



©SHEERSENSE LTD 2018

## COMPLIANCE INTRODUCTION

### WELCOME,

This document gives you a basic understanding of what you can and cannot do as Independent Distributors of SheerSense®.

This ensures an even playing field for all Distributors, which is our main objective. It is not acceptable for Distributors to feign ignorance about Compliance breaches. Both documents would have been emailed to you on registration and are both available in the Back Office

WHEN EACH DISTRIBUTOR REGISTERS  
WITH SHEERSENSE LTD THEY HAVE  
ENTERED INTO AN ESSENTIAL AGREEMENT  
THAT EACH DISTRIBUTOR TAKES  
RESPONSIBILITY TO MAKE SURE THEY  
ABIDE BY THE DISTRIBUTORS POLICIES  
AND PROCEDURES AND THE DISTRIBUTORS  
TERMS AND CONDITIONS AGREEMENT.

IN ORDER TO ASSIST YOU, WE HAVE  
HIGHLIGHTED THE MOST COMMON  
COMPLIANCE REQUIREMENTS NEEDING TO  
BE ADHERED TO AS AN INDEPENDENT  
DISTRIBUTOR OF SHEERSENSE®.  
FOR YOU TO BE AWARE OF THE FULL  
COMPLIANCE REQUIREMENTS YOU MUST  
READ THE DOCUMENTS AS STATED  
ABOVE.



# “The Basics”

Distributors may not direct social media followers to any auction site or other website where sale of product is conducted on the internet

You may not disclose any confidential information

Deter spamming customers and distributors – this is considered unethical and is specifically prohibited

Please do not use the trade marks in any way that could adversely affect their validity

Please do not comment or post any statements that disclose actual or implied financial performance of SheerSense® or SeneGence® International actual or potential sales earnings or lifestyle of Distributors

Please do not poach other Distributors' customers.

You may not sell to customers, independent shops or Upline distributors outside of the United Kingdom, Republic of Ireland, Channel Islands and the Isle of Man

You may not change sponsors once registered

Check each promotion and your own website with the SheerSense® Compliance Department

It is recommended that Distributors sell at the recommended resale price as suggested by SheerSense Ltd, if you choose to discount then products may not be discounted at more than 15%

Do not make false or misleading income representations to potential Downlines



# The Internet Bits

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Products may not be sold on websites e.g. Gumtree, Shpock, Amazon, Craig's List, Facebook, eBay, Buy/Sell/Swap pages, but you can promote yourself and the SheerSense® Opportunity

THE ONLY AUTHORISED USE OF THE  
SHEERSENSE® NAME BY A DISTRIBUTOR IS IN  
IDENTIFYING HIM OR HERSELF AS AN  
'INDEPENDENT DISTRIBUTOR OF  
SHEERSENSE®' AND THIS MUST BE BOLD,  
CLEAR AND PROMINENT

ENCOURAGE CUSTOMERS TO CONTACT YOU  
DIRECT BY EMAIL, INSTANT MESSAGE OR  
TELEPHONE TO PLACE ORDERS. ALWAYS USE  
YOUR REAL IDENTITY AND PROPERLY DISCLOSE  
THAT YOU ARE AN INDEPENDENT DISTRIBUTOR  
OF SHEERSENSE®.

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## Selling Abroad and International Uplines

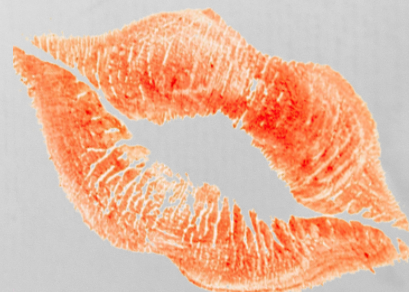
The SheerSense® Territory is the  
United Kingdom, Channel Islands,  
Isle of Man and the Republic of  
Ireland.

**YOU MAY NOT SHIP OR  
DISTRIBUTE OUTSIDE OF  
THESE AREAS**

You can have Uplines in the  
UK, U.S, Australia and  
Canada.

You can have Downlines only  
within the UK territory area  
and the U.S, but no other  
country

If you meet a UK resident whilst holidaying abroad  
then you can sell products if you have them with you or  
recommend the SheerSense® Opportunity  
However, products **MUST** be delivered to a UK  
residential address and not a UK forwarding house as  
this would be a Compliance breach





# Trademarks, Copyright and Artwork Approval

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You cannot, at any time, use the SheerSense® or SeneGence® name or any of its trademarked or copyrighted material, including all SeneGence® products as part of your own Distributorship business NAME.

If you have sourced images from the SeneGraphics page you will still need to email a final, media-ready copy of any and each use of trademarked or copyrighted material.

This includes any cover images for social media or proposed layouts for printed items, e.g. flyers and business cards.

If the request is considered compliant, the Distributor will then be given an Approval Number. It is the obligation of the Distributor to maintain a file with Approval Numbers and to provide SheerSense® with an Approval Number for a given use upon request.

Distributors are not allowed to request approval retrospectively, i.e. after they have posted on Facebook.

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## Quick Questions

Q. Can I use product images?

A. Not without written approval from SheerSense® Compliance

Q. Can I use the wording LipSense® or SheerSense® in anything I do?

A. Not without written approval from SheerSense® Compliance

Q. Can I use the wording 'Semi-permanent' or 'permanent' in anything to do with SeneGence® products/SheerSense®?

A. No, You may only use the wording - Long Lasting Cosmetics



# Round-Up

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If a Distributor witnesses or sees something online that is potentially defamatory, maliciously false, unlawful and/or considered as unethical conduct against SheerSense® or SeneGence® or another SheerSense® Distributor, please do not communicate or converse with the individual but report such conduct by email to the SheerSense® Compliance Office.

It is of paramount importance to SheerSense Ltd that we reflect SeneGence® International's position on integrity and ethics throughout our Distributorship and cannot accept non-compliance from any Distributor.

We are here to help in any way that we can to make sure you're representing your business and the SeneGence® products to maximum effect without breaking any rules.

If you have any queries about certain aspects of Compliance, please email: [compliance@sheersense.com](mailto:compliance@sheersense.com)

# Compliance

