

Rules & Regulations for the United States

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To maintain the integrity of the Lifeplus organization (“Company”) and to help guide our Associates to work in an honest and ethical manner, every Associate agrees to abide by these Rules & Regulations (“Agreement”). This Agreement shall remain in effect for as long as the Associate is active with the Company. No oral agreements between the Company and the Associate are permitted.

Lifeplus has developed a specialized distribution system, which has proven to be very successful in its markets around the world. An important part of the tasks to be performed by Lifeplus Associates is conveying the essential elements characterizing the Lifeplus system to the members of his/her downline (“Downline Associates”).

As a Lifeplus Associate, I acknowledge that:

1. I must be of legal age in the state where I reside and must be otherwise legally capable of entering into a contractual agreement. I must provide the Company with my Social Security or other taxpayer identification number as required by the IRS. All information I provide to the Company must be true and complete.
2. I will be paid in accordance with the current compensation plan as published by the Company, provided that I work within these Rules & Regulations and in accordance with the law. No compensation will be paid for the act of sponsoring. I agree that I am responsible for paying all federal, state and local income taxes and insurance contributions due on payments received from the Company. I further understand that I will not be treated as an employee for state tax purposes.
3. My relationship with the Company is that of an independent, self-employed, contractor. I agree that I am not, and will not state, represent, nor imply that I am an employee, agent, franchisee, partner, joint venturer or representative of the Company, and that I have no authority to bind the Company to any obligation.
4. I agree that my relationship with the company will continue until one of the following occurs: (a) I resign in writing; (b) I am “inactive” (i.e., have not purchased a product from the Company) for 12 consecutive months; or (c) the relationship is terminated by either myself or Lifeplus due to breach by the other.
5. I will not misuse any Company trade names or trademarks. Neither will I create or use any promotional material (other than those generated by the Company) that appears or represents that it is coming directly from the Company, or use a trade name or trademark owned by Lifeplus in any internet domain name or in the name of any business owned by me.
6. My success is dependent on my effort and no expressed or implied assurance, guarantee, or warranty has been given regarding my potential earnings success. I will make no such assurances, guarantees, or warranties to others. I further agree not to make any false or misleading income projections.
7. I may have a financial interest, directly or indirectly, in only one Lifeplus position, and I understand that only one such position is allowed per household.
8. I will operate my Lifeplus business in an ethical and legal manner, and I will do nothing to injure the good name and reputation of the Company, including, but not limited to, casting the Company, its products, its programs, its field leadership, or its management in a negative light.

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9. I will not crossline recruit/sponsor. There are two types of crossline sponsoring: the first is the act of offering products or an income opportunity other than the Company's to an Associate or their customers or to an employee of the Company. The second type involves suggesting to an Associate or a group of Associates that they change their Sponsor.
 10. I may not purchase unreasonable amounts of products either through my position, the position of others, or any combination thereof, for the sole purpose of manipulating or optimizing the compensation system for myself or others.
 11. I will fulfill the duties of a Sponsor for all those Associates I refer (sponsor) as well as any downstream referrals on which I am paid. The duties of a Sponsor include, but are not limited to, performing a bona fide supervisory role, assisting Downline Associates in building their Lifeplus business, sales volume and customer base, maintaining ongoing communication, ensuring that Downline Associates are properly trained, and serving as a coach, teacher, motivator and mentor.
 12. I understand that Lifeplus does not discriminate against or differentiate between anyone because of their race, ethnicity, religious or political beliefs. I agree that operating a Lifeplus business is not an appropriate medium through which to advance religious or political beliefs, and I will not attempt to advance those beliefs at Company functions or events.
 13. Stockpiling of products beyond one's needs is not allowed. Each time I place an order I am certifying that at least 70% of my previous order has been sold or consumed.
 14. I will not promote Lifeplus products on the internet except through the Company's own websites. Products may never be sold or offered for sale on "auction" sites such as, but not limited to, eBay. I will not manipulate the placement of internet search engine results to the detriment of the Company or other Associates.
 15. Retail selling of the Company's products is permitted but not encouraged. The Company's referral marketing concept permits all Associates to buy direct from the Company. I will contact Lifeplus before selling products at retail so that a Company representative can discuss Lifeplus retail selling policy and regulatory requirements with me. Retail or mail order selling of the Company's products to persons located outside the United States is never permitted.
 16. I am entitled to resign my position from the Company and cancel this Agreement at any time and for any reason with written notice to the Company. The Company will buy back from a resigning Associate unused and currently marketable inventory and sales aids purchased from the Company within 30 days from the date of receipt of merchandise first ordered (90 days in Maryland and Puerto Rico; one year in Idaho, Louisiana, Montana, Nebraska, Oklahoma, South Dakota, Tennessee, Texas, and Washington; no time limit in Massachusetts, Georgia, and Wyoming) at 90% of the Associate's net cost, less appropriate setoffs and legal claims.
 17. I may only promote and solicit the sale of products contained in the Company's U.S. product catalog. I will not make illegal claims about the Company's products.
 18. My Associate position may not be sold, assigned, transferred or devised without the prior approval of the Company.
 19. The Company may deduct any amounts owed by me to the Company from any payments that are owed to me.
 20. The Company may alter or amend its product line, wholesale prices, international point values, the compensation system and these Rules & Regulations at its discretion.
 21. The Company may provide certain information about me to other Associates in the form of Genealogy Reports and Compensation Statements. I agree that the names, addresses and contact details of the Associates and other information provided to me by the Company are the Company's confidential, proprietary information, will only be used by me for the purpose of my Lifeplus business, and will not be disclosed by me to others.

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22. Any failure of or delay by the Company to enforce these Rules & Regulations or to insist upon my strict compliance with them, in no way constitutes a waiver of any sort by the Company. I further understand that any such waivers by the Company must be in writing and signed by an authorized officer. I acknowledge that any waiver by the Company in regard to one Associate in no way constitutes waiver in regard to any other Associate.
 23. If any term or provision of these Rules & Regulations is deemed illegal, invalid or unenforceable, I agree that the remainder of the provisions shall not be affected.
 24. I understand that any breach of any of these provisions could result in disciplinary action including termination of my relationship with the Company. Upon termination, I will immediately cease representing myself as a Lifeplus Associate, and will discontinue use of all Company names and trademarks.