

Welcome to Crunchi®

We are dedicated to educating our consumers about the potential harm of cosmetic toxins, and in the process, providing the best, highest-performing alternatives. Utilizing years of research and safety data compiled by the Cosmetic Ingredient Review, Environmental Working Group, and the Campaign for Safe Cosmetics, we have thoughtfully selected ingredients that we believe in. We use ingredients that won't put your health at risk, because we believe that should never even be an option. We are setting a new standard for cosmetic safety, and ultimately, redefining what it means to be beautiful. We don't sacrifice for performance. Our line of skincare and cosmetics performs at the highest level, without the need for toxic ingredients. We are giving beauty a new meaning. We are Crunchi.

- Socially, environmentally, and health conscious. To seek knowledge, become empowered, and transform lifestyles.
- One who does not compromise health for beauty and who does not compromise beauty for health.
- To be smart. To be conscious. To be beautiful.

Why are there Crunchi Advocate Policies & Procedures (P&P)?

These policies and procedures are to provide information for our valued Advocates and to clearly articulate a standard for acceptable conduct of our Advocates' Crunchi businesses. It is an Advocate's responsibility to read and understand the Crunchi Advocate Policies & Procedures, the Crunchi Advocate Terms & Conditions, and the Crunchi Advocate Compensation Plan, all as revised from time to time. Further, if an Advocate refers an individual to become a new Advocate, then it is the referring Advocate's responsibility to direct the new Advocate to the above documents to read and understand before they sign.

If there are ever questions about any of the documents, current and new Advocates should reach out to Crunchi at (888) 831-3133 or at policy@crunchi.com. You can write to us at PO Box C, Stuart, FL 34995

All rights and obligations are in accordance

with the Crunchi Advocate Terms & Conditions, the Crunchi Advocate Compensation Plan, and the Crunchi Advocate Policies & Procedures, as revised from time to time by Crunchi, known collectively as the "Agreement." If a conflict arises between any of the foregoing documents, the documents will be interpreted in the above order.

Policy Revisions and Updates: Crunchi reserves the right to change, revise, and update these Crunchi Advocate Policies & Procedures at its sole discretion. Notification of revisions will be published to the Advocates' back office. Revisions are effective fifteen (15) days after notice of the revision and will be posted in the Advocate Resource Center (ARC). Advocates agree to any and all revisions by either electronically accepting the Agreement, through continuation of their Crunchi business, renewal of their Crunchi business, and/or through acceptance of bonuses or commissions.

Enforcement of Compliance: Crunchi maintains its right to insist upon compliance with the Agreement. If Crunchi does not enforce compliance on a particular issue or occurrence, it does not constitute a waiver to Crunchi's right to enforce compliance with any term of the Agreement.

1) Becoming a Crunchi Advocate

1.1 RESIDENT OF USA AND AGE: Advocates must be legal residents of one of the fifty (50) states of the United States of America, or the District of Columbia, or be legally authorized to work in said area. Advocates must be eighteen (18) years of age or older at the time of enrollment. At this time, both Crunchi products and Advocate enrollments are only available in the United States of America.

1.2 ENROLLMENT: New Advocates may enroll online at www.crunchi.com or may enroll on the replicated website of a current Advocate. New Advocates may enroll under a current Advocate of their choosing. New Advocates themselves must complete all online information and agree to all terms and related documents. Crunchi reserves the right to refuse any new Advocate and/or Agreement.

- Advocates will complete the online application and purchase a Digital Enrollment Collection.
- Advocates must click check boxes

- agreeing to all terms and conditions.
- c. Advocates are responsible for any applicable state sales taxes.
 - d. Enrollment fees, processes, or items themselves and/or subsequent taxes are always in accordance with or subject to any applicable state-specific laws or taxes. Crunchi will act in accordance with those state-specific laws and requirements.
 - e. Commissions are distributed through a separate commission payment company called Hyperwallet. Advocates must set up and activate their Crunchi Pay through the Hyperwallet Payments Account.

1.3 BUSINESS ENTITIES: Business entities may enroll as Advocates and all terms would apply to both individuals and businesses. Business entities should contact Crunchi for assistance with enrollment.

1.4 TAX INFORMATION: For enrollment, a potential Advocate must provide their Social Security Number, or a federal Employer Identification Number, to Crunchi. Crunchi is required to provide this information to the Internal Revenue Service for 1099 tax reporting purposes. Failure to provide an accurate Social Security Number, or a federal Employer Identification Number, will result in the withholding of commissions until rectified.

1.5 VALIDITY AND RENEWAL: The Agreement will be valid for one (1) year from the date of enrollment and acceptance by Crunchi. Advocates must renew their enrollment and Agreement annually and pay the \$60.00 renewal fee. Renewals must be paid within thirty (30) days of their renewal date or Advocate's account will be deactivated. If an Advocate has been deactivated and wishes to re-enroll, they must re-enroll as a New Advocate on crunchi.com and the terms of the then-current Agreement will apply. If an Advocate chooses to reenroll they will not regain their downline or Clients. Advocates are responsible for keeping their information and enrollment current. Renewals and/or fees themselves and/or subsequent taxes are always in accordance with or subject to any applicable state-specific laws or taxes..

1.6 THE CRUNCHI ADVOCATE IS AN INDEPENDENT CONTRACTOR:

- a. Relationship: All Advocates are independent contractors. The enrollment is not a franchise and does not constitute an employer/employee relationship, a partnership, or any type of joint enterprise. Advocates are responsible for all

- local, state, and federal taxes owed from any compensation or bonuses earned. Crunchi will not treat Advocates as employees for tax purposes nor are Advocates eligible for any type of employee benefits or insurance coverage; unless specifically required by state law. Advocates are encouraged to seek advice from their attorney or accountant and to procure the necessary insurance coverage for their Crunchi business.
- b. Independent Contractors: As independent contractors, Advocates will control the means by which they operate their Crunchi Business. Advocates will be responsible for establishing their own hours, determining their own workplace, setting up their rules for how and when their work will be done, their schedule, and their methods of sale (subject to compliance with the Agreement and applicable law). Advocates are responsible for all their own training, expenses, insurance coverage, and travel costs, and are not authorized to incur any debt or obligation on behalf of Crunchi.

2) The Crunchi Advocate - Professionalism

2.1 PROFESSIONALISM: The Advocate shall safeguard and promote the good reputation of Crunchi and its products, and must ensure their statements about Crunchi and its products are truthful, fair, accurate, and ethical. Advocates should exhibit high moral character in their conduct as an Advocate. Advocates must comply with all local, state, and federal laws and not engage in any act or omission that constitutes a violation of any laws. Advocates will not discriminate whether based on race, ethnicity, creed, religion, gender, sexual orientation, physical disability, or age.

2.2 IDENTIFY AS AN ADVOCATE: Advocates shall clearly identify themselves as a Crunchi Advocate in all advertising, directory listings, promotional materials, social media postings, web/online sites, signs, and other forums in which they promote their Crunchi business, products, or Crunchi Opportunity. Advocates are responsible for the content of all written, verbal, or online material they produce. Misleading or deceptive conduct is always prohibited.

2.3 ENDORSEMENTS: Advocates may not

represent or imply that any local, state, or federal government official, agency, or body has approved or endorsed Crunchi, its program, or its products.

2.4 REPORTING: If an Advocate observes a violation of a Crunchi policy by another Advocate, the Advocate is encouraged to report the violation to info@crunchi.com. Sufficient detail must be provided and Crunchi will reserve the right to act, or not act, on the information. Crunchi will make every effort to keep the reporting Advocate's identity confidential.

2.5 ENROLLMENTS: Advocates may not make any monetary inducement to encourage others to join Crunchi. This is not limited to offering free gifts or products or offering incentives. A New Advocate must join Crunchi as a stand-alone transaction between Crunchi and the New Advocate. This transaction will not be linked to any future performance, milestones, or promises.

3) Operation of a Crunchi Business

3.1 TERRITORIES: Advocates are not given exclusive territories, and are free to work in the area of their choosing within the fifty (50) United States of America and the District of Columbia. Advocates may not conduct business activities or sell Crunchi products in any international market or a foreign country unless Crunchi has officially announced itself as open for business in said location. Any questions about location should be sent to Crunchi Corporate offices.

3.2 LIMITATIONS ON ADVOCATE AND HOUSEHOLD BUSINESSES: Advocates may own, operate, control, or have an interest in, only one (1) Crunchi business, and there may be only one (1) Crunchi business in a household. A "household" is defined as spouses. Household family members of Crunchi Corporate employees are not eligible to become Advocates.

3.3 ORDERS: Orders must be placed online through Crunchi's website or an Advocate's replicated website. Only orders placed through Crunchi's website or an Advocate's replicated website are eligible for return/exchange.

3.4 PRODUCT PACKAGING: Crunchi products must be shared in their original packaging and/or with Crunchi bags, labels, boxes, stickers, or containers.

As per the Agreement, Advocates shall not alter original packaging, labels, or product literature.

3.5 PRICING: Crunchi product pricing is determined by the corporate office. Advocates must sell Crunchi products at the pricing structure determined by Crunchi which is then current at www.crunchi.com. No Advocate, or third party, may determine pricing for any Crunchi products. In order to maintain consistency with Crunchi's brand, pricing, marketing, and image, Crunchi products may not be offered at a percentage (%) discount, sale, promotion, bundle, at a free or similarly discounted value, on any public Crunchi forum (including all public and private social media); unless that particular offering is being held concurrently at www.crunchi.com.

3.6 PROMOTIONAL GIFTS: Advocates may offer a promotional gift of up to \$100.00 in value in private social media groups, private social media events, or vendor booth settings. The exception to this would be a public Instagram account where a promotional gift is offered with the sole purpose of growing a following/network. In those instances, Advocates must add a disclaimer to their post stating, "Only those not currently working with or tied to another Advocate are eligible to win". This ensures that the offer of the promotional gift does not encourage Client hopping or an unfair advantage. Cash may not be given. If a gift card is given, it must be for a particular retailer and not a bank or credit card company gift card equivalent to cash. Advocates may not offer a promotional gift on any platform that directly incentivizes a Client to place an order expect for the Quarterly Advocate Gift. In order to protect, and maintain consistency with, Crunchi's brand image, Advocates are encouraged to use language such as "complimentary" and avoid terms like "discounted" or "free" when describing promotional gifts.

3.7 SALES TAX: In states in which Crunchi products are subject to sales tax, Crunchi collects and remits sales tax. All orders submitted must include the correct sales tax. Crunchi will collect and remit sales taxes according to applicable tax rates in the state, county, or locality to which the order is shipped. It is an Advocate's responsibility to know the tax rates based on where products are shipped. Advocates must contact their local or state Department of Revenue for tax questions.

3.8 SALES RECEIPTS: Clients who purchase from an Advocate's replicated website will automatically be sent an electronic receipt from Crunchi, via autoresponder, at the time the order is placed. Advocates must inform Clients of the Crunchi return policy at the time of purchase. Advocates must maintain all retail sales receipts for a period of two (2) years and furnish them to Crunchi at its request.

3.9 SALES CLOSING DATES: To ensure accurate monthly sales volume tracking, all orders must be submitted by 11:59 PM on the last day of each month to be included in that month's sales totals. Orders placed after this cutoff will be counted toward the following month's sales. This policy ensures that monthly sales figures are precise and reflect real-time performance.

3.10 RETURN POLICY: Federal and state law requires that Advocates notify their retail Clients of the Crunchi return policy. The Crunchi return policy is located on the Crunchi website at www.crunchi.com.

3.11 RETURN OF DEFECTIVE PRODUCTS: Crunchi will replace any product shipped from Crunchi that has a manufacturer's defect or is damaged during shipping. Products shall be returned to Crunchi for a refund or replacement.

3.12 BACKORDERS: Crunchi will make every effort to avoid backorders, but occasionally they may occur. If a backorder occurs, Crunchi or Advocate will notify the Client of the backorder status and provide a revised anticipated ship date. The Client may, at that time, opt to cancel the order. However, the default procedure is to retain the order on file and ship when the back-ordered merchandise is in stock.

3.13 SHIPPING COST: We offer three shipping options for a flat fee:

- Standard Ground: \$8.95 for orders within the continental United States, and \$12.95 for orders to Hawaii and Alaska.
- Priority 1-3 Day: \$12.75 for orders within the continental United States, and \$15.75 for orders to Hawaii and Alaska.
- Priority Express 1-2 Day: \$39.75 for orders within the continental United States, and \$44.75 for orders to Hawaii and Alaska.

For current free shipping qualifications, always check the Crunchi website.

3.14 SHIPPING TIME: Crunchi Corporate will strive to ship all orders within ten (10) business days from the date the order is received.

3.15 INTERNATIONAL SHIPPING: Crunchi products are only available for shipping in the United States of America at this time.

3.16 PRODUCT INVENTORY AND BONUS BUYING: Bonus buying is strictly prohibited. Bonus buying includes the purchase of products for any reason other than sale or use, or buying in order to artificially qualify for rank advancement, incentives, prizes, commissions, or bonuses that are not driven by bona fide product purchases by end-user consumers for actual use.

4) Commissions Process for Crunchi Advocates

4.1 Advocate commissions, bonuses, rewards, and titles are based upon the Crunchi Advocate Compensation Plan.

4.2 COMMISSION PAYMENT ACCOUNT: Commissions are distributed solely through a separate commission payment company called Hyperwallet. Advocates are responsible for setting up & activating their Crunchi Pay through a Hyperwallet Account. Advocates are required to keep their Hyperwallet Account information up to date and in good standing.

- a. Hyperwallet is a separate entity from Crunchi. Advocates must review all of Hyperwallet's terms and conditions. Hyperwallet charges fund transfer fees depending on the method of transfer you choose. It is an Advocate's responsibility to read, review, and understand all of Hyperwallet's information, processes, and guidelines.
- b. Advocates are responsible for all of the terms and conditions set forth by Hyperwallet.
- c. Advocates are responsible for any fees billed to them or to their account by Hyperwallet.
- d. All questions with regard to the disbursement of commissions and use of the Hyperwallet system should be directed to Hyperwallet.

- e. Advocates may contact Crunchi directly with questions on the Crunchi Advocate Compensation Plan and other general questions about commissions.
- f. Crunchi will charge a small payout processing fee for each commission payout. These fees are subject to change.

4.3 MINIMUM PAYOUT: Advocates will accrue eligible Advocate commissions and bonuses until a minimum of \$5.00 has accrued. Any amounts less than that amount will be held and paid in a future payment period. This is known as a “balance forward” and Crunchi will issue payment through the Crunchi Pay through Hyperwallet once an Advocate has accrued a total of \$5.00 in commissions and bonuses.

- a. Example 1: An Advocate’s total Commission to be paid out in a given period is \$6.00 and the commission processing fee is \$0.30. $\$6.00 - \$0.30 = \$5.70$. \$5.70 exceeds the minimum overall commission amount of \$5.00. The Advocate will earn a commission of \$5.70.
- b. Example 2: An Advocate’s total Commission to be paid out in a given period is \$4.00. \$4.00 is below the minimum overall commission amount of \$5.00. The Advocate will not earn a commission. A balance forward is created for \$4.00 and will be added to the Advocate’s next payout.
- c. Example 3: An Advocate’s total Commission to be paid out in a given period is \$5.00 and the processing fee is \$0.30. $\$5.00 - \$0.30 = \$4.70$. \$4.70 is below the minimum overall commission amount of \$5.00. The Advocate will not earn a check. A balance forward is created for \$4.70 and will be added to the Advocate’s next check.

4.4 ADJUSTMENT TO BONUSES AND COMMISSIONS: When a product is returned to Crunchi for a refund, is repurchased by Crunchi, or a chargeback occurs, the commissions, volumes, and overrides earned as a result of the corresponding sale may be deducted from the Advocate’s and their upline’s volume and commission. The returned or repurchased product, or chargeback, may impact qualifications for rank, maintenance, or incentives.

4.5 RESOLVING ERRORS: If an Advocate believes that errors have been made with regard to the

amount of their commissions, bonuses, charges, team, down, or upline, then the Advocate must notify Crunchi, in writing, within twelve (12) days after the commission, bonus or promotion period has ended. If an Advocate believes that errors have been made with regard to the payment of their commissions or bonuses they must notify Hyperwallet per the agreed-upon processes.

5) Handling of Advocate, Client, or Corporate Information

5.1 USE OF INFORMATION: An Advocate’s database of their Clients, or of other Advocates, is confidential and is to be used solely for the purpose of running their Crunchi business. It may not be sold, copied, or distributed to any third party for any reason. Crunchi may use an Advocate’s database in connection with marketing, and sales promotions, related to the business or to Crunchi.

5.2 CRUNCHI CORPORATE INFORMATION: Advocates may not act on, or benefit in any way from, any non-public information about Crunchi, or its future plans, to pursue any aspect of the Advocate’s business prior to the public announcement of such information by Crunchi. This includes but is not limited to, information about potential or upcoming events, sales, products, promotions, discounts, hiring, corporate planning, advertising campaigns, marketing, or other business plans relating to Crunchi, its Advocates, staff, or Clients. This non-public information may include, but is not limited to, information gained through relationships, conversations, and communications, with Crunchi employees, owners, or the corporate team. Any actions taken prior to public announcement will be deemed a violation of the Agreement.

5.3 HANDLING PERSONAL AND CONFIDENTIAL INFORMATION: Advocates may receive personal and confidential information (“Client information”) from, or about, Clients, future Advocates, or other Advocates. Client information is information that identifies, or permits an Advocate to contact, an individual. It includes an individual’s name, address, email address, phone number, credit card information, and other information associated with

these details, such as purchases. Advocates have a responsibility to carefully safeguard all Client information in their care. Keeping this information secure not only helps to ensure compliance with the law but also protects Crunchi Clients.

5.4 STRATEGIES REGARDING COLLECTING, USING, OR STORING CLIENT INFORMATION:

- a. Give the Client notice: Tell Clients what information is being collected, why, and with whom it will be shared. Advocates should use and share information only as indicated to the Client.
- b. Sales through the website: Handle your Client sales through your secure replicated website.
- c. Collect only what is needed: Collect only the necessary information. For example, do not collect a credit or debit card number unless the Client actually makes a purchase.
- d. Give the Client control: Give Clients a choice about how to communicate with them. For instance, find out if a Client wants to receive promotions and other marketing messages and, if so, whether they would prefer to receive them by email, phone, or another method of communication. Respect the Client's wishes: If a Client does not want to receive texts, for example, then find another way to communicate.
- e. Stay up-to-date: Keep the Client's information up-to-date. Keeping contacts current helps Advocates to stay in touch with Clients.
- f. Share only if necessary: Do not share Client information unless there is a valid business reason to do so. Then, share only what is necessary and ensure the information will be protected.
- g. Be careful: A Client's information is a valuable asset and is protected by Crunchi's confidentiality provisions. Do not share it publicly or communicate it to anyone unless there is a legitimate need. Protect it from unauthorized access or disclosure. If Client information falls into the wrong hands, Clients could become the victim of fraud or identity theft.
- h. Pay attention: Pay attention to the surroundings when collecting Client information and use good judgment whenever you need to discuss or transmit Client information.
- i. Storage: Keep Client information in a secure place, such as a locked drawer, file cabinet, or box. Do not leave it lying around where someone could see or take it. Use similar

safeguards to keep Client information on a computer, tablet, or phone. For example, use passwords that are complex to guess, install virus protections, and password-protect documents that contain Client information. Avoid storing Client information on a laptop, phone, or another portable device that could be lost or stolen, unless the device is encrypted.

- j. Disposal: When a Client's information is no longer needed it should no longer be used. Client information should be disposed of in a way that makes it unreadable, such as by shredding paper documents or deleting or encrypting computer data. Do not keep Client information any longer than necessary for the business to help avoid unnecessary risk.

6) Selling Crunchi Products

6.1 SELLING: Crunchi strongly encourages the retailing and selling of its products through person-to-person contact with Clients and through Crunchi Events. Sales should only be transacted via an Advocate's replicated website. Any sales transacted outside of an Advocate's replicated website are unable to be tracked, are not eligible under the return policy, and cannot be guaranteed by Crunchi. Crunchi does not promote or support cash and carry transactions, or any other transactions conducted outside of the website. In an effort to reinforce this method of selling and to help provide a standard of fairness for all Advocates, Advocates may not display or sell Crunchi products or literature, or in any other way promote the Crunchi Opportunity or products in any business, retail, wholesale, warehouse, online or discount establishment without prior written approval from Crunchi.

6.2 CRUNCHI EVENTS: Advocates are encouraged to host or facilitate educational social events that bring friends, family, and potential Clients together to learn about Crunchi. Events may be held in person or online and should align with the Agreement, as well as Crunchi's brand, marketing standards, and strategies. Advocates are encouraged to use Crunchi-provided tools and resources to support thoughtful, compliant event planning.

6.3 RETAIL OUTLETS: Only a promotional display is permitted in order to generate leads or collect orders. Displays may be in or near retail locations

provided all laws are observed and permission is granted from the business/property owner. Cash and carry sales are prohibited and all orders must be placed through the Advocates replicated website. Signs and advertising outside the business location are also prohibited. Advocates may not sell on the sidewalk or in parking lots of retail establishments. Deliveries to Clients must be made outside of and away from any retail establishments. Advocates are responsible for any and all contractual, insurance, licensing, or other obligations.

6.4 TRADE SHOWS: Advocates may display and sell Crunchi products at professional trade shows. These settings must be temporary and take place for fourteen (14) days or less. Advocates must be present at the booth or display. Only products sold via an Advocate's replicated website are eligible for return. Advocates selling at trade shows must post/inform Clients of Crunchi's return policy. Advocates are responsible for all fees, set-up, permits, security, insurance, travel, and other requirements if they choose to take part in temporary trade shows.

6.5 MILITARY BASES: Advocates, whether members of the military themselves or relatives or dependents of military members, stationed at United States Military bases, domestic or international, are responsible for following all rules of the base on which they are stationed for operating a direct sales business, including, but not limited to, events, promotions, displays, marketing, selling, shipping, or any related requirements. Further, Crunchi products are only available for sale in the United States of America (USA). Products may not be sold or shipped off base internationally, and may not be sold or shipped to residents of foreign countries.

6.6 NO INVENTORY: To ensure the proper maintenance and handling of all Crunchi products sold, maintaining and carrying product inventory is not permitted. Crunchi permits person-to-person sales with orders transmitting through the Advocate's replicated website.

6.7 NO CROSS PROMOTION: When promoting Crunchi products on social media posts or online videos, Advocates are permitted to share information about other brands and products. Conversely, Advocates are not permitted to share information about other businesses or network marketing opportunities in any social media post or online video that mentions or references Crunchi products

or the Crunchi business opportunity. Advocates who have achieved a Recognition Title of Innovator or higher are allowed to recommend skincare and makeup products not sold by Crunchi; however, they are not permitted to sell or receive commissions on such products. Additionally, per Section 9.3 Non-Solicitation, if an Advocate chooses to promote non-Crunchi products within their dedicated Crunchi groups or pages, they may not include products or links from another MLM company, regardless of their affiliation with that company. However, if an Advocate chooses to promote non-Crunchi products on a personal public page, website, or blog that is not dedicated to Crunchi or their Crunchi network, they may, if they are below the Innovator title, include links to other MLM companies. Please note: As a best business practice, we do not recommend placing your Crunchi link in the same post as other MLM or Affiliate links, as this can dilute and divide the interest of your potential client base.

6.8 NO RESALE: Advocates cannot knowingly sell Crunchi products to any third party who is planning to resell Crunchi products in retail environments, through fairs or trade shows, or through any other reselling/retailing forum.

7) Marketing and Promotion of a Crunchi Business

7.1 MARKETING AND ETHICS: As an independent contractor of Crunchi, an Advocate is obligated to market and promote their Crunchi business consistent with the Agreement. Advocates must identify themselves as independent contractors of Crunchi on any and all marketing, promotion, business cards, or online forums. Advocates may not imply they are owners, employees, managers, partners, stakeholders, franchisees, or any other type of employee of Crunchi. Advocates must also comply with FDA and FTC marketing guidelines, which are outlined in Crunchi documents and training. If an Advocate fails to comply with these guidelines, Crunchi will not participate in any legal action, including but not limited to; defending them in any proceedings, indemnifying them, or holding them harmless in any way.

7.2 MARKETING AND INTELLECTUAL PROPERTY: Advocates may not use Crunchi logos, trademarks, or other intellectual property

unless specifically allowed under the Advocate Agreement. However, Innovators and above may use the Crunchi logo on swag items with prior approval from advocates@crunchi.com.

7.3 MARKETING PRACTICES: Advocates are not permitted to use telemarketing, phishing, or other predatory marketing practices. All promotion and marketing must adhere to local, state, and federal laws regarding telemarketing and advertising.

7.4 SALES TOOLS:

- a. Available Sales Tools: Advocates may advertise or promote their Crunchi businesses using the templates, images, sales aids, presentations, advertising, promotional materials, and marketing methods (“Sales Tools”) available. All available Sales Tools, training, or training aids may not be altered, repackaged, or re-sold in any capacity. This rule applies regardless of whether the Sales Tools, training, or training aids have been provided by Crunchi Corporate or another Advocate.
- b. Proposed Sales Tools: Subject to the requirements set forth in the Agreement, Advocates may create their own Sales Tools. To ensure the Sales Tools are not deceptive and contain only substantiated claims, all Advocate-created Sales Tools must be submitted to Crunchi for written approval before they can be used or made public. Proposed Sales Tools must be submitted to Crunchi via email at advocates@crunchi.com. Advocates should include their names along with the submission. Advocates who receive written authorization from Crunchi to produce and publish Sales Tools may make approved Sales Tools available to other Advocates free of charge if they wish, but may not sell the Sales Tools to other Advocates. Use of Crunchi logos, trademarks, or other intellectual property is not permitted on Advocate-created Sales Tools.
- c. Approval of Sales Tools: Crunchi reserves the right to withhold and/or rescind approval for any approved Sales Tools, and Advocates waive all claims against Crunchi for damages, expenses, costs, or remuneration of any other nature arising from or relating to such rescission. Approved Sales Tools will be posted in all Advocate Community forums to which Advocates have access.
- d. Sales Tools Ownership: An Advocate who creates Sales Tools grants Crunchi an irrevocable license to use the Sales Tools at its discretion, and waives all trademark, copyright, or

intellectual property claims and/or claims for remuneration against Crunchi, its officers, directors, owners, agents, and other Advocates for such posting and/or use of the Sales Tools.

7.5 ONLINE REPRESENTATION: Advocates shall responsibly represent Crunchi online. Through the operation of their Crunchi business and online presence, Advocates may not make any social media postings, or link to or from any postings or other material that is:

- Offensive, profane, hateful, threatening, harmful, defamatory, libelous, harassing, or discriminatory (whether based on race, ethnicity, creed, religion, gender, sexual orientation, physical disability, or otherwise);
- Sexually explicit, obscene, or pornographic;
- Graphically violent, including any violent video game images;
- Solicitous of any unlawful behavior;
- Engaged in personal attacks on any individual, group, or entity; or
- In violation of any intellectual property rights of Crunchi or any third party.

Advocates are prohibited from conversing with others who place a negative post against them, other Advocates, or the Company. .

7.6 REPLICATED WEBSITES: Advocates for Crunchi receive a revocable license to use a Crunchi replicated website for their Clients and customers to purchase Crunchi products through them. Replicated websites through Crunchi may only be used for Advocates’ Crunchi business and not to promote, sell, or market non-Crunchi products, services, or business opportunities. Crunchi branding and logos must not be altered.

7.7 TEAM WEBSITES: Advocates may create their own non-public team websites or non-public social media pages (collectively “Team Websites”) to manage their Crunchi business. However, official Crunchi-supplied replicated websites are the only online forum available to Advocates through which Crunchi products or opportunities may be sold and through which new Crunchi enrollments may be transacted (prohibited online forums include, but are not limited to, Advocates’ external websites, online auctions, and classified listings). Team Websites and non-public social media pages are not

a violation of Crunchi's policy prohibiting Advocates from developing independent websites. A Team Website must be closed to the general public and must be password protected. Team Websites may serve only as a closed forum for communicating, training, recognizing, connecting, and/or motivating Advocates within that genealogy line. Team Websites may not be used for recruiting or sales purposes, and may not be shared with prospective Advocates. Team Websites must comply with all terms of the Agreement. Upon creation, an Advocate operating a Team Website shall provide Advocate members with a password to their Team Website and/or an invitation to a team social media page.

7.8 LINKING PINS/POSTS: An Advocate may post or "pin" photographs of Crunchi products on a social media site, but any postings or pinnings may link only to the posting Advocate's Crunchi Replicated Website.

7.9 ADVOCATE CREATED RECRUITING SITES: Advocates are provided with a replicated website by Crunchi, from which they can take orders, enroll new Customers and Advocates, as well as manage their Crunchi business. Advocates may only use replicated websites provided by Crunchi or to promote the Advocate opportunity and may not create their own public-facing websites or social media pages to directly or indirectly promote or recruit for the Advocate opportunity.

7.10 SEARCH ENGINE OPTIMIZATION , DIGITAL PAID ADVERTISEMENTS, GOOGLE ADS: All of these tactics, or attempting to direct or increase visitors to a site/page, that is not authentic, does not add value, or in any way tries to manipulate search engine algorithms are against the Agreement. All tactics taken to optimize an Advocate's site/page must be fair and in line with the Crunchi mission and the Agreement. Further, any links presented on the web must clearly be defined as a link to an Advocate's site and may not attempt to mislead web traffic by making potential Clients or potential Advocates believe they are reaching the Crunchi Corporate website.

7.11 NO SPAM OR PREDATORY PRACTICES: Any type of spam linking is not permitted. Advocates may not transmit mass emails, faxes, texts, direct mail, or phone calls to promote Crunchi or its products or opportunities. The use of

deceptive subject lines or other fraudulent tactics is prohibited. Advocates may not, including but not limited to, transmit, post, comment, or attempt to market, recruit, or sell in a predatory fashion on public or private social media sites.

7.12 SOCIAL MEDIA: Social networking, video, or digital media sites are permitted to share information about Crunchi provided the Advocate's use of these sites complies with the Agreement and clearly identifies Advocates as independent contractors, are not used for e-commerce, and aligns with the mission and values of Crunchi. Prior written permission must be obtained before uploading any content of any type received from Crunchi Corporate, captured at Crunchi Corporate offices, or at Crunchi Corporate events. In addition to meeting all other requirements specified in the Agreement, should an Advocate utilize any form of social media, including but not limited to blogs, Facebook, X (formerly "Twitter"), LinkedIn, YouTube, or Pinterest, the Advocate agrees to each of the following:

- a. No product sales or enrollments may occur on any social media site. To generate sales, a social media site must link only to the Advocate's Crunchi replicated website.
- b. It is each Advocate's responsibility to follow the social media site's terms of use. If the social media site does not allow its site to be used for commercial activity, Advocate must abide by the site's terms of use, and all other rules of the site.
- c. Any social media site that is directly or indirectly operated or controlled by an Advocate that is used to discuss or promote Crunchi products or opportunities may not link to any website, social media site, or site of any other nature, other than the Advocate's Crunchi replicated website.

7.13 AUCTION SITES: Online advertising and selling may not be done on "Craigslist" or other online or print classified sites. The use of "eBay," "Groupon," and other online auction or resale sites is not permitted to sell Crunchi products, or knowingly allow a third party to sell Crunchi in these forums. Banner advertising on web pages may be used with prior approval of Crunchi and may only link back to Advocate's replicated website.

7.14 PROMOTION AND CLAIMS:

Indemnification:

An Advocate is fully responsible for all of his or

her verbal and written statements made regarding Crunchi products and the Compensation Plan that are not expressly contained in official Crunchi materials. This includes statements and representations made through all sources of communication media, whether person-to-person, in meetings, online, through Social Media, in print, or any other means of communication. Advocates agree to indemnify Crunchi and Crunchi's directors, officers, employees, and agents, and hold them harmless from all liability including judgments, civil penalties, refunds, attorney fees, court costs, or lost business incurred by Crunchi as a result of the Advocate's unauthorized representations or actions. This provision shall survive the termination of the Advocate Agreement.

- a. **Product Claims:** No claims (which include personal testimonials) as to therapeutic, curative or beneficial properties of any products offered by Crunchi may be made except those contained in official Crunchi literature. In particular, no Advocate may make any claim that Crunchi products can affect or alter any structure or function of the body. Such statements can be perceived as drug claims, and they may lack adequate substantiation. Not only are such claims in violation of the Advocate Agreement, but they also violate the laws and regulations of the United States and other jurisdictions.
- b. **Unsubstantiated Claims:** Advocates should not make claims that Crunchi has been approved, endorsed, or otherwise sanctioned by any government agency or official. Advocates should not make claims that its products are a drug or a cure or will relieve any medical conditions, allergies, or other health-related ailments. Advocates must take care to truthfully and accurately promote Crunchi products.
- c. **IDS Statement & Income Claims:** Crunchi Corporate's ethics compel us to do not merely what is legally required, but rather, to conduct the absolute best business practices. To this end, we have developed the Crunchi Income Disclosure Statement ("IDS"). The Crunchi IDS is designed to convey truthful, timely, and comprehensive information regarding the income that Crunchi Advocates earn. In order to accomplish this objective, a copy of the IDS must be presented to all prospective Advocates.
- d. The failure to comply with this policy constitutes a significant and material breach of the Crunchi

Advocate Agreement and will be grounds for disciplinary sanctions, including termination, pursuant to Section 10.5 (Disciplinary Sanctions). An Advocate, when presenting or discussing the Crunchi Opportunity or Compensation Plan to a prospective Advocate, may not make income projections, income claims, or disclose his or her Crunchi income (including the showing of checks, copies of checks, bank statements, or tax records) unless at the time the presentation is made, the Advocate provides a current copy of the Crunchi Income Disclosure Statement (IDS) to the person(s) to whom he or she is making the presentation. A copy of the IDS must be presented to a prospective Advocate (someone who is not a party to a current Crunchi Advocate Agreement) anytime the Compensation Plan is presented or discussed, or any type of income claim or earnings representation is made. The terms "income claim" and/or "earnings representation" (collectively "income claim") include: (1) statements of actual earnings; (2) statements of projected earnings; (3) statements of earnings ranges; (4) income testimonials; (5) lifestyle claims; and (6) hypothetical claims. A lifestyle income claim typically includes statements (or pictures) involving large homes, luxury cars, exotic vacations, or other items suggesting or implying wealth. They also consist of references to the achievement of one's dreams, having everything one always wanted, and are phrased in terms of "opportunity", "possibility" or "chance." Claims such as "My Crunchi income exceeded my salary after six months in the business," or "Our Crunchi business has allowed my wife to come home and be a full-time mom" also fall within the purview of "lifestyle" claims. A hypothetical income claim exists when you attempt to explain the operation of the compensation plan through the use of a hypothetical example. Certain assumptions are made regarding some or all of the following: (1) number of personally-enrolled Customers and Advocates; (2) number of downline Customers and Advocates; (3) average sales/purchase volume/sales volume per Customer and Advocate; and (4) total organizational volume. Applying these assumptions through the compensation plan yields income figures that constitute hypothetical income claims. In any non-public meeting (e.g., a home meeting, one-on-one, regardless of venue) with a prospective Advocate or Advocates in which the Compensation Plan is discussed or any

type of income claim is made, you must provide the prospect(s) with a copy of the IDS. In any meeting that is open to the public in which the Compensation Plan is discussed or any type of income claim is made, you must provide every prospective Advocate with a copy of the IDS. In any meeting in which any type of video display is utilized (e.g., monitor, television, projector, etc.) a slide of the IDS must be displayed continuously throughout the duration of any discussion of the Compensation Plan or the making of an income claim. Copies of the IDS may be printed or downloaded without charge from the Facebook Advocate Community (FAC), Advocate Back Office, or crunchi.com. Advocates who develop sales aids and tools in which the Compensation Plan or income claims are present must incorporate the IDS into each such sales aid or tool prior to submission to the Company for review.

e. Advocate Compensation Plan Claims: When presenting or discussing the Crunchi Compensation Plan, you must make it clear to prospects that financial success with Crunchi requires commitment, effort, and sales skills. 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.

The above are merely examples of improper representations about the Compensation Plan. It is important that you do not make these or any other representations that could lead a prospect to believe that they can be successful as a Crunchi Advocate without commitment, effort, and sales skills.

8) Advocate Titles and Upline/Downline Relationships

8.1 TITLES: Crunchi has two (2) types of titles. Recognition Title is the title, or rank designation, given to an Advocate when they fulfill the requirements for a title in Crunchi's compensation plan during any given month. The Advocate's Paid As Title can be equal to or lower than the Advocate's Recognition Title. If the Advocate does not fulfill the requirements of their Recognition Title within a month, their compensation will be based on the title for which they actually satisfy the requirements as specified in the Advocate Plan.

8.2 TITLE RETENTION: An Advocate's highest Paid As Title, will be their Recognition Title for a six (6) month period. If an Advocate fails to be Paid As his or her Recognition Title during that six (6) month period, they may maintain their Recognition title during the six (6) month period, but once the original Recognition Title six (6) month period is over, his or her Recognition Title will be updated to the highest Paid As Title that he or she qualified for within the last six (6) months (Current + prior 6 Months).

- a. For example: If you advance in title in November, you will hold that Recognition Title for six (6) months, December - May. If you do not achieve that paid as title or higher within those six (6) months your Recognition Title will update for the month of June to your highest Paid As Title from the previous (6) months.
- b. For example: Advocate #101 achieved the Recognition Title of Activist for the first time in November. They have until May to be Paid As an Activist or higher at least once before their Recognition Title is demoted in June. In April, Advocate #101 met the requirements to be a Paid As Ambassador. They now have until October to again achieve Paid As Ambassador or higher to maintain their Recognition title in November.

8.3 CHANGE OF UPLINE: An Advocate may change their direct upline upon written consent of Crunchi Corporate within the 72-hour period after enrollment. This 72-hour period will begin at the time Crunchi Corporate receives the new Advocate Enrollment form. In the instance that a new Advocate wishes to transfer to a different upline, the transferring Advocate must do the following:

- a. Contact Crunchi Corporate within 72-hours after enrollment stating the reason for transfer and the Advocate to whose upline the new Advocate wants to transfer.
- b. Contact all upline and downline Advocates who would be financially affected by the transfer to notify them of the request to transfer. If the new Advocate is unsure who to contact, Crunchi can assist with providing names and email addresses.
- c. Provide evidence of contact of all affected Advocates to Crunchi.

Once the 72 hours after enrollment period has passed, Crunchi prohibits changes in sponsorship. Accordingly, the transfer of a Crunchi business from one sponsor to another is not permitted. In order to protect all Sponsors, no Advocate may interfere with the relationship between another Advocate and his or her Sponsor in any way. An Advocate may not offer, entice, encourage, solicit, recruit, or otherwise influence or attempt to persuade another Advocate to change his or her Sponsor or line of sponsorship, either directly or indirectly.

8.4 TRANSFER PROCESS: Advocates requesting transfer within the 72-hour period after enrollment understand that all approved transfers will take place on the first business day following the expiration of the 72 hour period. All sales, commissions, credits, bonuses, etc. that accrue on or after the date of transfer will follow and accrue within the new upline for the remainder of the month.

8.5 WAIT PERIOD: An Advocate may legitimately change organizations by voluntarily canceling his or her Crunchi business and remaining inactive (i.e., no purchases of Crunchi products for resale, no sales of Crunchi products, no sponsoring, no attendance at any Crunchi functions, participation in any other form of Advocate activity, or operation of any other Crunchi business, no income from the Crunchi business) for six (6) full calendar months. If the Advocate operated his or her Crunchi business as a sole proprietor (an individual or natural person), the Advocate may not attempt to circumvent this policy by using a Business Entity (as defined in Section 10.7) to enroll prior to the expiration of the six month waiting period contemplated herein. Similarly, if the Advocate operated his or her Crunchi business as a Business Entity, the Advocate may not enroll as a sole proprietor or use a different Business Entity prior to the expiration of the six month waiting

period. Following the six-month period of inactivity, the former Advocate may reapply under a new sponsor, however, the former Advocate's downline will remain in their original line of sponsorship. Crunchi may consider waiving the six-month waiting period under exceptional circumstances. Such requests for waiver must be submitted to Crunchi in writing. Any change in sponsorship in accordance with this Policy at any rank is limited to one time in the Advocate's life. Crunchi will not accept an Advocate Agreement for an Advocate wishing to change sponsors beyond the first sponsor change made in accordance with this Policy.

8.6 TRANSFER AND WAIVER OF CLAIMS: In cases wherein an Advocate improperly transfers, Crunchi reserves the sole and exclusive right to determine the final disposition of the Advocate's downline and Clients. ADVOCATES WAIVE ANY AND ALL CLAIMS AGAINST CRUNCHI, ITS OFFICERS, DIRECTORS, OWNERS, EMPLOYEES, AND AGENTS THAT RELATE TO OR ARISE FROM CRUNCHI'S DECISION REGARDING THE DISPOSITION OF ANY DOWNLINE ORGANIZATION THAT DEVELOPS BELOW AN ADVOCATE WHO HAS IMPROPERLY TRANSFERRED.

8.7 LINES DIRECT TO CRUNCHI: Crunchi may move any Advocate who is directly beneath Crunchi Corporate, along with said Advocate's entire sales organization, to another Advocate at its sole discretion.

8.8 CLIENTS LINKED TO ADVOCATES: When a new Client places an order with an Advocate, that Client becomes linked with that particular Advocate on Crunchi's website. It is always the Client's choice of whom they want to place an order with, regardless of any prior Client relationship(s). Clients have the right to change Advocates, or place orders, under a different Advocate of their choosing at any time. If a Client would like to change the Advocate on an order that has already been processed the Client (not the Advocate) must request this change in writing directly from Crunchi.

8.9 VOLUME FROM CLIENTS' ORDERS WHO BECOME ADVOCATES: When a Client becomes an Advocate, any volume from orders the Client placed prior to enrollment will not count towards their Personal Volume. The volumes associated with their orders prior to enrollment will remain unchanged.

8.10 ENROLLING ADVOCATE UPLINE: It is the new enrolling Advocate's choice of who they want to enroll under, regardless of the New Advocate's prior Client relationship(s). When a Client enrolls to become an Advocate, they will be placed under the Advocate they chose at enrollment (that Advocate may be Corporate). Any Advocate enrolling Direct-to-Corporate will be contacted by Corporate to determine where they will be placed. Crunchi reserves the right to place New Advocates at its sole discretion.

8.11 LEADERSHIP RESPONSIBILITIES: If Crunchi determines a leader is failing to train, recognize, inform, or help its downline, or fails to comply with the Agreement, Crunchi may at its sole discretion opt to remove a leader's downline, reduce TV, or cancel that Advocate's Agreement.

8.12 MAINTAINING ACTIVE STATUS:

8.12.1 Definition of Active Status

An Advocate is considered to be in Active Status when they are current with their Annual Renewal Fee and meet the Active Advocate Policy Volume (AAPV) requirement by achieving a minimum of 200 in Personal Volume (PV) each calendar quarter. Maintaining an Active Status provides continued access to a replicated Crunchi website, access to Crunchi's Back Office, retention of Clients, placement within the genealogy tree, and a 20% discount on product purchases at the time of order.

8.12.2 Quarterly Periods

For purposes of determining Active Status, the calendar year is divided into the following quarters: Quarter 1 (Q1): January through March; Quarter 2 (Q2): April through June; Quarter 3 (Q3): July through September; and Quarter 4 (Q4): October through December. Advocates must achieve a minimum of 200 PV within each quarter to maintain Active Status.

8.12.3 New Advocate Grace Period

Newly enrolled Advocates are granted a grace period during their initial quarter of enrollment. The 200 PV requirement begins the next full quarter following the quarter of enrollment. For example, an Advocate who enrolls in February (Q1) will begin their first qualifying quarter in April through June (Q2).

8.12.4 Notification of Inactive Status

Advocates who have not met the 200 PV minimum

for the current quarter will receive an automated email notification during the final month of that quarter. This notification serves as a reminder and warning of potential deactivation if the PV requirement is not met by quarter-end.

8.12.5 Deactivation

Advocates who fail to meet the 200 PV requirement for the current quarter will be deactivated. Upon deactivation, the individual will lose access to their replicated website and Crunchi Back Office, be removed from the genealogy tree, forfeit any linked Clients, and lose eligibility for Advocate discounts.

8.12.6 Re-Enrollment After Deactivation

A deactivated Advocate may re-enroll as an Advocate at any time. Upon re-enrollment, the Advocate will be subject to the then-current Advocate Agreement and all applicable policies.

8.13 COMPLETE DEDICATION TO CRUNCHI:

When an Advocate achieves a Paid As Title of Innovator and above, this becomes a turning point in their business. In order to be paid past Visionary, the Advocate must choose Crunchi as the only MLM they represent and promote. While they are permitted to keep their other MLM affiliation(s) for personal use, they may no longer lead, recruit for, or promote another party plan, direct selling, or multilevel marketing products and opportunities. Failure to do so will result in their Recognition/Paid As Title being capped at the Visionary level.

9) Ethical Conduct with a Crunchi Business

9.1 RECRUITING: Advocates are always free to participate in any other business or network marketing opportunities of their choosing. However, during the term of this Agreement and any renewal of the Agreement, an Advocate may not directly or indirectly recruit other Crunchi Advocates, Clients, business or social media partners, or corporate staff for any other business or network marketing opportunity. This includes recruiting Crunchi Advocates, Clients, business or social media partners, or staff for opportunities on behalf of a spouse, friend, family member, business contact, or other third party. The term "Recruit" means the direct or indirect, actual or

attempted, sponsorship, solicitation, enrollment, encouragement, or effort to influence in any other way, another Crunchi Advocate, Client, business or social media partner, or staff member to enroll or participate in another business or network marketing opportunity. Advocates must walk in the utmost integrity while sharing the Crunchi opportunity and train their downline to do the same. Any solicitation of active representatives from another company or activities that could be deemed as “cross-recruiting” or “poaching” is not permitted. If you are exiting another direct selling company to join Crunchi, you must follow the exit policies of the company from which you are leaving and honor all of your post-termination contractual obligations with your former company.

9.2 SEPARATE BUSINESSES: If an Advocate is engaged in other non-Crunchi business or network marketing opportunities, it is the responsibility of the Advocate to ensure that their Crunchi business is operated entirely separate and apart from all other businesses and/or network marketing opportunities. An Advocate must not:

- a. Intermix Crunchi promotional material, sales tools, or products with other non-Crunchi brands without the expressed written consent of Crunchi. (Crunchi products may be sold at the same location as non-Crunchi products so long as the Crunchi and non-Crunchi products are completely separated and all sales are completely separate.).
- b. Offer the Crunchi products to prospective or existing Clients or Advocates in conjunction with any non-Crunchi program, opportunity, or products (separate postings on social media sites are exempt from this statement).
- c. Offer, discuss, or display any non-Crunchi opportunity or products at any Crunchi Corporate event, trunk show, trade show, meeting, seminar, convention, webinar, teleconference, or other function, or in any way pair or tie a Crunchi product or opportunity to a non-Crunchi product, opportunity or business.
- d. Attempt to promote, market, or sell the other business products or opportunities to Crunchi Advocates, Clients, social media partners, or staff on behalf of themselves or for a spouse, friend, family member, or other third party.

9.3 NON-SOLICITATION: During the term of this Agreement and for a period of 12 calendar months

thereafter, an Advocate may not use any social media site (including their private Facebook Groups) on which they discuss or promote, or have discussed or promoted, the Crunchi business or products to directly or indirectly solicit Crunchi Advocates, Clients or employees for another direct selling, multi-level marketing or network marketing program (collectively, “direct selling”). In furtherance of this provision, an Advocate shall not take any action that may reasonably be foreseen to result in drawing an inquiry from other Advocates relating to the Advocate’s other direct selling business activities. Violation of this provision shall constitute a violation of the non-solicitation provision in Section 9.5 (Conflicts of Interest) below. Advocates who engage in another Direct Selling Business (as defined in Section 9.1) must not, directly, indirectly, or through a third party use any social media account or private group (e.g., Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, etc.) that the Advocate currently uses or has used in the past to promote or discuss Crunchi, its products, programs, services or the business opportunity (“Crunchi Social Media”). If the Advocate is involved in another Direct Selling Business, the Advocate must create a separate social media account or private Facebook Group to promote the other Direct Selling Business and may not use their dedicated Crunchi groups or pages to promote another company. Crunchi Advocates are also prohibited from “cross-posting” from their other Direct Selling Business social media account onto the Advocate’s Crunchi Social Media and vice versa. Personal public pages, websites, and blogs not dedicated to Crunchi or your Crunchi network are exempt under the following conditions:

- The Advocate does not solicit, invite, or use it in any capacity for current Crunchi Advocates or Clients. In these instances, the Advocate should direct them to their dedicated closed group pages.
- All posts that include Crunchi in the same space/post as another MLM link must add the following disclaimer, as laid out in Section 7.5 Master List/Product Recommendation List: The companies/products listed here are my personal recommendations alone & not affiliated or endorsed by Crunchi Corporate.

Furthermore, during the term of the Advocate Agreement and for a period of 12 calendar months after its termination, private Facebook Groups on

which an Advocate has shared or promoted Crunchi may not be renamed for the purpose of promoting another direct selling company or its products.

- a. Advocates are expressly forbidden, without prior written permission from Crunchi, from soliciting, hiring, offering employment or compensation of any kind, or otherwise using the services of any Crunchi employees or other Advocates outside their scope of employment or status during said term of employment or status for a period of twelve (12) months after the Advocate or employee leaves Crunchi.

9.4 USE OF CONFIDENTIAL INFORMATION: As per the terms of the Agreement, confidential information may not be shared, used, or given to any third party with regard to soliciting, recruiting, or participating in any other business or network marketing opportunities. Confidentiality will not terminate at the twelve (12) month period mentioned above.

9.5 CONFLICT OF INTEREST: Any other business or network marketing opportunities in which an Advocate participates must remain separate from Crunchi. If an Advocate participates in other business or network marketing opportunities, then they may not attempt to enroll or recruit other Crunchi Advocates directly or through a third party, and they may not offer literature, promotional material, sales, or products from another business or network marketing opportunity to Crunchi Advocates or Clients. It is also considered a conflict of interest for an Advocate to promote, market, or attempt to sell other business products or opportunities to other Crunchi Advocates, Clients, or staff for a spouse, friend, family member, or other third party.

9.6 NEGATIVE COMMENTS: Complaints and concerns about Crunchi and/or its products should be directed to Crunchi's corporate office at info@crunchi.com or (888) 831-3133. Advocates must not disparage, demean, or make negative remarks to third parties or other Advocates about Crunchi, its owners, officers, directors, management, employees, another Crunchi Advocate, Crunchi products, or the Agreement. Disputes or disagreements between any Advocate and Crunchi shall be resolved through the dispute resolution process described in the Agreement, and Crunchi and Advocates agree specifically not to demean,

discredit, or criticize one another on the Internet, in social media, or in any other public forum.

10) Cancellations, Disputes, Damages

10.1 CANCELLATION: An Advocate may cancel at any time, regardless of the reason. The Advocate may cancel the Agreement within thirty (30) business days from the date of registration without penalty or obligation; or pursuant to state-specific obligations.

- a. Cancellation must be sent in writing to Crunchi, LLC PO Box C, Stuart, FL 34995, Stuart, FL 34997, or via email at advocates@crunchi.com.
- b. Any payments made to Crunchi will be returned to Advocate within fifteen (15) days of written cancellation. Advocate must make available any product collection purchased and delivered under this Agreement and must be returned by Advocate within fifteen (15) days of written cancellation. The collection must contain all products purchased within the collection. Advocate will ship the product collection to the corporate office at Advocate's expense. If Advocate does not ship the product collection within fifteen (15) days of cancellation then Advocate may retain, for personal use only, or dispose of the product collection. If the Advocate does not return the product collection within fifteen (15) days, the Advocate will remain liable for all costs, but for specific state law requirements.

10.2 VOLUNTARY CANCELLATION: Advocates have the right to cancel their Agreement at any time, regardless of reason. Cancellation may be submitted to advocates@crunchi.com or will arise by failure to renew. The written notice must include the Advocate's full name, and address. In addition to written termination, Advocates who have consented to Electronic Contracting will cancel their Advocate Agreement should they withdraw their consent to contract electronically.

10.3 INVOLUNTARY CANCELLATION OR FAILURE TO MEET REQUIREMENTS: If an Advocate fails to satisfy their PV requirements to remain an Advocate, his or her status will remain the status of an Advocate until they fail to renew. Commissions are only paid to those Advocates who qualify. An

Advocate's violation of any of the terms of the Agreement, including any amendments that may be made by Crunchi in its sole discretion, may result in any of the sanctions listed in Section 10.5, including the involuntary cancellation of his or her Advocate Agreement. Cancellation shall be effective on the date on which written notice is mailed, emailed, faxed, or delivered to an express courier, to the Advocate's last known address, email address, or fax number, or to his/her attorney, or when the Advocate receives actual notice of cancellation, whichever occurs first. Crunchi reserves the right to cancel all Advocate Agreements upon thirty (30) days' written notice in the event that it elects to (1) cease business operations; (2) dissolve as a corporate entity; or (3) terminate distribution of its products via direct selling.

10.4 EFFECT OF CANCELLATION: An Advocate whose business is canceled for any reason will lose all Advocate rights, benefits, and privileges.

- a. The Advocate must discontinue using the Crunchi name, and all other Crunchi confidential information, intellectual property, and all derivatives of such intellectual property, in general, online, and in any postings on social media, websites, or other promotional materials. This includes the right to represent themselves as a Crunchi Advocate, the right to sell Crunchi products, the right to receive commissions, bonuses, or other income resulting from the Advocate's own sales and the sales and other activities of the Advocate's former downline sales organization. Advocates will receive any bonuses and commissions due to them through the date of cancellation.
- b. Replicated website fees, Sales Tools, email, Advocate tools or services, and any annual fees are not refundable except as may be required under applicable state law.

10.5 DISCIPLINARY SANCTIONS: Violation of the Agreement, these Policies and Procedures, violation of any common law duty, including but not limited to any applicable duty of loyalty, any illegal, fraudulent, deceptive or unethical business conduct, or any act or omission by an Advocate that, in the sole discretion of the Company may damage its reputation or goodwill (such damaging act or omission need not be related to the Advocate's

Crunchi business), may result, at Crunchi's discretion, in one or more of the following corrective measures:

- Issuance of a written warning or admonition;
- Requiring the Advocate to take immediate corrective measures;
- Imposition of a fine, which may be withheld from bonus and commission checks;
- Loss of rights to one or more bonus and commission checks;
- Crunchi may withhold from an Advocate all or part of the Advocate's bonuses and commissions during the period that Crunchi is investigating any conduct allegedly violative of the Agreement. If an Advocate's business is canceled for disciplinary reasons, the Advocate will not be entitled to recover any commissions withheld during the investigation period;
- Suspension of the individual's Advocate Agreement for one or more pay periods;
- Permanent or temporary loss of, or reduction in, the current and/or lifetime rank of an Advocate (which may subsequently be re-earned by the Advocate);
- Transfer or removal of some or all of an Advocate's downline Advocates from the offending Advocate's downline organization.
- Involuntary termination of the offender's Advocate Agreement;
- Suspension and/or termination of the offending Advocate's Crunchi website or website access;
- Any other measure expressly allowed within any provision of the Agreement or which Crunchi deems practicable to implement and appropriate to equitably resolve injuries caused partially or exclusively by the Advocate's policy violation or contractual breach;
- In situations deemed appropriate by Crunchi, the Company may institute legal proceedings for monetary and/or equitable relief.
- At the discretion of Crunchi, recognition privileges may be suspended

10.6 COMPLAINTS: If an Advocate has a complaint, with another consultant, or with Crunchi regarding any practice or conduct, then the issue should be raised to the Advocate's upline. If the matter cannot be resolved, then it should be reported in writing to Crunchi Corporate offices.

10.7 ACTIONS OF BUSINESS ENTITIES AND AFFILIATED PARTIES AS ADVOCATES: The term “Business Entity” shall mean any corporation, partnership, limited liability company, trust, or other entity that owns or operates a Crunchi business. The term “Affiliated Party” shall mean any individual, partnership, trust, limited liability company, or other entity that has an ownership interest in, or management responsibility for, a Business Entity. A Business Entity and each Affiliated Party must comply with the Agreement. If a Business Entity and/or any Affiliated Party violates the Agreement, Crunchi may take disciplinary action against the Business Entity and/or against any or all of the Affiliated Parties. In addition, if a household family member of an Advocate engages in conduct that would be a violation of the Agreement, the conduct of the household family member shall be imputed to the Advocate.

10.8 LIQUIDATED DAMAGES: In any case that arises from or relates to the wrongful termination of an Advocate’s Agreement and/or independent business, the parties agree that damages will be extremely difficult to ascertain. Therefore, the parties stipulate that if the involuntary termination of an Advocate’s Agreement and/or loss of their independent business is proven and held to be pursuant to a breach of contract or otherwise wrongful under any theory of law, the parties sole remedy shall be liquidated damages calculated as follows: For Advocates at the “Paid As” title of Crunchi, liquidated damages shall not exceed the amount of Advocate’s gross compensation earned pursuant to the Crunchi Advocate Plan in the twelve (12) calendar months immediately preceding the termination. The Parties agree that the foregoing liquidated damage schedule is fair and reasonable. An Advocate’s “Paid As” title is the title at which they actually qualified to earn compensation under the Advocate Compensation Plan during a pay period. For purposes of the Agreement, the relevant pay period to determine an Advocate’s “Paid As” title is the pay period during which the Advocate’s business is placed on suspension or terminated, whichever occurs first. The “Paid As” Title differs from the “Recognition Title,” which is the highest title an Advocate has ever achieved under the Advocate Compensation Plan.

10.9 DISPUTE RESOLUTION: As referenced in Section 18 of the Advocate Terms and Conditions the

following process is outlined for dispute resolution. For claims seeking \$5,000.00 or more that arise from or relate to the Agreement, prior to filing arbitration as set forth below, the Parties shall meet in good faith and attempt to resolve such dispute through confidential nonbinding mediation. One individual who is mutually acceptable to the Parties shall be appointed as mediator. If the Parties cannot agree on a mediator, the complaining Party shall request a mediator be appointed by the American Arbitration Association (“AAA”). The mediation shall occur within sixty (60) days from the date on which the mediator is appointed. The mediator’s fees and costs, as well as the costs of holding and conducting the mediation, shall be divided equally between the Parties. Each Party shall pay its portion of the anticipated shared fees and costs at least ten (10) days in advance of the mediation. Each Party shall pay its own attorney’s fees, costs, and individual expenses associated with conducting and attending the mediation. Mediation shall be held in Martin County, Florida, and shall last no more than two (2) business days. Except as otherwise provided in the Agreement, any controversy or claim arising out of or relating to the Agreement, or the breach thereof shall be settled through confidential arbitration. The Parties waive rights to trial by jury or to any court. This arbitration provision applies to claims that were not successfully resolved through the foregoing mediation process as well as claims for less than \$5,000.00 not subject to the mediation requirement. The arbitration shall be filed with, and administered by, the American Arbitration Association in accordance with the AAA’s Commercial Arbitration Rules and Mediation Procedures, which are available on the AAA’s website at www.adr.org. Copies of the AAA’s Commercial Arbitration Rules and Mediation Procedures will also be emailed to Advocate upon request to Crunchi Corporate office. Notwithstanding the rules of the AAA, unless otherwise stipulated by the Parties, the following shall apply to all Arbitration actions: The Florida Rules of Evidence shall apply in all cases; The Parties shall be entitled to all discovery rights permitted by the Florida Rules of Civil Procedure; The Parties shall be entitled to bring motions under Rules 12 and/or 56 of the Florida Rules of Civil Procedure; The Federal Arbitration Act shall govern all matters relating to arbitration. The laws of the State of Florida without regard to principles of conflicts of laws, shall govern all other matters relating to or arising from the

Agreement; The arbitration hearing shall commence no later than 365 days from the date on which the arbitrator is appointed, and shall last no more than five (5) business days; The Parties shall be allotted equal time to present their respective cases; The arbitration shall be brought on an individual basis and not as part of a class or consolidated action; All arbitration proceedings shall be held in Martin County, Florida; There shall be one (1) arbitrator selected from the panel that the AAA provides; Each Party to the arbitration shall be responsible for its own costs and expenses of arbitration, including legal and filing fees; The decision of the arbitrator shall be final and binding on the Parties and may, if necessary, be reduced to a judgment in any court to which the Parties have consented to jurisdiction as set forth in the Agreement. This agreement to arbitrate shall survive the cancellation or termination of the Agreement. The Parties and the arbitrator shall maintain the confidentiality of the arbitration proceedings and shall not disclose to third parties:

- The substance of, or basis for, the controversy, dispute, or claim;
- The substance or content of any settlement offer or settlement discussions or offers associated with the dispute;
- The pleadings, or the content of any pleadings, or exhibits thereto, filed in any arbitration proceeding;
- The content of any testimony or other evidence presented at an arbitration hearing or obtained through discovery in arbitration;
- The terms or amount of any arbitration award;
- The rulings of the arbitrator on the procedural and/or substantive issues involved in the case. Notwithstanding the foregoing, nothing in the Agreement shall prevent either Party from applying to and obtaining from any court to which the Parties have consented to jurisdiction as set forth in the Agreement a temporary restraining order, preliminary or permanent injunction, or other equitable relief to safeguard and protect its intellectual property rights, trade secrets, and/or confidential information, including but not limited to enforcement of its rights under the provision of the Agreement.

11) Crunchi Businesses - Transfer or Distribution

11.1 TRANSFER UPON AN ADVOCATE'S DEATH:

Crunchi businesses are non-transferable except upon the death of an Advocate. An Advocate may devise their business for their heirs. Because Advocates cannot divide commissions among multiple beneficiaries or transferees, the beneficiaries or transferees must form a business entity (corporation, LLC, partnership, etc.), and Crunchi will transfer the business and issue commissions to the business entity. In the case of a business transfer via testamentary instrument, the beneficiary of the business must provide Crunchi with certified letters of testamentary and written instructions from the trustee of the estate, or an order of the court, that provides direction on the proper disposition of the business. The beneficiary must also execute and submit to Crunchi an Advocate Enrollment Form and Agreement within thirty (30) days from the date on which the business is transferred by the estate to the beneficiary or the business will be canceled.

11.2 BUSINESS DISTRIBUTION UPON DIVORCE:

Crunchi is not able to divide commissions among multiple parties, nor is it able to divide a sales team. Consequently, in divorce cases, any settlement or divorce decree must award the business in its entirety to one party. Crunchi will recognize as the owner of the business the former spouse who is awarded the business pursuant to a legally binding settlement agreement or decree of the court. The former spouse who receives the Crunchi business must also execute and submit an Advocate Enrollment Form and Agreement within thirty (30) days from the date on which the divorce becomes final or the business will be canceled.

11.3 DISSOLUTION OF A BUSINESS ENTITY:

Crunchi is not able to divide commissions among multiple parties, nor is it able to divide a sales team. Consequently, in the event that a business entity that operates a Crunchi business dissolves, the owners of the business entity must instruct Crunchi on the identity of the proper party who is to receive the business. The Crunchi business must be awarded to a single individual or entity that was previously recognized by Crunchi as an owner of the business entity; Crunchi cannot

divide the business among multiple parties or issue separate commission payments. In addition, the recipient of the Crunchi business must also execute and submit an Advocate Enrollment Form and Agreement to Crunchi within thirty (30) days from the date of the dissolution of the business entity or the Crunchi business will be canceled.

Crunchi Policies & Procedures FAQs:

Cross-Promotion/Cross Recruiting FAQs

Q: Are Advocates allowed to share Crunchi with other companies/brands/products?

A: Yes.

Crunchi Leadership Circle

Q: As a Leader, am I allowed to promote another direct-selling company or MLMs actively?

A: Yes. You may represent and promote other MLM affiliation(s) however, if you achieve a Paid As Title of Innovator and above you will be capped as a Visionary for rewards and perks to align with our Crunchi Advocate policies and procedures below.

Section 8.13 Complete dedication to Crunchi.
When an Advocate achieves a Paid As Title of Innovator and above, this becomes a turning point in their business. In order to be paid past Visionary, the Advocate must choose Crunchi as the only MLM they represent and promote. While they are permitted to keep their other MLM affiliation(s) for personal use, they may no longer lead, recruit for, or promote another party plan, direct selling, or multilevel marketing products and opportunities. Failure to do so will result in their Recognition/Paid As Title being capped at the Visionary level.

Q: If a leader chooses to accept Visionary earnings as a cap, would that be effective immediately?

A: Yes. They will be capped for the current monthly commission and paid as Visionary. For example, they would be paid as Visionary for August if they reach that title.

Q: What is the protocol and timeline should a leader desire to have their title reinstated in the future?

A: If an Innovator or above leader decides to represent another MLM, their title will be capped at Visionary for a six month period. To remove the cap and return to top leadership, the leader must notify Crunchi within 2 weeks of when they wish to return to top leadership. For example, if a leader chooses to promote another company starting in August, they will be capped at Visionary title from August through January. If they would like to be reinstated, they must request by January 16th for Crunchi to reinstate them to top leadership by February 1st.

Q: When new products launch how do I qualify to receive early access or complimentary products?

A: All Leaders will receive early access to new products. To qualify for the complimentary new products with or without free shipping, you must be paid as an Ambassador or above the month prior. To determine what reward you will receive will be based on your current recognition title. If you are not paid as Ambassador or higher, you will still gain early access.

Q: At any level, if my friend is a representative of another MLM company, am I allowed to include their rep link in my dedicated Crunchi Client Group or Team Page?

A: No. At any level, your dedicated Crunchi Client and Advocate Team Groups must be just that - 100% dedicated to Crunchi as the only MLM you represent/promote.

Q: At any level, am I allowed to include a link to another MLM's website within my dedicated Advocate Team Group even if I am NOT a distributor?

A: No. At any level, your dedicated Advocate Team Groups must be just that -100% dedicated to Crunchi as the only MLM you represent/promote.

Q: At any level, if my friend is a rep for another MLM and wants to do a LIVE in my dedicated Crunchi Client Group or Team page to promote their brand, is this permitted?

A: No. At any level, your dedicated Crunchi Client and Advocate Team Groups must be just that - 100% dedicated to Crunchi as the only MLM you represent/promote.

Q: What is determined as a “dedicated Crunchi Client or Advocate Team group”?

A: A Client or Advocate group with the sole purpose of promoting your Crunchi Business.

Q: What is considered my dedicated Crunchi network?

A: Any space/group/page that you utilize as the main source of building your Crunchi business and to share freely about Crunchi. This typically refers to closed Client Groups and Advocate Team pages but is not limited to just those if an Advocate uses another platform/method to build their Crunchi network and grow their business.

Q: May I share Crunchi AND another MLM company to which I am registered in my dedicated Crunchi Team page?

A: No. Your dedicated Team Pages (or any networks devoted to the promotion of Crunchi) may not represent another MLM you are registered with or be used to promote another business opportunity or product. This is considered a conflict of interest and a solicitation of your Advocates. (This is at ANY level)

Q: What if I have a social media profile, personal space, public blog, or website that is not dedicated to Crunchi but is used to promote Crunchi, can I use that to promote other MLMs and brands?

A: Yes, however, you must remain compliant with P&P sections 9.1, 9.2, and 9.3.

Q: In section 9.1, it speaks to “poaching”. What does this mean?

A: Cross-recruiting or “poaching” is not permitted. This means you may not directly or indirectly

approach any current Advocate or Client with the opportunity to recruit them to another MLM. If they have approached you first, inquiring about the product or opportunity you may share with them.

For example, the following approaches are prohibited:

(Direct) “Hi ____, I just partnered with XYZ Company and think you should check them out.”

(Indirect) “Hi ____, I have made some changes in my routine and feel amazing, can I share more with you?”

Q: Am I allowed to build a team with another MLM while being an Advocate with Crunchi?

A: Yes, however, you must remain compliant with P&P sections 9.1, 9.2, and 9.3.

Q: Am I allowed to host an event for another MLM company if I am NOT registered as a rep for that company?

A: Yes, you may host an event (as a customer) for another MLM (at any level), but you may not solicit your dedicated Crunchi network to participate in this event. This includes (but is not limited to) your Crunchi Client Page, Team Page, or cross-line Advocates. Essentially, you are not permitted to behave in activities that intersect with your Crunchi business, which could be considered a solicitation of that dedicated network. If you choose to host an event for a friend of another MLM, you would need to make sure you only open this to your non-Crunchi dedicated spaces. This is the same across the board at any level and is covered under Section 9.5 Conflict of Interest.

Q: If I am registered as a rep for another MLM company (in addition to Crunchi) am I allowed to host an in-person or virtual event that combines both of these products in the same event? For example, “Mom’s Night Out w/ DoTerra & Crunchi”?

A: Based upon P&P section 6.7 you would not be able to cross-promote both brands in the same booth, table, or setting (whether online or in-person) and would need to keep these two businesses completely separate. Additionally, your Crunchi network cannot be used to promote

other MLM brands. In the example above, you would need to split these events and make sure your promotion of Crunchi was independent of your promotion of another brand. Sections 9.2 and 9.3 outline this policy in further detail.

Q: Am I allowed to share Crunchi at a trade show or vendor event where other MLM representatives are present and sharing their products?

A: Yes! You would just need to ensure that Crunchi products are displayed apart from those other brands and are on their own table, booth, or setting, abiding by Sections 6.4 & 6.7. Further, pursuant to Section 6.7, Advocates achieving a Paid As Title of Innovator and above are permitted to recommend skincare and makeup products not sold by Crunchi, but they are not permitted to sell or receive commissions on such products.

Q: If I own a brick-and-mortar store, am I allowed to promote Crunchi alongside other MLM brands, as long as they are not intermingled, displayed separately, and abide by P&P section 6 “Selling Crunchi Products”?

A: Yes!

Q: May I share discount/affiliate codes within my Crunchi network/groups as long as they are not an MLM company?

A: Yes!

Q: Why are Crunchi dedicated groups/pages regulated more strongly than personal pages/blogs/websites?

A: Per our non-solicitation policies, Crunchi spaces/groups/pages that an Advocate utilizes for the sole promotion of their Crunchi business (in the eyes of the policy) must remain dedicated to Crunchi. This protects this Crunchi dedicated network from being solicited for another direct selling business/product/service. However, personal pages that are not used to build, grow, or solely promote their Crunchi business cannot be regulated to the same extent. For this reason, different rules apply to these spaces. See P&P Section 9.3 for complete details.

Social Media Handles

Q: May I use the word Crunchi (with an “i”), as well as Smart. Conscious. Beautiful when creating a private/public social media handle, group, or display name?

A: No. There are many reasons for this policy, including company trademarks. Most importantly, this helps Clients distinguish between the main Crunchi Corporate pages/profiles and individual Advocate pages/profiles; creating a level playing field among all Advocates.

Q: What if my group is marked as “secret” and not searchable? Do the same rules apply?

A: Facebook groups that are “secret” (and therefore are not searchable) are free to use Crunchi with an “i” in the title as long as it is also clear in your group description that the group was not created or moderated by Crunchi Corporate. Even though some group pages require approval to join, if they are not made “secret” then the use of Crunchi or Smart Conscious Beautiful would still not be permitted.

Q: Can you offer any word recommendations to get my creative juices flowing for my group/display name?

A: Yes!
Safe/Safer
Healthy
Green
Beauty
Lifestyle/Living/Life
Makeup/ Cosmetics
Choices
Clean
Better
Alternative(s)

Holding or Carrying Inventory

Q: May Advocates hold or carry inventory for the purpose of person-to-person sales?

A: No. To ensure the proper maintenance and handling of all Crunchi products sold, maintaining and carrying product inventory is not permitted. Crunchi permits person-to-person

sales with orders transmitting through the Advocate's replicated website

Q: Why is this policy in place?

A: To protect the integrity of the products and also the Advocates promoting them. Many direct-selling companies encourage or require you to carry inventory, which means the promoters of that company become the warehouse! Think of the cost, responsibility, and risk involved in an inventory-based business. Unlike this model, Crunchi Advocates are encouraged to hold only enough products for themselves and to sample out to potential Clients/Advocates. This means you have all of the benefits of promoting and selling a product without the risk and personal investment of mass inventory. Simply send them to your replicated website to order and our team handles the rest! No handling, wrapping, boxing, shipping, or (in some cases) returning on your part involved! Returning? Well, our P&P doesn't support cash and carry sales. Therefore, if you were to sell an item on hand to someone else, we would be unable to cover this under our Return Policy in the event they wanted to exchange it for another item. Leaving you on the hook for the return or exchange. Making this policy is a win-win for all parties involved.

Q: But what if I own a brick-and-mortar store and want to sell Crunchi directly from there? Is this permitted?

A: No. Our core business is our Advocate Program and we currently do not offer a wholesale option. If a business desires to sign up as an Advocate, they are welcome to do so! However, they would follow the same rules/guidelines as any other Advocate, and inventory for cash and carry sales is still not permitted. Simply put, our product is designed to be shared person to person, through education and the individualized care of an Advocate.

Q: If I own a brick-and-mortar store and would like to display Crunchi for sampling purposes only, is this permitted?

A: Yes.
Order/ Enrollment Incentivizing & Giveaways/Promotional Gifts

Q: Is the \$100 Promotional Gift (Giveaways) limit referring to what the Advocate paid for the giveaway item or the value of the item itself? For example, if I wanted to give away a designer bag that I received as a gift (so no cost to me personally) with a Crunchi Lip Oil - since the bag was given at no cost to me and the Lip Oil is under the \$100 limit, is this compliant?

A: The giveaway cap is on a \$100 value - not \$100 in cost to you. In the example above, the only way it would remain compliant was if the bag that you received for free was within the \$100 value limit when combined with the Lip Oil.

Q: Why is there a limit to the value of a single Crunchi giveaway?

A: Simply put, to create an even playing field for our Advocate Community. If Advocate Suzy has an unlimited bank account and can offer a \$500 giveaway, but Advocate Mary cannot, then Advocate Suzy has an unfair advantage. Placing a limit on the single giveaway amount, levels the playing field and ensures that Advocates are focusing on what truly matters - promoting our amazing product(s) which is a selling point in and of itself!

Q: Are Advocates allowed to offer a public-facing giveaway?

A: This answer is a yes/no - depending on the scenario. All giveaways not related to the growth of your network, must be held in a private setting and advertised on a private platform. BUT - a giveaway may be held on a public platform if it is related to the growth of your network and a disclaimer to your public post must be added stating, "Only those not currently working with or tied to another Advocate are eligible to win". This ensures that the offer of the promotional gift does not encourage Client hopping or an unfair advantage. See Section 3.6 for complete details. Example of a promotional gift/giveaway that is compliant:

Suzy has a public IG page and wants to grow her following. She makes a post that says, "Comment below and tag a clean beauty lover that you think should follow my page. All new followers/taggers

will be entered to win a Powerlight Eye Cream”
- Then she adds the disclaimer that the winner cannot work with another Advocate to win.

Related to growing network
Disclaimer added
Value under \$100

Q: Are Advocates allowed to promote their Crunchi promotional gift/giveaway (that is not related to their following growth) on a public platform so long as the giveaway itself is handled in a private group or setting?

A: No. They must be promoted and held in a private group or setting.

Q: What about the Host Rewards Program? May I share these perks on a public platform?

A: Yes! The Host Rewards Program is available to all Advocates to utilize and attract new Hosts/Clients.

Q: Am I allowed to give away a Crunchi product with a non-Crunchi product?

A: Yes - But we recommend you choose carefully and only give away an item that we do not carry and aligns with our Clean Beauty philosophies.

Q: What about personal pages that are not related to Crunchi or used to grow my Crunchi business? Am I held to the promotional gift/giveaway policy guidelines?

A: If you are giving away Crunchi products, then the Crunchi policies would apply. If you are giving away non-Crunchi products in your personal pages/groups/settings unrelated to Crunchi, you are free to handle giveaways as you see fit. We do not regulate giveaways that are not related to Crunchi products or your Crunchi business.

Q: May an Advocate incentivize a Client to place an order with a promotional gift or giveaway?

A: No. Per P&P Section 3.6 Advocates may not offer a promotional gift or giveaway on any platform that directly incentivizes a Client to place an order unless that promotion is being concurrently run on crunchi.com. An example of order incentivizing would be: “Place an order today to receive a free product” or “Place an order over \$150 today and I

will give you XYZ free service.” Instead, Advocates are encouraged to use giveaways/promotional gifts in a way that stays in alignment with our P&P. See section 3.6 for complete details.

Q: What if the incentive I am offering is a discount and not a product/service?

A: This is still not permitted. Per P&P Section 3.5 Crunchi product pricing is determined by the corporate office. Advocates must sell Crunchi products at the pricing structure determined by Crunchi which is then current at www.crunchi.com. No Advocate, or third party, may determine pricing for any Crunchi products. In order to maintain consistency with Crunchi’s brand, pricing, marketing, and image, Crunchi products may not be offered at a percentage (%) discount, sale, promotion, bundle, at a free or similarly discounted value, on any public Crunchi forum (including all public and private social media); unless that particular offering is being held concurrently at www.crunchi.com.

Q: What if the incentive I am offering is free shipping or a free shipping credit?

A: No - this is still not permitted per Section 3.5 stated above.

Q: Why is this policy in place?

A: There are several reasons for this policy with the most obvious being that it gives an unfair advantage to the Advocate offering the discount/free shipping and it also cheapens the Crunchi brand as a whole.

Q: In any capacity, may an Advocate incentivize a new Advocate to enroll?

A: No. Per Section 2.5 Advocates may not make any monetary inducement to encourage others to join Crunchi. A new Advocate must join Crunchi as a stand-alone transaction between Crunchi and the new Advocate. This transaction will not be linked to any future performance, milestones, or promises.

Q: Why is this policy in place?

A: To protect YOU and the Advocate you are registering. Think of it this way..You spend months answering the questions of a prospective Advocate who is interested in joining your team. After investing

your time, energy, and effort into this person, you find out that they decided to enroll with another Advocate, strictly because that Advocate offered to give them a \$100 bonus for registering with their team. How would that make you feel? It is not only unfair to you, but it sets an unhealthy precedent for the Advocate enrolling. It may also be worth mentioning that those you have to incentivize to join, you typically have to incentivize to stay... Joining the safe beauty movement, becoming an Advocate for change and the incredible opportunity provided through our generous Compensation Plan is a worthy enough incentive!

Q: Why did Crunchi Corporate choose \$100 as the single giveaway maximum amount?

A: The single giveaway amount of \$100 is in place so that Advocates may offer a giveaway using any Crunchi product. For example, under our previous policy (\$50 maximum for a single giveaway) Advocates would be unable to offer Powerlight since the retail value is \$58.00. **Q: Why is there a limit to the value of a single giveaway?**
A: Simply put, to create an even playing field for our Advocate Community. If Advocate Suzy has an unlimited bank account and can offer a \$500 giveaway, but Advocate Mary cannot, then Advocate Suzy has an unfair advantage. Placing a limit on the single giveaway amount, levels the playing field and ensures that Advocates are focusing on what truly matters - promoting our amazing product(s) which is a selling point in and of itself!

Q: Are Advocates allowed to offer a public-facing giveaway?

A: No. All giveaways/promotional gift offers must be held in a private group or setting - with the exception of Instagram for the sole purpose of growing your following/network. In those instances, Advocates must add a disclaimer to their post stating, "Only those not currently working with or tied to another Advocate are eligible to win". This ensures that the offer of the promotional gift does not encourage Client hopping or an unfair advantage.

Q: Are Advocates allowed to promote their promotional gift/giveaway on a public platform so long as the giveaway itself is

handled in a private group or setting?

A: No. They must be promoted and held in a private group or setting.

Q: May cash be given for a promotional gift/giveaway?

A: No. Cash may not be given.

Q: May Gift Cards be given for a promotional gift/giveaway?

A: Yes - under the caveat that it must be for a particular retailer and not a bank or credit card company gift card equivalent to cash.

Q: Am I allowed to give away a Crunchi product with a non-Crunchi product?

A: Yes - But we recommend you choose carefully and only give away an item that we do not carry and aligns with our Clean Beauty philosophies.

General FAQs

Q: May I use a Crunchi logo or any™ names on any personally created items?

A: No. Use of the Crunchi logos in any capacity is prohibited. Only Innovators and above may order SWAG items with the Crunchi Logo with prior approval from advocates@crunchi.com

Q: May I have a public-facing website or social page for the purpose of prospecting?

A: No. Per P&P Section 7.10 Advocates may only use their replicated website as a public platform to promote the Advocate opportunity.

Q: May I have a private website or social page for the purpose of prospecting?

A: Yes. So long as it is password-protected or requires approval to join. Additionally, per P&P Section 7.1 the Advocate would need to identify themselves as an independent contractor of Crunchi, making it clear it is not a Corporate-run website/group.

Q: What is considered a Crunchi product?

A: A Crunchi product is any item that falls within skincare, color cosmetics, and/or our current line of body products. Products outside of these categories — such as supplements, hair care, oral care, or personal hygiene products — are not considered Crunchi products.