



Marketing Policies & Guidelines at a Glance

CENTROPIX proudly authorizes our CENTROPIX INDEPENDENT AFFILIATES (herein referred to as CIAs) to represent our company nationwide. We expect our CIAs to represent us in a professional, honest, accurate and considerate way when sharing CENTROPIX. CENTROPIX recognizes the need to protect the brand of our Company and requires all CIAs to uphold and protect CENTROPIX and our progressive values, beliefs, and mission to business.

Marketing Policies and Guidelines at a Glance

To provide a solid foundation for our CIAs, the CENTROPIX Policies and Procedures have been implemented. Policies to protect our CIAs' opportunity, our customers, and CENTROPIX' integrity in the marketplace are critical. We encourage our CIAs to review the **Marketing Polices at a Glance** and share them with their organizations.

The marketing and promotion of CENTROPIX , the CENTROPIX opportunity, the CENTROPIX Compensation Plan, and the CENTROPIX message shall be consistent with the public interest, and must avoid all discourteous, deceptive, misleading, unethical, or immoral/illegal conduct or practices.

This document is provided for all CIAs to understand what is and is not acceptable when marketing CENTROPIX. For example, if CIAs develop their own marketing and promotional materials, notwithstanding their good intentions, they may unintentionally violate any number of statutes or regulations affecting the CENTROPIX business. These violations, although they may be relatively few, could jeopardize our Customers getting our Membership and the CENTROPIX opportunity for CIAs.

Advertising

- CIAs may only advertise or promote CENTROPIX using approved tools, templates or images acquired from CENTROPIX.
- CIAs may **NOT** market at swap meets, garage sales, flea markets.
- CIAs must not sell or attempt to sell any competing non-CENTROPIX products to other CIAs.
- Please refrain from creating, responding, or appearing in media advertising (television, radio, newspaper) or conduct interviews with the media without **PRIOR** CENTROPIX Compliance Department authorization.
- In countries where CENTROPIX is not open for business, CIAs may not promote the opportunity using official CENTROPIX materials.
- CIAs may not create their own marketing or advertising material offering any CENTROPIX products at a price less than the current retail price set forth at www.centropix.us. Similarly, CIAs may not sell any Centropix products at a price less than the current retail price set forth at www.centropix.us
- Banner advertisements may NOT be used on or with any social media websites.

Branding

- CIAs must identify themselves by name and as a CIA.
- CIAs may **NOT** use the CENTROPIX logo or create any logo that confuses the viewer into believing that they are CENTROPIX.

- CIAs may **NOT** create a third-party website.
- Never identify yourself as an employee of CENTROPIX or imply you are acting on behalf of the corporate office.
- Never use the corporate name, corporate logo, copyrighted material, or trademarks on any materials or communications on social media platforms, except in materials provided by and authorized by the company.
- CIAs may **NOT** use CENTROPIX or any variation of the company name in personal **emails, domains**, or any other written format whether digital or not.
- CIAs may **NOT** use the name CENTROPIX in ANY form in your team's name, a tagline, your personal website address or extension, in an e-mail address, as a URL, as a personal name or as a nickname.
- CIAs are prohibited from re-labeling ANY CENTROPIX products.

Marketing Materials

- CIAs may only display CENTROPIX products professionally and with no other non-CENTROPIX products for sale.
- CIAs must use the marketing and promotional materials produced by CENTROPIX.
- Don't alter or change CENTROPIX provided sales and marketing materials either electronically or in print.
- CIAs may submit self-created marketing materials for PRIOR written approval from CENTROPIX.
- CIAs must include their name, title and CENTROPIX website link on sales and marketing materials.
- Don't produce or distribute unauthorized marketing materials such as homemade t-shirts, hats, banners, water bottles, etc. without PRIOR written approval.
- Don't sell self-created sales aids to other CIAs.
- Don't create marketing materials offering our products at a price less than on the CENTROPIX website.
- Don't bundle or display CENTROPIX products in sales literature, or in meetings, with any other products or services to avoid confusing or misleading a prospective Customer into believing there is a relationship between the CENTROPIX and non-CENTROPIX products.
- Don't send unsolicited commercial emails.
- Digital Media Submission (YouTube, iTunes, PhotoBucket etc.) CIAs may **NOT** upload, submit, publish or post Centropix-related video, audio, or photo content that they develop and created. Submissions require PRIOR approval from Compliance and are not approved until a written notification from Compliance has been given.
- CIAs may NOT upload, submit, or publish any content (video, audio, presentations, or any computer files) received from Centropix or captured from any official CENTROPIX website or CIA's "Centropix Back Office" (CBO).

Social Media

- CIAs may choose to leverage social media and use it to build awareness which will create interest in our products and income opportunity, by publishing their replicated website **ONLY**.
- You may NOT explain the CENTROPIX Compensation Plan, products, or technology on Social Media. Or anything pertaining to CENTROPIX as a company and/or opportunity may not be posted.
- ALL self-created materials must be PRIOR authorized by Compliance and must be consistent with the CENTROPIX Policies & Procedures.
- CIAs may create a business profile page on social media **EXCLUSIVELY** for their CENTROPIX business.
- CIAs may upload, submit, or publish self-created, CENTROPIX related video, audio, or photo content as long as it is consistent with the Policies & Procedures and has been PRIOR approved by Compliance.
- CIAs cannot use or register any domain name that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume that the website accessible through the URL is the property of CENTROPIX .
- CIAs may have team websites (without the name CENTROPIX in the title) that must be password protected & used only for their sales organization. The CENTROPIX home office must be included on any team websites and

Compliance must approve the website. Testimonial policies ABSOLUTELY apply in Team Websites. Do not make product/drug claims in team websites or anytime you are representing CENTROPIX.

- CIAs may post or “pin” photographs and repost videos as provided on CENTROPIX social media sites.
- Don’t use any online classified (for example, Craigslist) to list, offer or sell CENTROPIX products.
- Don’t list CENTROPIX on eBay, Amazon or other online ecommerce websites or knowingly allow a third party to sell CENTROPIX on any online retail store or ecommerce site.

Solicitation

- Don’t solicit CIAs to join another Affiliate or Multilevel Marketing Program
- Don't engage in crossline recruiting or unethical business practices.
- Don’t solicit CENTROPIX Customers or CIAs who have an active account and are participating in the CENTROPIX opportunity to join you in another Direct Selling opportunity.

Claims

- CIAs may **NOT** make any claim that CENTROPIX products are useful in the cure, treatment, diagnosis, mitigation or prevention of any diseases or symptoms of diseases. Such statements can be perceived as drug or medical device claims, and they may lack adequate substantiation. Not only are such claims in violation of the CIA Agreement, but they also violate the laws and regulations of the United States and other jurisdictions.
- If a CIA is also a licensed Healthcare Practitioner, he/she cannot “prescribe” Centropix products to anyone. Centropix products are NOT medical devices. They are Wellness and Fitness products.
- No claims (which include personal testimonials) as to therapeutic, curative, or beneficial properties of any products offered by CENTROPIX may be made except those contained in official CENTROPIX literature.
- Don’t represent that our products are the reason you have stopped taking drugs, drugs are for diseases.
- Don’t represent or imply that CENTROPIX or its Compensation Plan have been “approved,” “endorsed” or sanctioned by the federal government, state regulatory agencies or any other government agency.
- Don't make unauthorized or exaggerated income projections, claims, or guarantees while presenting or discussing our opportunity or Compensation Plan. You must display the Income Disclaimer when presenting the Compensation Plan in any format.
- Don't misquote or omit any significant facts about the CENTROPIX Compensation Plan.
- Don't show copies or originals of your commission checks or post them on any Social Media sites.
- Do not reproduce nor show nor disclose your bank statements or your eWallet account to others, showing Centropix commission and earnings deposits made to eWallet and your bank account.
- When presenting or discussing the CENTROPIX Business Pay Plan, you must make it clear to prospects that financial success with CENTROPIX requires commitment, effort, sales skills and leadership. Conversely, you must never represent that one can be successful without diligently applying themselves. Examples of misrepresentations in this area include:
 - It’s a turnkey system;
 - It’s a Franchise-like business;
 - The system will do the work for you;
 - Just get in and your downline will build through spillover;
 - Just join and I’ll build your downline for you;
 - The company does all the work for you;
 - You don’t have to sell anything; or
 - All you must do is buy your products every month.

Events

- Do not record audio/video at any Company events. The content of all company sponsored events is copyrighted material. **NO audio or video recording is allowed at any CENTROPIX event unless done at the Company’s request.**

- Still photography **is** allowed at events.
- CIAs may choose to promote their business at special events or business/home gatherings or online webinars.
- CIAs may display, promote and/or sell CENTROPIX products at tradeshow and professional expositions if they register the event PRIOR with Centropix Compliance Department.
- Don't upload, submit or publish any content (video, audio, presentations or any computer files) produced by CENTROPIX or captured at official events without prior written approval or unless content is publicly available on the public facing website or on Social Media provided by CENTROPIX.

Support

- CIAs should monitor their organizations to guard against downline CIAs making improper product or business claims, violations of the Policies and Procedures, or engaging in any illegal or inappropriate conduct.
- CIAs must emphasize, when presenting CENTROPIX, that marketing of product is a required activity for CIAs.
- CIAs must support, protect, and always defend the integrity of the CENTROPIX products and income opportunity.
- CIAs must make reasonable effort to support and train CIAs in their downline.
- CIAs may access all tools and reports that are available in the Centropix Back Office (CBO).

Compliance

- Don't make disparaging statements about CENTROPIX, other CIAs, CENTROPIX employees, products, sales and marketing campaigns, or the Compensation Plan, or make statements that unreasonably offend, mislead, or coerce others.
- You must use the proper product disclaimer and/or income disclaimer when making claims regarding CENTROPIX. See the back office for both the product disclaimer and/or the income disclaimer.

Taxes

- CIAs must pay their US Taxes directly to the IRS. As an Independent Entrepreneur, you are responsible for paying your business taxes as a 1099 business associate.
- Centropix does NOT file your income tax for you. It is your responsibility to do so.
- Centropix advises you strongly to seek the advice of an accountant in regard to your income derived from your CIA business.

CIAs must abide by our Policies and Procedures. When violations do occur, it may result in disciplinary actions such as a warning, suspension, or termination, based on the company's careful review and discretion.

Please refer to the Policies and Procedures document in your back office for a complete explanation of all policies.

You may contact us for any additional questions at:

Compliance@Centropix.us