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## BUILDING YOUR YOUNG LIVING BUSINESS WITH INTEGRITY

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### *5.12 Minimum Advertised Price, 5.13 Trade Shows and Expositions*

There are many great ways to promote your Young Living business and build excitement while protecting yourself, your team, and Young Living. Abiding by the guidelines in the Member Agreement and Policies and Procedures is a great step toward promotion and protection for your business and team and is a great way to set an example for others in your organization. With that in mind, use the following tips in growing your business.

### ENROLLMENT INCENTIVES

- You may only offer up to \$25 in enrollment incentives such as Young Living product credit, gift cards, or gifts. You can offer additional reference materials to new enrollees or reactivated members.
- When using reference materials as an enrollment incentive—such as books, articles, or brochures—the materials must contain only compliant product claims.
- You may give as much reference material as you want in addition to the \$25 enrollment incentive as long as you do not disclose the value of the reference material. For example, the following is not acceptable: If you enroll with me, you will receive a \$25 Young Living product credit, as well as reference material valued at \$75.

### MINIMUM ADVERTISED PRICE

- You may not directly or indirectly advertise Young Living products for less than 10 percent above U.S. wholesale prices, which are available on the official Young Living website, in advertisements or promotional materials, including but not limited to Internet, social media, newspapers, magazines, catalogues, billboards, or direct mail.

### TRADE SHOWS AND EXPOSITIONS

- You may display and sell Young Living products at trade shows and expositions.
- All literature displayed at events—such as books, articles, and brochures—must contain only compliant product claims.
- You must clearly identify yourself as an Independent Distributor or Independent Member.

*For any questions regarding these policies and procedures, please email [conduct@youngliving.com](mailto:conduct@youngliving.com).*