

**WEBSITE WITH E-COMMERCE
CRITERIA & APPLICATION FORM**
for Environ Skin Care Stockists
of Vitahealth Skincare Pty Ltd WA, SA & NT



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Background

Environ is a globally recognised Professional Skin Care brand built on beauty, science, and care. Environ uses the power of science and decades of research to create powerhouse formulations, innovative skincare technology and results-driven Professional Treatments that make a real difference to people's lives.

Environ's Professional Skincare approach requires the expertise of a trained Environ Skincare Professional to consult and recommend the most effective skincare products and treatments with an in-depth understanding of skin and knowledge of active ingredients in Environ products. This differentiates Environ's proposition from the competition.

Environ offers the most effective skincare solutions that science permits because we exist to keep skin beautiful for life. This is the promise Environ makes to users.

The Environ logo (and trademarks) signify the Environ Brand promise - this is the value or experience consumers can expect every single time they interact with Environ. The Environ experience must be consistent across all interactions, and consistent everywhere in the world. It is for this reason that Environ's established image and professional positioning should be respected, protected, and maintained by those who are associated with the Brand in the selective distribution network (Distributors, Stockists, Skincare Professionals and Consumers).

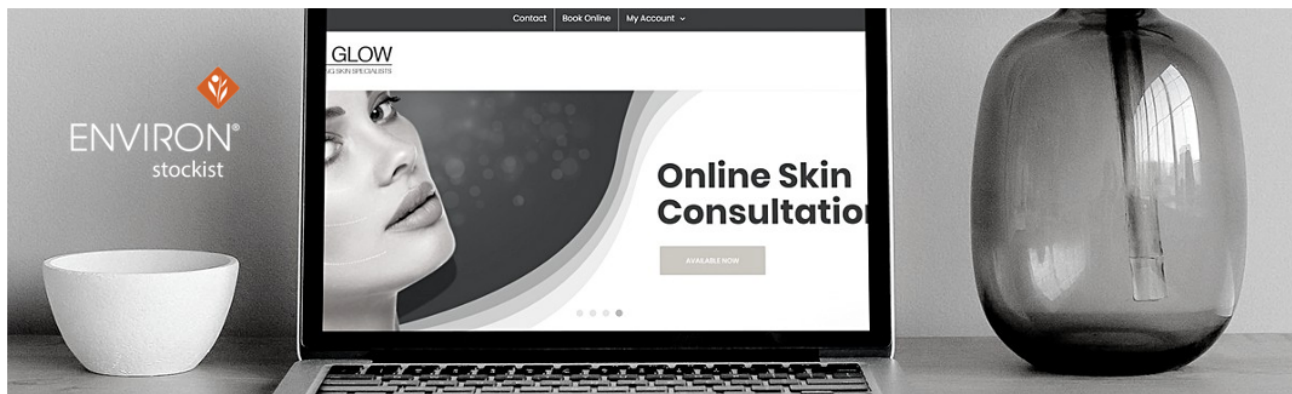
Digital marketing and e-Commerce require careful strategic decisions that can't easily be undone. It has the potential to change Environ's positioning, credibility and image in a direction that is not easily reversible. All parties in Environ's selective distribution network are obliged to execute all online marketing and e-Commerce activities within Environ's clearly defined set of criteria, as disclosed within the sections of this document.

Environ and Vitahealth Skincare Pty Ltd reserve the right to unilaterally amend these criteria as required or as seen fit from time to time.

Please get in touch with Vitahealth Skincare Pty Ltd should you have any questions about the criteria or information shared in this document.

Stockist Websites

Stockist websites should be for the sole purpose of driving the Stockist's business and displaying their stocked Brands within their respective defined Brand parameters.



Environ stockists must agree to and abide by the below:

- The use of “Environ” in Stockist website domain names and URL’s is strictly prohibited.
- Stockist websites must display the Stockist Brand identity, not Environ Brand visual identity.
- Stockists cannot purport to be Environ in any way whatsoever.
- Stockist websites must be consistent with the quality standards of the Environ Brand image.
- Stockists must display the Environ Stockist Logo on the website for credible association to Environ.
- Stockists are permitted to use Environ approved content on their website on condition:
 - The Environ content may be used to support information about the Environ Brand only. Environ content cannot be used to support general information about the Stockist or for any other Brand.
 - Stockists may not create their own Environ content.
 - Stockists are not permitted to use the Environ model imagery. Failure to comply may subject the Stockist to licence fees and penalties by talent management agencies.
 - Stockists are required to use the official Environ product images and product information as communicated by Distributors.
 - Stockists may not misrepresent the characteristics, qualities, or nature of Environ products.
 - Environ products, technology or treatments cannot be described as having medicinal qualities or attributes, nor should any claims regarding therapeutic or permanent effects be made.
 - Stockists are required to keep product information and imagery updated at all times. Discontinued products or outdated packaging should not be visible on the site.
 - Stockist websites must comply with the legal requirements of the local authorities relating to product and performance claims.
 - Environ official quotes are permitted to be used provided the quote is extracted from official Brand communication and used in the correct context.

- Stockists are not permitted to share Environ Education Material or Environ Product Profiles online or with consumers. All Environ Education Material is copyright protected.
- Stockists are encouraged to include a link to the official Environ Website www.environskincare.com as well as to the official Environ YouTube Channel
- Stockists are not permitted to create Google Ad's using Environ trademarks.

Stockist E-Commerce



Authorised, legitimate Environ Stockists are permitted to sell Environ products via e-Commerce from their Stockist website on condition the below criteria are met:

- The Stockist should have a brick-and-mortar Skin Centre.
- The Stockist must exclusively own the e-Commerce website that will be used to sell and market Environ products. The Stockist must operate the website under its trading or corporate name with full disclosure of company details.
- The Stockist website may not use the word “Environ” in the domain name or URL.
- Stockist staff must have completed and remain up to date with Environ Education.
- Stockists must ensure that sales made through its website comply with the relevant local laws and regulations including consumer protection regulations.
 - Stockists are not permitted to sell Environ products on ANY third-party eCommerce platform such as Amazon, e-Bay, Yahoo, Facebook Marketplace and Gumtree.
 - Stockists may not sell expired Environ stock online or otherwise.
 - Stockists shall not actively seek to market and sell Environ products (by direct or targeted marketing) to consumers who reside in other countries and in the distributor’s designated territory (ies)..
 - Authorised Environ Stockists are not permitted to run Google ads using the Environ trademarks in the text ad. Stockists are also not permitted to bid on Environ Brand trademark terms in Google ads – these are owned and remain the IP of Environ.

Stockist e-Commerce Site Content

- The Stockist website should be aligned with the quality standards consistent with the Environ Brand image – following Stockist website guidelines in this document.
- Stockists are required to use the Environ approved product imagery and supporting product information for use on websites as supplied by Environ. Approved imagery is made available to stockists by Vitahealth Skincare Pty Ltd.

- Stockists are encouraged to house a link to the official Environ Website www.environskincare.com on the website.
- Stockists are permitted to use the Brand approved digital marketing assets provided by Distributors on the Stockist website without any adaptations or changes made to the material.
- SEO activity for Stockist websites is permitted to drive online visibility in search using the Environ Brand terms on condition that the word “Stockist ” is added to the Environ name.
- Stockists are free to set the pricing of Environ products at their discretion. Prices communicated on the website should not in any way be perceived to devalue the Environ Brand.

Skincare Consultations

- Prior to the supply of Environ products, Stockists must ensure that the consumer has received a consultation, and that a product recommendation has been clearly communicated.
- Stockists must encourage follow up consultations with consumers to support the safe progression of Environ’s Vitamin STEP-UP SYSTEM® and entry into other products.
- The Stockist should ensure all necessary steps are taken (by way of the consultations and website content) and sufficient to mitigate reaction risks associated with the use of products with active ingredients.
- To satisfy the above, a client record must be retained with the product prescription. The client record must be able to be reproduced on request.
- In the event of a consumer reaction, the Stockist must retrieve the client record card with prescription and follow the correct protocol pertaining to customer reactions.

Online Purchasing for Personal Consumption

- Stockist sales via their website to consumers must be done based on intended personal use only (not for resale). Stockists are required to carefully monitor online unit sales of Environ products per consumer within the context of what is deemed to be reasonable consumption of a product over a period and shelf life.

Application Form

Please complete this application form to apply to sell Environ products on your e-commerce stockist website.



Please complete questions:	
E-Commerce Website URL	
Does the business exclusively own the listed website URL?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What Environ education have you completed, and when?	
Will a new website be created, or are you adding to an existing website? Please detail.	
What is the name of the e-commerce platform being used?	
When is the target launch date for the website?	
Who would the key contact be that is responsible for the website and support thereof?	
Please describe in detail how a skincare consultation will be managed to confirm product recommendations to satisfy the criteria of providing skincare consultations and keeping client records.	
How will you manage customer service enquiries and complaints?	
Have you read, understood and agree to abide by the stockist website and e-commerce criteria outlined in this document?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Contact Details	
Company Name	

Company Owner Name	
Company Address (including state and postcode)	
Is the above-listed address a brick and mortar business that you are already retailing Environ from?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Email Address	
Name of person completing application	
Signature	
Date	

Submission

Email

vitahealth@vitahealth.net.au

Postal address

Vitahealth Skincare Pty Ltd
Unit 9 - 3 Castlegate Way
Woodvale
Perth WA 6026

Vitahealth Skincare will advise you of the outcome within five working days of application submission.