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TRADE MARK

HOME BUSINESS OPPORTUNITY



The Watkins Co. Marketing Policy

For Independent Watkins Consultants



Crafting Award-Winning Gourmet Flavors Since 1868.TM

The Watkins Co. Marketing Policy

For Independent Watkins Consultants

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Introduction

We (The Watkins Co.) want to help each of you (our Independent Watkins Consultants) to be as successful as possible in marketing our products and our home based business opportunity. Since you are an Independent Consultant, we allow flexibility in the ways you communicate with customers and prospective team members. However, in order to protect The Watkins Co. name and our brand image, we also have requirements you must follow.

This document is the official The Watkins Co. Marketing Policy for Independent Watkins Consultants. The purpose is to specify the appropriate and acceptable ways you can market your business through printed materials, advertising, social media, online, email, and other methods. Due to the evolving nature of Internet technologies, we will update these policies from time to time and will alert Consultants when the policy changes. Consultants who choose to utilize online and print marketing methods must accommodate all policy changes in a timely manner. The Watkins Co. reserves the right to change, modify, or discontinue this policy at any time at our sole discretion. Repeated failure to follow these rules can lead to fines or termination of your membership (see Section 6 for details).

First, this introduction will help you understand your role as an Independent Watkins Consultant (especially as it relates to our other marketing channels), and will help you understand the need for this marketing policy. Next, we list key concepts from the policy to help you avoid accidentally violating important requirements. Third are sections with specific rules. Lastly, we provide a section of definitions.

You Play an Important Role

Our mission at The Watkins Co. is to be the most trusted natural products company. We want to increase the number of families who choose Watkins products over other brands. We are thrilled that you are part of those efforts. You and our thousands of other Independent Watkins Consultants are a part of our company's proud heritage stretching all the way back to 1868.

About Multiple Marketing Channels

To reach as many households as possible, we promote our products through a variety of different marketing "channels." You (our Independent Watkins Consultants) make up our Home-Based Business channel. In addition, we arrange for national store chains to carry products, and we partner with wholesale brokers who get products into regional and local stores. We also promote our products through magazines, online, television, and other methods to develop more interest in our brand and to generate customers who order direct from us (The Watkins Co.).

Having multiple channels is a good thing. By exposing people repeatedly to The Watkins Co. name and our products through multiple channels, people across the U.S. and Canada will begin to think of The Watkins Co. brand when they want products. This can lead to more sales for each of the channels as we gain more market share from our competitors.

At the same time, each channel needs to operate as independently as possible, without overlapping the visibility of the other channels. Any significant overlap becomes very confusing to consumers. For example, if you were presenting our products at a craft show booth, you wouldn't want a blue-vested employee of a national discount chain to walk up and start telling your customers that they could get The Watkins Co. products at their store. Likewise, it wouldn't make sense for you to stand next to the shelf of The Watkins Co. products in their store and try to sway shoppers to buy from you instead. That would be completely confusing (and most likely a "turn off" as well) to people who simply wanted The Watkins Co. product! To avoid that kind of confusion for customers, each channel needs to operate in its own sphere of visibility, and reduce "stepping on the toes" of other channels.

That is one important reason for this marketing policy.

The Two Sides of Your Business

As an Independent Watkins Consultant, you have two different activities that can lead to income for you: 1) selling products to customers; and 2) sponsoring other Consultants. You may want to think of these as two different sides of your business, or even as two channels within your overall business. This is important, because some rules of this policy apply differently to selling versus sponsoring.

Selling Efforts Should Be Person-to-Person and Mostly Local

We intend for you to focus your selling efforts on person-to-person efforts in your own local area. Whether you're showing someone a catalog, selling at a fair booth, or presenting products through a party/event, the benefit of working locally is that you can give personal, friendly service. You can ask people about their needs, share your personal experience with the products, and recommend products they might want to try. That local, person-to-person interaction is something that our other marketing channels can't offer, and it's a key reason you are so important. "Personal service with a smile" has resulted in many millions of satisfied customers—and you can feel proud to be continuing the history of the "Watkins Man" or "Watkins Woman."

Besides your local selling efforts, it is okay for you to promote product sales directly to people you already know (such as friends, relatives, and acquaintances) who live anywhere in the United States or Canada. Plus, you can ask existing customers for referrals to other people (local or far away) who you can contact individually to tell them about our products.

Please note, however, that your selling efforts must NOT include online activities or national/regional media advertising designed to turn strangers into customers. Our corporate staff coordinates an extensive international marketing plan designed to reach the public with a consistent brand image. Having individual Consultants competing to sell products or find new customers through their own online, national, or regional marketing could be confusing to customers and could potentially damage The Watkins Co. overall brand image.

The detailed sections of the policy give more specifics of what you can and cannot do in regard to promoting product sales.

Sponsoring Efforts Can Include Some Online Promotions

When you are looking for people who may be interested in joining you as an Independent Watkins Consultant, you will likely want to start with person-to-person efforts in your own local area (just as with looking for new customers). You'll also want to make personal contact with friends, relatives, and other people you know who live farther away to let them know about our business opportunity.

However, as you'll see in this policy, you MAY also promote the business opportunity online within specific guidelines. Our corporate staff does not do any promotion of the business opportunity as part of their international marketing efforts (so you won't be "stepping on the toes" of Corporate's efforts as you would be by promoting product sales online to strangers).

Discuss Your Marketing Plan with Your Leaders

Whether you decide to grow your business through a focus on selling, sponsoring, or a combination of both, we encourage you to discuss your marketing ideas with a leader above you in the organization BEFORE you invest any significant time or money into your efforts.

Just because a particular marketing method is allowable does not mean that it will give you the results you want, or that it is the best marketing method for you. Your leaders will be able to tell you what has worked or not worked for other team members, and can help steer you towards success.

If you want to discuss your marketing ideas or if you have any questions about this policy, you can contact any leader above you in the organization, including your Watkins Home Business Executive (the Consultant above you who has reached the Executive achievement level). If you don't know who to contact, please refer to the TimelessIntegrity.com website and click on the tab My Leaders.

What's Included in "Online and Print Marketing"

References to "online and print marketing" in this policy include any methods and tools that exist now or that may exist in the future, which allow for communication, interaction, and information sharing, such as:

- email, faxes, text messages
- websites
- social networking and sharing sites like Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube, Flickr, etc.
- print and broadcast advertising
- blogs and podcasts

- message boards and other community forums
- streaming and online video

Also, for the purpose of this policy, “content” will mean any information that is communicated or shared through any method, such as the methods and tools mentioned above. This includes social media tweets, status updates, or comments; multimedia files; printed documents; any information that is published to, posted to, uploaded to, downloaded from, or accessible through any online websites, apps, or other electronic or print communications.

Key Concepts

The list below spotlights a number of key concepts from this policy, to help you avoid accidentally violating important requirements. Be sure, however, to read the entire policy to understand the full scope of the requirements.

- You MAY communicate with people you know (friends, relatives, acquaintances, former friends and coworkers, referrals from friends, etc.) in person, by phone, through email, social media or through postal mail to let them know about The Watkins Co. products or business opportunity.
- You MAY advertise in your local newspaper and other local publications, but NOT in regional or national publications.
- You MAY use your personal social media accounts (such as your personal Facebook page) to update your online friends about your business, but you must follow the guidelines outlined in Section 2 of this policy.
- You must NOT post anything to the Facebook pages or other social media platforms maintained by The Watkins Co. that would indicate that you are a Consultant who is trying to sell products or sponsor other team members. The Watkins Co. pages are NOT to be used as a source of leads or to cultivate prospects.
- You may NOT create any kind of online presence outside of the resources provided by The Watkins Co. (website, blog, etc.) to promote product sales or attract strangers into becoming new customers for you. We (The Watkins Co.) already have an extensive international marketing plan in place, and we cannot allow online solicitations from individual Consultants to confuse the public.
- You may NOT use the word “watkins” or “1868” in whole or part as any portion of any email address, web domain name, or web address (URL).
- You must follow the rules that control the use of The Watkins Co., Watkins 1868, and J.R. Watkins trademarks.
- Many of the allowable marketing methods require that you get prior approval from us by submitting a Marketing Request Form.

Section 1: Brand Integrity Trademarks and Copyrights

Protecting The Watkins Co. name since 1868, we have worked hard, with the help of our Independent Consultants, to build an outstanding reputation for quality products, personal service, and integrity. The Watkins Co. name must be carefully preserved and protected.

The Watkins Co., Watkins 1868 and J.R. Watkins are registered Trademark names of The Watkins Co. and our sister company The J.R. Watkins Co. and are the property of the owners of The Watkins Co. Our trademark protection extends to the names “Watkins”, “Watkins 1868”, “The J.R. Watkins Co.”, and “J.R. Watkins”, our logos and symbols, and the various names we give our many products and services. The Watkins Co. & The J.R. Watkins Co. products, symbols, and services enjoy this protection under the law and may not be used by any other company. In addition, we own the copyright to all text, images, and other content that we create for our catalogs, websites, social media accounts, and other materials.

We reserve the right to prohibit any marketing used by any Independent Watkins Consultant in conjunction with The Watkins Co. Home Based Business (including any online or printed advertisement, domain name, webpage, social media presence, or URL) that we feel is misleading in any way and/or could negatively impact the company image and brand.

Content Usage Requirements

In order to protect The Watkins Co., Watkins 1868, and J.R. Watkins brands, the following rules must be adhered to by Independent Consultants when they advertise or promote The Watkins Co. Home Based Business through online or print activities:

Using The Watkins Co., Watkins 1868, and The J.R. Watkins Co. Content

As a Home Business Consultant, you are welcome to use content published in certain materials to produce communications that promote your business.

- You may use product or promotional content found on TimelessIntegrity.com and in our Home Based Business catalogs and training materials.
- Content from the above sources is not meant to be copied verbatim into your online or social media pages, print advertisements, brochures, etc. The content is meant to be used as a resource to create your own message and voice with your audience.
- Content we publish in social media channels may not be used in whole or in part without citing the source. See below for what to include when citing a source on social media platforms.

Copyright and Attribution

- When you copy any content from us or any other source, you should respect copyrights, provide appropriate attribution, and cite your sources.
- Do not post any images or other content from another source unless you are sure it is in the public domain or that the owner has granted permission. Check website terms of service to see if the site has rules about when you may reproduce content.
- When citing sources, you should include the title of the work and the creator’s name. Also include a link to the original source (if it was online), or the publication name (if the original was in print).

Restrictions on Trademark Name Usage

You may NOT use, purchase, or register any domain names, web addresses (URLs), keywords, meta tags, or email addresses that include, in whole or in part, The Watkins Co., Watkins 1868, or The J.R. Watkins Co. names or any associated trademarks. You may NOT create, operate, or maintain any website or webpage that includes the word “Watkins”, “1868” or any other form of the registered trademarks in any part of the URL.

Examples of prohibited uses include domain names like www.watkinsproductsandmore.com or www.bestwatkins.com, an email address like watkinsman1868@gmail.com, or a webpage URL like www.janesbusiness.com/watkins1868.com. None of these are allowable because they contain all or part of The Watkins Co. trademarked names.

Logo Usage Requirements

Maintaining a strong corporate identity and brand name helps The Watkins Co. to differentiate ourselves from the competition and unify our product line. Our philosophy is that the packaging reflects the finest in quality and product value to which we are proud to attach the Watkins name. To keep our identity strong, all logos must be used consistently and uniformly.

Because these logos are federally registered, it is important that these are the only logos used and that they are reproduced exactly. The legal protection of our name and logotype prevents others outside our company from using it. However, to preserve this right, the logos must be consistent in appearance and use. The logos are one of our most important assets and are relatively easy to protect and care for. It is important that the logo be reproduced exactly as shown. You can find the graphic file for the logo on Watkins1868.com, under Consultant Dashboard, then Consultant Library, then Marketing and Advertising Materials.



We use several different logos to brand our various products and services, but you (as an Independent Watkins Consultant) may use only the Home Business Opportunity Logo (shown above) on any marketing content you create (such as external training or recruiting websites, social media, local print advertising, stationery, business cards, etc.). Consultants are prohibited from using any other Watkins logos.



A clear zone of open space must surround the Watkins logo. This zone has been established to assure that the Watkins logo is presented with maximum clarity and visual impact. This clear zone is determined by a measure equal to 1/3 of the height of the Watkins logo. No graphic element should intrude into this field.

Consultant Identification

All marketing materials you create, control, distribute, post, or share through any method must be consistent with your role as an “Independent Watkins Consultant” and should clearly identify you as such.

Your marketing materials must NOT suggest or imply that you are an employee of The Watkins Co. For example, your contact information may not list any email address, website, postal mail address, or alphabetic phone number that would lead people to believe they were contacting The Watkins Co.

If you choose to use any online presence (such as a website) that is allowable under this policy, it cannot suggest or imply that it is an official site of The Watkins Co. To avoid confusion for people who are seeking the official site of The Watkins Co., your name and the exact words “Independent Watkins Consultant” must be clearly displayed at the top of each and every page (for example “Jane E. Smith, Independent Watkins Consultant”).

Marketing Request Form

You must get approval from us prior to implementing certain marketing activities. Fill out the Marketing Request Form located on Watkins1868.com. Log in first then go to the Consultant Dashboard ==> Consultant Library ==> Marketing & Advertising Policy & Resources ==> Online Marketing Request Form. You must submit a Marketing Request Form for many types of marketing, including many online marketing activities. We specify which activities require approval later in this policy. You must also submit a Marketing Request Form if you want to copy content from our company produced materials (except, as mentioned above, you do not need specific approval for product or promotional content found on Watkins1868.com, in our product catalogs, or in our training materials).

Section 2: Online Marketing

The Watkins Co. allows you to promote your business though some online methods if you follow the rules in this section. Please note that some rules are different depending on whether you are trying to promote the sale of Watkins products or whether you are recruiting new Consultants to your team, so please read these rules carefully. Also, remember that we suggest you discuss your marketing plan with your leaders before investing any significant time or money (see the Introduction for details).

Email, Text Messages & Faxes

You may use emails, text messages, and faxes to share information about Watkins products or the business opportunity with people you know, such as friends and relatives (or anyone who has previously exchanged nonbusiness communications with you).

You do not need prior approval from Watkins corporate to send emails, text messages or faxes to these people. But you must stop emailing, texting or faxing anyone who specifically asks you to stop.

You may not, however, send emails, text messages, or faxes to prospective customers or prospective Consultants who are strangers in an attempt to sell them a product or recruit them into the business. In other words, you may not use or transmit unsolicited text messages or faxes, mass email distribution, unsolicited email, or anything that could be interpreted as “spamming” relative to the operation of The Watkins Co. business.

Watkins1868.com e-Consultant Website

As a Consultant, you will receive an “e-Consultant Website” feature of our Watkins1868.com corporate website. It provides you with a customizable webpage where you can write stories about the business opportunity, your experiences, Watkins 1868 or J.R. Watkins products, and other business promotion.

- The e-Consultant site uses a pre-defined template, which makes it easy for you to add stories.
- You may customize your e-Consultant webpage within the template provided, but you must not use any advanced webpage programming or other tools to alter the pre-defined layout in any way.
- You may tell others about The Watkins Co. business by giving them your own personalized URL (which will be something like [Watkins1868.com/consultant/ID #](http://Watkins1868.com/consultant/ID#)).
- You may not place any links to other websites or webpages not associated with your Watkins business on your customizable e-Consultant webpage.
- You do not need to get explicit approval from us for personalized content on your webpage, but you must follow the other marketing policies in this document. Take special note of the Content Usage Requirements in Section 1 when adding personalized content to your webpage.
- We reserve the right to review and remove content from e-Consultant pages that is not within compliance of this policy.

In addition to the ability to customize a page, your e-Consultant website helps ensure that you get credit when your prospect places an order or joins the business. (Once prospects are on your e-Consultant site, they will not need to enter your ID# or name in order for you to get credit.)

Social Media Marketing

You may use social media to promote your Watkins business, within the rules specified below. The intent and purpose of your communication should be to provide information to people in your social network, and to encourage them to contact you or visit your customizable page on your e-Consultant website.

Before you read any further we would like to remind you of the Violation Policy. This policy is applied to all social media activities associated with your Home Based Business.

First Violation: A Warning and your profile will be blocked from The Watkins Co. / Watkins social media page where the violation took place. (Example: Consultant blocked on Facebook).

Second Violation: \$200 fine and your profile will be blocked from The Watkins Co. / Watkins social media page where the violation took place. (2nd Violation Example: Consultant blocked on Facebook + Instagram).

Third Violation: \$500 fine and your profile will be blocked from The Watkins Co. / Watkins social media page where the violation took place. (3rd Violation Example: Consultant blocked on Facebook + Instagram + Twitter).

The Watkins Co. Corporate Social Media Pages

The Watkins Co. maintains corporate social media pages on Facebook, Instagram, Twitter, Pinterest, LinkedIn, and YouTube. The Watkins Co., Watkins 1868 and The J.R. Watkins Co. social media pages are consumer focused pages that support the Watkins 1868 and J.R. Watkins brands. The pages are meant to engage consumers and allow them to post and respond to posts made by The Watkins Co. staff. The Watkins Co. manages and answers questions in regard to product and/or business information.

- Consultants may “Like” images, share images, and post positive comments on corporate posts provided that they do not mention their Home Based Business, distract from corporate marketing initiatives or reply to comments/questions about The Watkins Co., Watkins Brand, or Watkins Products asked by other fans of the pages. (Example: Kosher Certifications).

- The Corporate social media pages are managed by The Watkins Co. Inquiries for product availability and/or business information are handled in a systematic way by The Watkins Co. staff.
- Consultants may not post a Watkins ID#, e-Consultant website link, phone number, or in any other way identify contact information that you are an Independent Watkins Consultant.
- Consultants may not attempt to recruit new Consultants, promote their business, direct consumers to Consultants, try to sell product or mention an event where the Consultant will be selling products.
- The Corporate social media pages are open to the general public and all Independent Consultants. It is not appropriate for thousands of Consultants to be responding to inquiries and attempting to recruit new team members. Please treat the Corporate social media pages like you would any other brand you follow on social media even though you are an Independent Watkins Consultant.

Examples of Approved Comments from Consultants:

- Watkins Vanilla is the BEST!
- Love, love, love Watkins products.
- Use Watkins Vanilla!! The Watkins man used to come by when I was growing up.
- I ONLY use this brand!
- Great Stuff!
- Mmmmmm hot cross buns!!!
- Love this brand. My Grandfather used to be a Watkins salesman in the 40s and 50s.
- Best products on the market. Especially the lemon and vanilla.
- Their clear vanilla is the only one I use and the flavor can't be beat.

Examples of Comments from Consultants that Violate the Marketing Policy:

- If you would like to buy this Vanilla Extract message me now.
- Contact me for product. XXX W 4th Street St. Vinton , IA / 555-555-555
- If you would like to buy some product email me at SaraJones@hotmail.com.
- Go to Watkins1868.com, then use #000000.
- Menards is taking away from my Watkins business. Buy from me not Menards!
- If you live in Kansas City, I will be selling at the KC Craft Fair this weekend. Stop by for great deals.
- Watkins Cinnamon is my top selling product. Message me and ask me why.
- Yes! I have a list of our products that are considered Kosher.
- We no longer make Potato Salad Seasoning.
- You must NOT run any Social Media Ad Campaigns which can take away from the Corporate Campaigns.

The Social Media pages can be found below:

The Watkins Co. & Watkins 1868 Social Media Pages:

Facebook: Watkins 1868 / @Watkins1868

Instagram: Watkins 1868 / @Watkins.1868

Twitter: Watkins 1868 / @Watkins1868

LinkedIn: The Watkins Co.

The J.R. Watkins Co. and J.R. Watkins Social Media Pages:

Facebook: J.R. Watkins / @JRWNaturals

Instagram: J.R. Watkins / @JR_Watkins

Twitter: J.R. Watkins / @JRWatkins

LinkedIn: The J.R. Watkins Co.

Independent Consultant Personal Social Media Pages

Using your own personal social media pages to mention The Watkins Co. Home Based Business to your friends and family members is perfectly okay. Since you're only promoting to your friends (and not reaching out to strangers), and because you'll be mixing in your business posts alongside your other posts of what's going on in your life, it's very easy to stay within these policies.

For your personal social media pages, The Watkins Co. Home Based Business Marketing Policies apply in these ways:

- When posting about Watkins, whether about the products or business opportunity, make sure you identify in the post that you are an Independent Watkins Consultant. Do not say or imply that you are an employee or the owner of The Watkins Co.
- You can share content or images from The Watkins Co. social media pages, but make sure you cite the source.
- You must NOT run any Social Media Ad Campaigns which can take away from the Corporate Campaigns.
- When sharing content or images from The Watkins Co., you should personalize the content with your own comments to make the information relevant to your personal friends. **Do not simply copy what is on The Watkins Co. social media pages and repost on your own page as if it was your original post.**
- You may not run any social media ad campaigns from your personal social media pages to promote Watkins or Watkins Products. This activity will distract from corporate marketing campaigns and cause confusion with consumers.

Here are some appropriate ways to use your personal social media pages for your Watkins business:

- To notify your friends/social media community that you have started an Independent Watkins business.
- To let your friends/social media community know about a new product.
- To let your friends/social media community know about an incentive for joining as a Consultant.
- To share pictures and information about a business trip you earned.
- To share a recipe you made using a product.
- To share some unique uses for specific products.
- To notify your friends/social media community about an upcoming party you are having.
- To notify your friends/social media community about a booth you will have at an upcoming event.
- To let your friends/social media community know that you are about to place an order.

Remember that personal social media pages are typically used for you to share whatever personal information you feel is appropriate for your friends. It is not a good idea to turn it into a marketing tool for The Watkins Co. Home Based Business, as this will likely alienate you from your friends who are not interested. Social media offers business or fan pages for the purpose of promoting a business, cause, or idea and you should use one of those if you want to regularly and exclusively promote The Watkins Co. Home Based Business on social media.

Independent Consultant Personal Business Social Media Pages

Social media platforms allow users to set up a separate public page (known as a "fan page" or "business page"). You can use these social media pages specifically to promote The Watkins Co. Home Based Business, but specific rules apply. Fan pages can be seen by anyone and everyone, not just your personal "friends" or the people in your social media community. Key points for your page include:

- You must NOT make it appear that your fan page was created by The Watkins Co, or be associated with Watkins 1868 or J.R. Watkins brand pages. (Example: Using Corporate Logos instead of the Home Based Business logo as your profile picture.)
- You must NOT run any Social Media Ad Campaigns which can take away from the Corporate Campaigns.
- The Social Media profile name and/or url address you choose for your page must NOT contain the words The Watkins Co., Watkins 1868, or J.R. Watkins in any form.
- If you want to use the word Watkins in the name of your page, the exact words "Independent Watkins Consultant" plus your Consultant ID number and/or your first and last name must appear first in the fan page title you choose, and can then optionally be followed by a description of the fan page. Using this naming format will automatically create the approved HTML title tags for your social media pages.

These social media names are allowable because they either include the allowable format of "Independent Watkins Consultant" or do not include the words The Watkins Co., Watkins 1868, or J.R. Watkins at all:

Independent Watkins Consultant Mary & John Doe - Home Business Opportunities
Independent Watkins Consultant Mary & John Doe #123456
Independent Watkins Consultant Mary & John Doe - Vanilla Wonders
Independent Watkins Consultant 123456 - Watkins by Mary
Independent Watkins Consultants Mary & John Doe
My Home Business - Mary & John Doe
Freedom, Faith, Family - Home Business Opportunity
Networking for Fun and Profits

These social media page names are not allowable because they include the word "Watkins" without following the proper format:

Mary's Watkins Business
Independent Watkins Associates Mary & John Doe
Independent JR Watkins Reps - Doe Enterprises 123456
Mary & John Doe - Independent Watkins Consultants
Green Living with Watkins, Independent Consultant
Mary & John Doe
JR Watkins by Mary Doe
JR Watkins Ind. Consultant John Doe
Reach Your Dreams with Watkins

- Your page MUST clearly be identified as being presented by an Independent Watkins Consultant in the “About” section of your page. An example would be: *“Independent Watkins Consultants John & Mary Doe (#123456) proudly present this page about Watkins products and the related home-based business opportunity. Like our page to receive updates that can make your life better.”*

- The “About” section of your page MUST include the specific disclaimers described in Section 5 of this policy.

- Please use the Home Based Business logo outlined in Section 1 of this policy on your Business page. Do not use the corporate or brand logos on your Business social media pages.

As far as sharing content, the same rules apply as to personal social media pages:

- When posting about The Watkins Co., Watkins 1868, The J.R. Watkins Co., or J.R. Watkins brands, whether about the products or business opportunity, make sure you identify in the post that you are an Independent Consultant for Watkins. Do not say or imply that you are an employee or the owner of The Watkins Co.

- You can share content or images from The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins social media, but make sure you cite the source.

- When sharing content or images from The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins, you should personalize the content with your own comments to make the information relevant to your page followers. Do not simply copy what is on The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins social media pages.

- Do not only pick up the content from The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins social media pages or blogs and create a mirror site.

- You may not run any social media ad campaigns from your Business social media pages to promote Watkins or Watkins Products. This activity will distract from corporate marketing campaigns and cause confusion with consumers.

External Websites

External websites that you design and manage separately from the Watkins1868.com website are permitted, but only for specific purposes. You must follow these specific rules to make your external website compliant with The Watkins Co. policies, so please read this section carefully.

External websites are not permitted for the purpose of selling or promoting the sale of The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins products. In other words, you cannot build an external website that has a shopping cart system for gathering payments from customers. You also cannot have an external website whose purpose is to market The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins products even if you place a link to your e-Consultant website for the actual transaction.

Consultants are strictly **prohibited** from selling The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins products on any online store websites other than Watkins1868.com. This includes the listing for sale or advertising The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins products on shopping sites, online marketplaces, self-built sites or other online outlets or any other online site for the sale of The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins products. This means that:

- You may NOT create sales listings on online shopping sites like eBay, Amazon, Craigslist, Yahoo! Auctions, etc.

- You may NOT sell The Watkins Co, Watkins 1868, The J.R. Watkins Co, or J.R. Watkins products through an online storefront, personal storefront, or through an independently managed online storefront.

- You may not have your own transactional URL, other than your e-Consultant website, to sell products.

External websites are permitted for the sole purpose of training and/or recruitment of new Watkins Consultants.

Every page of an external training and/or recruiting website must clearly identify you as the Independent Watkins Consultant who is the owner of the site. The exact words “Independent Watkins Consultant” must be clearly displayed near the top of every page, immediately followed by either your Consultant ID number or your first and last name (as it appears on your account with Watkins).

For example:

Independent Watkins Consultant 123456

Independent Watkins Consultant John Doe

Every page of any external Website must list the Independent Watkins Consultant who is the owner of the site as the first words of the HTML Title. The HTML Title can usually be specified via webpage creation software or manually with the < TITLE > and < /TITLE > tags in the webpage programming.

The exact words “Independent Watkins Consultant” plus your Consultant ID number or your first and last name (as it appears on your account with Watkins Corporate) must appear first in the HTML Title, and can then optionally be followed by a description of the webpage.

Examples of acceptable HTML Titles:

Independent Watkins Consultant 123456 —
Watkins Products Business

Independent Watkins Consultant John Doe —
Home Based Business

Every page of any external website must include the general disclaimer and other applicable disclaimers as detailed in Section 5: Disclaimers.

Approval Required - You must submit the Marketing Request Form to get approval of any external website before using it in your Watkins Co Home Based Business.

Other Online Marketing Requirements

Domain Names and URLs

If you choose to create an external website or you want to register a domain name to redirect to your external website or social media profile, you must submit the Marketing Request Form to get approval of the domain name before using it in your business.

You are prohibited from using the words The Watkins Co., Watkins 1868, The J.R. Watkins Co, or J.R. Watkins in whole or in part in any domain name or URL. This includes all social media sites like Facebook. For example, “JohnDoeWatkinsBusiness.com” is not acceptable, but “JohnDoeBusiness.com” would be. In addition, you are prohibited from using anything else in a **domain name or URL** that could imply that it is an official The Watkins Co. site.

Also, you must make sure that no pages on your external website use a web address that contains the words Watkins, Watkins 1868, or J.R. Watkins in it. Note- Some blogging software automatically does this when you use Watkins in the title of an article, so you will have to ensure that a URL with the word Watkins is not created.

Examples of unacceptable domain names and URLs:

http://www.mywatkinsbusiness.com
http://www.jrwatkinsproductsofiowa.com
http://www.myhomebiz.com/watkins
http://www.myhomebiz.com/articles/products/
I_Love_Watkins_Vanilla
http://buywatkins.myhomebiz.com
http://www.mywatkins1868.com

Approval Required - You must submit the Marketing Request Form to get approval of all domain names and URLs before being used in The Watkins Co. Home Based Business.

Domain Name Redirects

You may find that it makes sense to register your own domain name and then configure it to automatically redirect to your external or social media website. This is allowable; however, **you cannot set up a domain to redirect traffic to your e-Consultant website.** You must also follow the rules listed above for Domain Names and URLs.

Approval Required - You must submit the Marketing Request Form to get approval of all domain name redirects before using them in your Watkins business.

Search Engines

As a Consultant you may choose to use paid or organic search activities to seek new Consultants for your team. Using paid search tools is not appropriate for most Consultants and can be incredibly expensive, so you should be very cautious if you choose to use this method. You should definitely contact your upline leader prior to pursuing.

As an Independent Watkins Consultant, you are **prohibited** from purchasing a “keyword” from a search engine or other online service that comprises or includes the word “J.R. Watkins”, “Watkins”, any other trademarks or any product specific keywords (for example, vanilla extract 1868). If you pay for sponsored listings you are prohibited from bidding on any keywords pertaining to The Watkins Co, Watkins 1868, or J.R. Watkins trademarked brands, branded keywords, and corporate image. You may also not bid on branded keywords alone or when followed by a product type, product category, or a specific product name.

Examples of key words you may NOT bid on:

Watkins 1868 Business
Network Marketing Watkins
Work From Home Watkins
Watkins Home Business
J.R. Watkins Business
Watkins California
Watkins Products
Watkins Vanilla
Watkins Extracts

Chat Groups and News Groups

Use of online chat groups and news groups can be an effective tool for sharing and promoting your Watkins business. You must follow the same rules as described above for Social Media.

Online Video and Audio Postings

You may choose to create video or audio files and post them to sites like YouTube to promote The Watkins Co. Home Based Business opportunity.

The following rules apply:

- The video or audio must clearly identify that it was created by an “Independent Watkins Consultant.”
- The video or audio must clearly identify both the name AND the Consultant ID number of the Consultant who created it.
- The video or audio must have the appropriate disclaimer appear on the screen or be read aloud by the announcer.
- The video or audio must be up to date.
- Products can be mentioned in a video only for the purpose of explaining the business opportunity (in other words, videos promoting features and benefits of specific products are not permitted).

Approval Required - You must submit the Marketing Request Form to get approval of the video or audio file before using it in your business.

Section 3: Print and Broadcast Media

The Watkins Co. allows you to promote your business through some print media if you follow the rules in this section.

National Advertising

Independent Watkins Consultants are **prohibited** from using The Watkins Co., Watkins, Watkins 1868, The J.R. Watkins Co., or J.R. Watkins name or any other trademark names in printed advertising materials such as:

- All national magazines, like Time, Woman’s Day, Redbook, etc.
- All national/regional magazines, like Texas Monthly, The Washingtonian, New York, etc.
- National newspapers, like USA Today, The New York Times, The Wall Street Journal, etc.
- Multilevel marketing publications, like Making Money, etc.
- All outdoor commercial advertising such as transit ads, billboards, etc.
- Super catalogs or catalog listing services.
- Promotions with other companies; for example, producing The Watkins Co. placemats for an area restaurant is prohibited.
- Promotions with other businesses promoting a specific Watkins 1868 or J.R. Watkins product or any celebrity-endorsed Watkins 1868 or J.R. Watkins product.
- The offering of money to agree to be appointed as an Independent Watkins Consultant is strictly prohibited.

Local Advertising

Consultants may choose to use various local resources to reach out to prospective customers and Consultants in their local area. Possible examples include placing advertisements in local newspapers, weekly publications, supermarket bulletin boards and new neighbor welcome services. The effectiveness of these ads can vary widely depending on many factors. It is always a good idea to check with your upline leader prior to spending money on any promotions.

Telephone Directory Listings

If you have a business telephone line for your Watkins business, your phone directory listing must be written as “Watkins: Independent Watkins Consultant” followed by your name and phone number.

Broadcast Media (Radio & Television)

The Watkins Co. prohibits the use of The Watkins Co., Watkins 1868, J.R. Watkins Co. or J.R. Watkins name or any other trademark names of The Watkins Co. by any Independent Watkins Consultants on any radio or television broadcast advertising.

Section 4: Other Requirements

Promotional Items

No one, including Independent Watkins Consultants, can manufacture for sale or distribution any product with The Watkins Co., Watkins 1868, The J.R. Watkins Co., or J.R. Watkins name. However, you can have promotional items made for your personal use or for free distribution to customers, downline or others. For example, some Consultants have T-shirts printed with slogans like “I Sell Watkins 1868”. Such items are acceptable only if they use an official Watkins Home Based Business logo and are not offered for sale. Only promotional items approved by us may contain the The Watkins Co., Watkins 1868, The J.R. Watkins Co., or J.R. Watkins logo or trademarks.

Approval Required - You must submit the Marketing Request Form to get approval for any promotional items you are planning to produce.

Earning and Income Claims

Consultants cannot make earnings and income claims. All Consultants shall safeguard and promote the good reputation of The Watkins Co. and its products. The marketing and promotion of Watkins, the Watkins opportunity, the Watkins compensation plan, and Watkins products shall be consistent with the public interest, and must avoid all discourteous, deceptive, misleading, unethical, or immoral conduct or practices.

Example of Prohibited Claims:

“You can earn \$50,000 annually by signing up as an Independent Watkins Consultant.”

“You can Earn 50% more than other Independent Watkins Consultants by joining XYZ Group.”

Example of Allowable Claims:

“You will be rewarded in direct relation to your efforts.”

“You will typically earn 25-39% on your retail sales.”

“You will typically earn an average 5-10% bonus on the total sales generated by your team.”

See Section 5: Disclaimers for other language related to income and earnings claims.

Product Claims

Independent Watkins Consultants are responsible for making truthful, accurate and legally acceptable product claims. Only approved performance or ingredient claims as found in product brochures, catalogs, Product Reference Guide and/or approved Watkins 1868 or J.R. Watkins advertising are allowed in promoting and advertising Watkins 1868 or J.R. Watkins products.

No product claims (including claims made in personal testimonials) as to therapeutic, curative or beneficial properties of any products

offered by Watkins may be made except those contained in official Watkins literature. In particular, no Consultant may make any claim that Watkins products are useful in the cure, treatment, diagnosis, mitigation or prevention of any diseases. Such statements can be perceived as medical or drug claims. Not only are such claims in violation of The Watkins Co. policies, but they potentially violate federal and state/provincial laws and regulations, including the Federal Food, Drug, and Cosmetic Act and Federal Trade Commission Act.

See Section 5: Disclaimers for other language related to products and testimonial claims.

Cookies

The Watkins1868.com for JRWatkins.com website may utilize cookies to accurately process information. E-Consultants may not implement programming code that will overwrite or modify these cookies or other functions.

Watkins Collectables

Many consumers, Consultants, and antique collectors acquire Watkins collectables and memorabilia. The sale of these products online is not prohibited.

Media Interactions and Inquiries

The Watkins Co. prohibits Consultants from interacting with any media outlet regarding the Watkins Home Based Business, The Watkins Co., Watkins 1868, The J.R. Watkins Co. or J.R. Watkins products and services. The only exception is that you may contact your local newspaper to place a paid advertisement (in accordance with the rules listed above). For example, this means that: 1) you may not submit a press release about your business to your local newspaper; 2) you may not call a radio show about cooking to mention Watkins products; and 3) you may not provide free products to an online blogger to have them do a review

If anyone from any media outlet contacts you, you may not answer their questions or provide them with any information. You must instead refer them immediately to our Consumer Marketing Manager in The Watkins Co. Sales & Marketing Department. This rule helps assure that the public sees accurate, consistent information and a proper public image of The Watkins Co.

Section 5: Disclaimers

Disclaimers should be used on all marketing and advertising material.

1. **General Disclaimer:** “The statements made and opinions expressed on this page are those of the Independent Watkins Consultant who is the publisher of this document and are not to be construed as the statements or opinions of Watkins Incorporated.”

2. **Testimonial Disclaimer:** “Testimonials are based on personal experiences, and we cannot guarantee these same results for everyone.”

3. **FDA Disclaimer:** “These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. Please consult with your doctor before taking any dietary supplements.” This applies to any Home Business Consultant discussing dietary supplements.

4. **Earnings Disclaimer:** “The examples set forth in this document are hypothetical examples that are intended to explain the components of the Watkins compensation plan. These examples are not representative of the income, if any, that an Independent Watkins Consultant can or will earn through his or her participation in the Watkins compensation plan.

These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Watkins or an Independent Watkins Consultant, would be misleading. Success with Watkins results only from successful sales efforts, which requires hard work, diligence and leadership. Your success will depend on how effectively you exercise these qualities. The typical participant is a Consultant who earns less than \$50 per month.”

Section 6: Violation of Policy — Fines

We want to make sure that you are successful in marketing the Watkins Home Based Business. However we have corporate standards that need to be upheld to maintain our corporate identity. This is why The Watkins Co. Marketing Policy is in place as well as repercussions for violating this policy.

Violating The Watkins Co. Marketing Policy is an offense and Home Business Consultants will be notified via email when non-compliant.

First Violation: A Warning and your profile will be blocked from The Watkins Co. / Watkins social media page where the violation took place. (Example: Consultant blocked on Facebook).

Second Violation: \$200 fine and your profile will be blocked from The Watkins Co. / Watkins social media page where the violation took place. (2nd Violation Example: Consultant blocked on Facebook + Instagram).

Third Violation: \$500 fine and your profile will be blocked from The Watkins Co. / Watkins social media page where the violation took place. (3rd Violation Example: Consultant blocked on Facebook + Instagram + Twitter).

Violation fines will be deducted from the Home Business Consultant’s next commission check (and, if needed, from each future commission check in its entirety until the fine has been paid in full). The Watkins Co. has the right to prohibit any ad used in conjunction with a Watkins Home Based Business that it feels is misleading in any way and/or could negatively affect The Watkins Co. image or reputation of The Watkins Co., Watkins 1868, The J.R. Watkins Co., or J.R. Watkins brand.

APPENDIX A

Definitions

- **Domain name** — The primary URL of a particular Web site, such as Watkins1868.com, Ford.com, google.com, wikipedia.org, etc.
- **Domain name redirect** — A domain name that is not set up as a website itself, but immediately displays another website instead. (You can think of it like an online version of “call forwarding” on your phone—someone dials your regular phone number, and it immediately connects them to a different phone number you’ve specified without them having to dial that other number.) Domain name redirects are typically used to give people a short or easily memorized Web address that displays a webpage with a long or complex URL.
- **E-Consultant webpage** — A Watkins1868.com. website, which gives Consultants a customizable webpage and their own specific Web address for promoting product sales and the Home Business Opportunity.
- **HTML Title** — Also known as the Title Tags or Title Bar Text, is text that displays at the top-left of an Internet browser window when viewing a particular webpage, and on the tab within the browser window. The author of the webpage specifies the text through automated page builder software or by manually typing the tags in the behind-the-scenes webpage coding.
- **Watkins1868.com** — The website where customers can order products, prospective Consultants can learn about the business, and enrolled Consultants can find business information and sales reports.
- **Online Store** — A online store is a form of e-commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront, ecommerce site (shopping cart) and virtual store.
- **Marketing Request Form** — This form is found after you log-in to Watkins1868.com in the Consultant Dashboard ==> Consultant Library ==> Marketing & Advertising Policy & Resources area. You will use this form to submit all marketing materials and methods that require Watkins approval.
- **Organic Listings** — Organic Listings are also known as free listings or ranked listings, this is a list of webpages that displays on search result screens (usually below a block of sponsored listings). The search engine lists webpages in order of which ones would seem to be most relevant to the terms on which the person searched. Owners of these webpages do not pay the search engine to have their pages listed.
- **Web Page Title** — The Title or Headline is simply the most prominent text at the top of a webpage.
- **Regional Advertising** — Regional Advertising refers to placing media ads (print or digital) within a specific geographic location to influence decision in one locality.
- **Search Results** — Search Results refers to a list of webpages that displays after a person uses a search engine like Google.com, Yahoo.com, or MSN.com to search for particular keyword terms.
- **Sponsored Listings** — Sponsored Listings are also known as pay-per-click ads or PPC listings, this is a list of webpages that displays on search result screens (usually noted as sponsor listings, highlighted, and at the top or upper-right of the page). Owners of these webpages pay to have their sites show up at the top of the search results for particular keywords.
- **Social Media** — As used in this policy, the term “social media” or “social media tools” refers to any websites and applications that enable users to create and share content or to participate in social networking. This includes all blogging platforms and social network platforms including Facebook, Instagram, Twitter, Pinterest, YouTube, LinkedIn, YouTube, Tumblr, WordPress and any other form of publishing or discussion via the Internet or mobile communications technologies including all existing and future forms.
- **Trademark** — A trademark is a word, name, symbol or device used by a manufacturer to distinguish its goods or services from others.
- **URL** — A URL or Uniform Resource Locator, is a web address of any particular webpage on the Internet. URLs can point to either the main page of a particular site, or a detailed page. For example, both www.wikipedia.org and http://en.wikipedia.org/wiki/Bob_dylan are URLs.
- **Watkins Home Business Executive** — Watkins Home Business Executive is also known as your Upline Executive, this is a leader above you in the organization who has reached the Executive achievement level on the compensation plan.