



July 12, 2018

Dear ABO,

We are pleased to see many ABOs using social media to build their businesses, to communicate and promote their personal brands. We want Amway’s official media accounts and digital properties working effectively with yours to maximize this effort. Consistency and accuracy are key, so we have created and will soon be launching new Rules and Standards to help. And we need your help too.

Please take time between now and August 15, 2018 to review all your social media accounts and digital properties (Facebook, Instagram, Twitter, Shopee, OLX, Lazada, websites, etc.). We ask that you make any necessary changes to ensure you are in compliance to *Section 9.0 Use of Amway Trade Name, Trademarks and Copyrighted Materials* of the Rules of Conduct.

This Rule prohibits the use of “Amway” or any Amway brand logo, trademark (product or brand names), or product image for account usernames, handles, page names, domain names, profile pictures, or backgrounds, unless you have written permission from Amway. The spirit of this rule is to ensure brand integrity and consistency in how we market our brands and products.

Your prompt attention to this will be greatly appreciated. It will go a long way toward strengthening our brands online. The chart below should be used as a guide to follow:

	<b>Violation of Section 9.0 of the Rules of Conduct</b>	<b>Not a violation of Section 9.0 of the Rules of Conduct</b>
<b>Social Media Property Username:</b>	MyNutrilite or ArtistryGirl23	Christine or BeautyQueenNancy
<b>Social Media Handle:</b>	@myDoubleX or @NutriliteFitness	@workfromhome or @summerfitness
<b>Digital Property Domain Name:</b>	<a href="http://www.thisismyAmwaysite.com">www.thisismyAmwaysite.com</a>	<a href="http://www.michellefitness.com">www.michellefitness.com</a>

After **August 28, 2018**, we will conduct a review of all social media and digital properties to address non-compliant accounts. This is to ensure integrity and proper representation of our brands and products across the social and digital landscape. Accounts and properties not in compliance with our Rules will be submitted for removal and shutdown.

Please note - you will not be contacted by Amway before such requests are submitted. Furthermore, any ABO found to violate the Rules of Conduct after this will be subject to any sanctions available to Amway under the ABO Contract or applicable laws, including without limitation the termination of the ABO’s business according to **Section 11, Breach of Contract; Procedures and Section 12 Breach of Contract; Sanctions**.



For your convenience, please find below a few links on how to change your username in several major online platforms:

<https://www.facebook.com/help/162586890471598?helpref=related>

<https://help.twitter.com/en/managing-your-account/change-twitter-handle>

<https://help.instagram.com/583107688369069>

<https://help.shopee.ph/hc/en-us/articles/115007651287>

<https://olxph.zendesk.com/hc/en-us/articles/360004120754>

<https://www.lazada.com.ph/helpcenter/my-account/?spm=a2o4l.helpcenter.0.0.7f54218aQb8pa5>

Please contact the Business Conduct & Rules c/o Aileen Gragera ([aileen.gragera@amway.com](mailto:aileen.gragera@amway.com)) if you have any questions. Thank you for your prompt attention and help with this important issue. By working together, we can continue to build strong brands and businesses.

**Amway Philippines L.L.C.**