

Email Message to Global Market Partners: Product Claims and the YES! List

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Dear Market Partners:

What a start to 2021 after a phenomenal 2020. Number 23 in the Direct Selling World, and we are only 6 years old! As a valued member of our family, we are here to support your success. In addition to our independent Market Partners, our most important assets are our brand and our reputation. To protect the MONAT brand and ensure the sustainability of MONAT and your personal business, it is important that we all understand our commitment to dealing properly with customers.

When it comes to claims regarding MONAT products, those claims, as you of course know, must be accurate. If the claim relates to the health benefits, safety, performance, or efficacy of MONAT products, the claim must be supported by competent and reliable scientific evidence. The best way to ensure that your claims meet these requirements is to use only currently approved marketing materials regarding the products which are available in your MONAT Back Office and on MONAT's website. We regularly update these marketing materials to give you access to the latest and most helpful information regarding MONAT products. It is important that as a Market Partner you only use currently approved product claims and representations. That means out with the old and in with the new!

Please take a few moments and make sure that your materials are up to date. For instance, we have spoken recently over the past few months of the progresses that have made us rethink our NO List, as science has advanced and our opportunities to innovate have increased! **The NO List is so 2019! We want you using the YES! List:**

Yes! We Only Use Safe, Clinically Tested Ingredients.

Yes! We Use Safe Colorants.

Yes! We Use Safe Fragrances.

Yes! We Are Vegan and Animal-Friendly.

Yes! We are Leaping Bunny Certified.

Yes! We are Modern Nature!

As we continue to modify and adjust our Marketing Materials with new products and new innovations, we want to make sure you use only the most up-to-date marketing to provide the best and most current information to your customers and continue to protect our brand. We Build Beautiful Lives.

Keep Shining,

Stuart A. MacMillan
President