



Marketing Policies & Guidelines at a Glance

CENTROPIX proudly authorizes our Brand Partners (CENTROPIX Independent Brand Partners) to represent our company nationwide. We expect our Brand Partners 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 Brand Partners 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 Brand Partners, the CENTROPIX Policies and Procedures have been implemented. Our Policies to protect our Brand Partners' opportunity, our customers, and CENTROPIX' integrity in the marketplace. We encourage our Brand Partners to review the Marketing Policies at a Glance provided and share them with their organization.

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 Brand Partners to understand what is and is not acceptable when marketing CENTROPIX. For example, if Brand Partners 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 Brand Partners.

Advertising

- Brand Partners may only advertise or promote CENTROPIX using approved tools, templates or images acquired from CENTROPIX.
- Brand Partners may **NOT** market at swap meets, garage sales, flea markets.
- Brand Partners must not sell or attempt to sell any competing non-CENTROPIX products to other CENTROPIX Brand Partners.
- 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, Brand Partners may not promote the opportunity using official CENTROPIX materials.
- Brand Partners 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.centropixgroup.com. Similarly, IBPs may not sell any Centropix products at a price less than the current retail price set forth at www.centropixgroup.com.
- Banner advertisements may not be used on or with any social media websites.

Branding

- Brand Partners must identify themselves by name and as an Independent CENTROPIX Brand Partner.
- Brand Partners may **NOT** use the CENTROPIX logo. Brand Partners **MAY** use the CENTROPIX Brand Partner logo.
- Brand Partners may **NOT** create a third-party website.
- Never identify yourself as an employee of Company 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.
- Brand Partners may **NOT** use CENTROPIX or any variation of the company name in personal emails, domains, or any other written format whether digital or not.
- Brand Partners may **NOT** use the name CENTROPIX in ANY form in your team name, a tagline, your personal website address or extension, in an e-mail address, as a personal name or as a nickname.
- Brand Partners are prohibited from re-labeling ANY CENTROPIX products.

Marketing Materials

- Brand Partners may only display CENTROPIX products professionally and with no other non-CENTROPIX products for sale except as allowed in the Brand Partners Dr's offices.
- Brand Partners 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.
- Brand Partners may submit self-created marketing materials for PRIOR written approval from CENTROPIX.
- Brand Partners 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 Brand Partners.
- 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.) IBPs may **NOT** upload, submit, publish or post Centropix-related video, audio or photo content that they develop and create.

- IBPs 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 Brand Partner back office

- official Centropix events or in buildings owned, leased, or operated by Centropix without prior written permission from Centropix.
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Social Media

- Brand Partners may choose to leverage social media and use it to build awareness which will create interest in our products and income opportunity.
- You may not explain the CENTROPIX Compensation Plan on Social Media.
- All self-created materials must be PRIOR authorized by Compliance and must be consistent with the CENTROPIX Policies & Procedures.
- Brand Partners may create a business profile page on social media EXCLUSIVELY for their CENTROPIX business.

- Brand Partners may upload, submit or publish self-created, CENTROPIX related video, audio or photo content as long as it is consistent with the Policies & Procedures.
- Independent Brand Partners 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 .
- Brand Partners 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. Testimonial policies do apply in Team Websites. Do not make product/drug claims in team websites.
- Brand Partners may post or “pin” photographs and repost videos as provided on CENTROPIX social media sites.
- Don’t use online classified (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 Brand Partners to join another company that directly competes with CENTROPIX .
- Don't engage in crossline recruiting or unethical business practices.
- Don’t solicit CENTROPIX Customers or Brand Partners who have an active account and are participating in the Company opportunity to join you in another Direct Selling opportunity.

Claims

- Brand Partners 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 IBP Agreement, they also violate the laws and regulations of the United States and other jurisdictions.
- 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.
- 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.
- 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;
 - 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 have to 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.
- Brand Partners may choose to promote their business at special events or business/home gatherings.
- Brand Partners may display, promote and/or sell CENTROPIX products at tradeshows and professional expositions.
- 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

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

Compliance

- Don't make disparaging statements about CENTROPIX, other Brand Partners, 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 .

You may contact us for any additional questions at: compliance@centropixgroup.com

Taxes

- Brand Partners must pay their US Taxes directly to the IRS. As an Independent Social Entrepreneur, you are responsible for paying your business taxes as a 1099 business associate.

Brand Partners 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: financials@centropixgroup.com