



AVON JUSTINE ADVERTISING AND INTERNET RULES OF CONDUCT FOR INDEPENDENT SALES CONSULTANT

Justine name, logo, brands, product names are all types of trademarks protected by law.

That's why we created this simple guide to explain how those trademarks may be used by Justine Independent Consultants.

Please bear in mind that this leaflet is only the extract from the Justine Advertising and Internet Rules of Conduct which is available on our website at justine.co.za.

Trademark and Advertising materials

Only use Justine's most current name, logos, brands, product names with preliminary approval from Avon Justine. Those Justine logos, images or photographs are available on request, from avonjustimemarketing@avon.com.

Justine can provide you with sample layouts to help you in creating your print/online advertisements.

If you create your own advertisement without Justine preliminary approval, always distinguish yourself as an "Justine Independent Consultant" to indicate that it was not created by Justine.

Online presence

Justine online selling tools are the best way for you to offer Justine products for sale online. However, if you decide to create your personal website for selling Justine products please respect the following requirements:

1. you may not use Justine trademarks (e.g. Justine as a name) in your domain names, URLs, or email address without the preliminary approval of Justine;
2. any email address that you advertise or link to on a website may not contain any Justine trademarks;
3. it must be transparent that the site is yours, not Justine's;
4. please disclose your relationship to Justine by placing the phrase "Justine Independent Consultant" in a prominent location on your own page (appearing in the same or larger font size as the surrounding text) and in your email signature;
5. Your website must include the following disclaimer on each page:
"The statements, views and opinions made or expressed on this website are solely those of Justine Consultant, [your name]. They are not made by or on behalf of Justine or approved or authorized by it in any way."
6. when you advertise your personal website, you agree not to use the Justine trademarks in your advertisement title;
7. in case you sell Justine products either on online auction sites (e.g. Amazon or Takealot) or through your private website, you may not use any Justine trademark or copyrighted work, including logos, official product photos, copy of brochure pages, taglines or slogans in your marketplace or auction listings.

Social media



You are encouraged to be present on social media, to blog and leave comments about Justine products where they deem appropriate but must do it always in an honest and truthful manner in line with the following rules:

1. Your social media page, group name or account names/handles shall generally not be named using the Justine trademark as it may mislead the consumer to believe that the page is an official Justine page/group.
2. You may not copy any Justine image, whether obtained from an Justine website, or an internet search to include in posts online.
3. However, you may link to content on Justine websites or, where available, use the sharing function on Justine's official websites or social media posts, to share images that Justine has posted publicly