trueloveskincare.com). *This coupon will expire on the last day of the given month. If a coupon expires, it will not be replaced, and may **not be redeemed for cash.***

**26) Sanctions**

**As stated in Section 8 of the Terms & Conditions, any Maven in violation of the Maven Agreement may have any of the following disciplinary sanctions applied:**

- Written Warning
- Temporary loss of Paid-As Rank during the month of said breach of contract
- Forfeiture of any, and all, of the earnings accrued during the month of said breach of contract
- Immediate cancellation of the Maven Agreement

All sanctions will be presented in written form, and are at the sole discretion of the Company. This Maven Agreement stands as prior written warning, and the Company may take any action enumerated above that it sees fit to maintain the integrity of the Company.

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