



Social Media Guidelines

Kyäni Compliance

THE KEY PRINCIPLES AND POLICIES FOR SHARING KYÄNI'S EXCEPTIONAL PRODUCTS AND BUSINESS OPPORTUNITY

- The Policies & Procedures and Income & Product Claims Guidelines apply to online and offline communications

WHAT WE CAN DO WITH SOCIAL MEDIA

- Join official Kyäni pages
- Create Independent Business Partner (IBP) business pages using approved content and guidelines
- Link to the Kyäni Shop (Kyani.com) website
- Share images, videos, and business support materials that comply with company guidelines

SOCIAL MEDIA DON'Ts

- **Don't:** recruit or attempt to sell products through any online classified, marketplaces, or buy/sell sites or groups, Amazon, eBay, OfferUp, Craigslist, Etsy, etc.
- **Don't:** use company trade names or trademarks in a confusing way. For example, if Kyäni is to be used in social media, any usernames that have Kyäni in them must contain "Kyänidist" or "Kyäniteam" in them. For example, Kyanidist, Kyani Distributor or Kyaniteam would be acceptable. No product names, countries, markets or territories should be included
- **Don't:** use unapproved third party pictures, celebrity endorsements, or literature to promote the products or business
- **Don't:** create and post/upload training videos that do not follow guidelines issued by Compliance
- **Don't:** set "Kyäni" or "Kyäni, Inc." as your employer on any social media platform

PRODUCT CLAIMS DOs

- **Do:** use claims found in the Product Claims Guidelines for your market
- **Do:** recommend that Customers talk to their healthcare provider for ALL healthcare concerns or questions
- **Do:** state that Kyäni products are dietary supplements and skin care, not medicine or treatment for medical conditions or illnesses
- **Do:** share positive personal testimonials that are consistent with approved claims

PRODUCT CLAIMS DON'Ts

- **Don't:** claim that our products treat, cure, prevent or help any medical condition
- **Don't:** state or imply that our products helped address, treat, cure or prevent any disease or other medical condition, or that imply a result that is different from, or goes beyond, our approved marketing claims
- **Don't:** make claims for a product that are not found on Kyäni's website or in Kyäni marketing materials applicable to your region or market
- **Don't:** use unapproved pictures, celebrity endorsements, literature, videos, or materials to promote the products

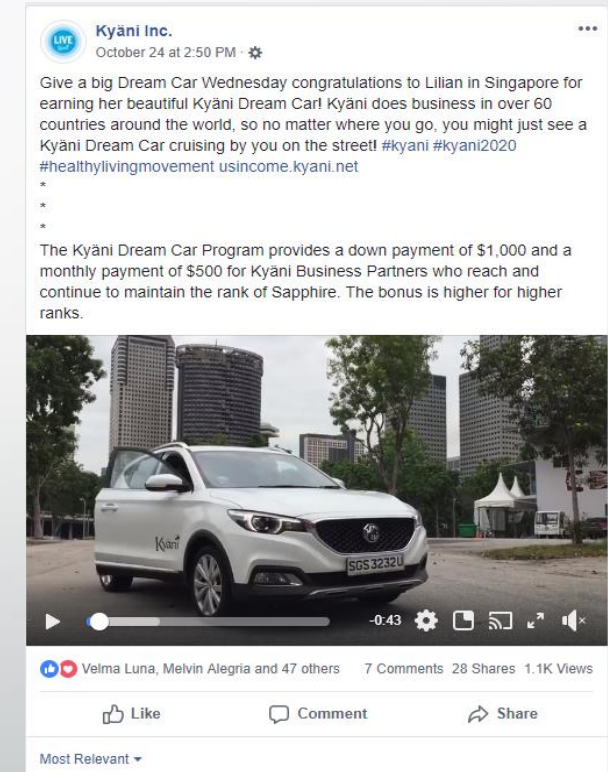
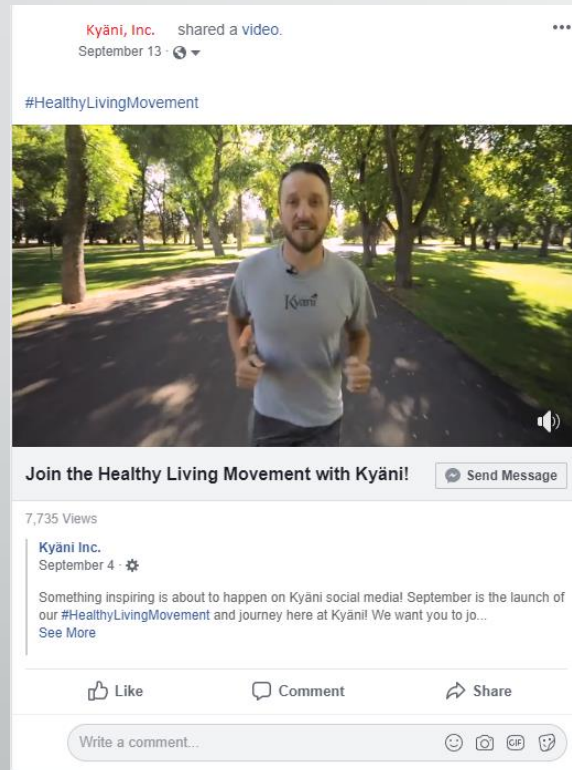
INCOME CLAIMS DOs

- **Do:** share the US Income Disclosure Statement (usincome.kyani.com)
- **Do:** emphasize that reaching your rank took hard work and dedication
- **Do:** state how many hours you spent each week building your Kyäni business
- **Do:** share how much experience you have with the direct selling industry

INCOME CLAIMS DON'Ts

- **Don't:** post copies of commission checks, or BackOffice screenshots
- **Don't:** use the word "free" to advertise the Dream Car Program
- **Don't:** make lavish or unrealistic lifestyle claims
- **Don't:** offer or imply any guarantee of success by simply following a system

EXAMPLES OF SOCIAL MEDIA DOs

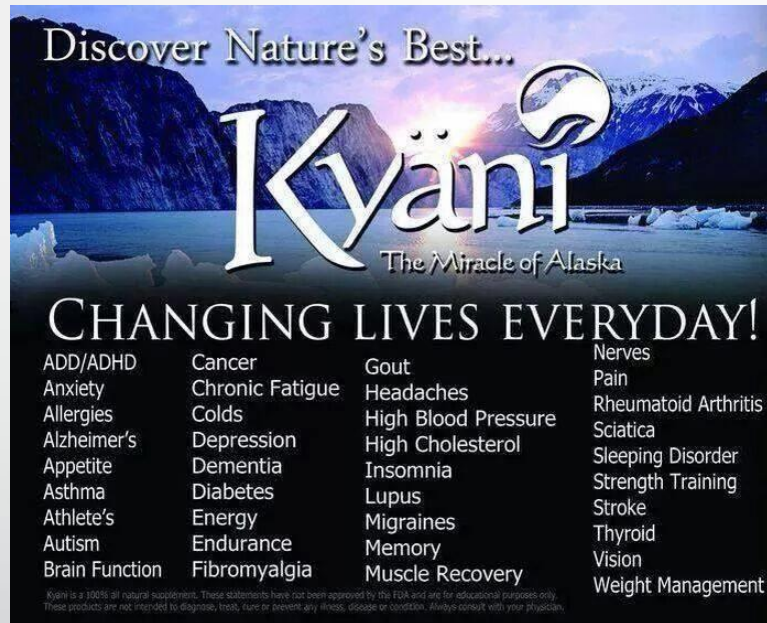


**Remember that you can share content from official Kyäni websites. Hit the "share" button, don't re-upload.*

EXAMPLES OF SOCIAL MEDIA DON'Ts



In addition to being a graphic image, this is a disease claim



These are disease claims



Jackie Chan does not endorse Kyāni

DISCLAIMERS

- **Use the following disclaimer in conjunction with the claims from the Product Claims Guidelines:**

These statements have not been evaluated by the Food and Drug Administration. Kyäni products are not intended to diagnose, treat, prevent, cure, or mitigate any disease or condition.

- **Use this AND the income disclosure link (usincome.kyani.com) with any lifestyle or income claims:**

Results are neither typical nor guaranteed. Like any business, success with Kyäni requires hard work, dedication, and skill. Successful Kyäni Independent Business Partners work very hard to achieve results like this.

- **To be displayed with any publication of a Kyäni Dream Car:**

The Kyäni Dream Car Program provides a down payment of \$1,000 and a monthly payment of \$500 for Kyäni Independent Business Partners who reach and continue to maintain the rank of Sapphire. The bonus is higher for higher ranks.

*US Income Disclosure Statement: usincome.kyani.net

KYÄNI COMPLIANCE

- If you have any questions about what is and what isn't allowed, check with compliance.usa@kyanicorp.com prior to posting on social media.