



**WEBSITE AND E-COMMERCE POLICY &
APPLICATION FORM**

for Environ Skin Care Stockists
of Vitahealth Skincare Pty Ltd WA, SA & NT



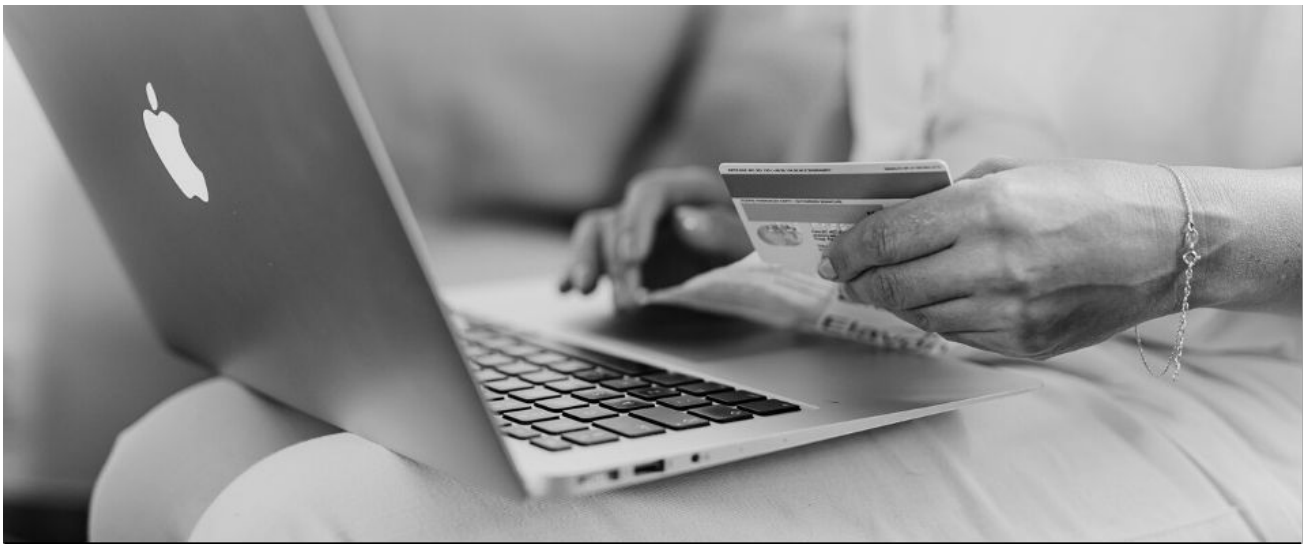


Table of Contents

Purpose	3
Stockists Websites	3-4
Stockist E-Commerce	5
Stockist e-Commerce Site Content	5-6
Skincare Consultations	6
Online Purchasing for Personal Consumption	6-7
Application Form	8-9

Purpose

This Policy forms part of the Stockist Agreement for Stockists.

The ENVIRON® logo, trademarks and copyright materials (together called the **ENVIRON IP**) are owned and remain the IP of Environ. The ENVIRON IP signifies the Environ Brand promise that 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 must be respected, protected, and maintained by all Stockists in their selective distribution network:

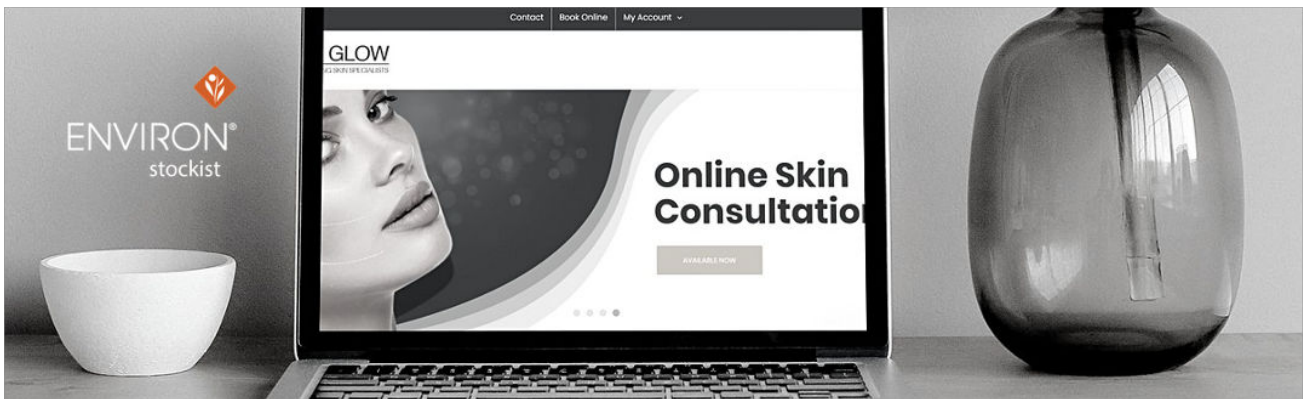
Digital marketing and e-commerce require careful strategic decisions that can't easily be undone. It has the potential to change Environ's positioning, credibility and image in a direction that is not easily reversible. All parties in Environ's selective distribution network are obliged to execute all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

Environ and Vitahealth Skincare Pty Ltd reserve the right to amend this policy as required from time to time.

Please contact Vitahealth Skincare Pty Ltd should you have any questions about the criteria or information shared in this policy.

Stockist Websites

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



Environ stockists must agree to and abide by the below:

- The use of the ENVIRON® trademark or any ENVIRON IP in Stockist website domain names and URL's is strictly prohibited.
- Stockist websites must display the Stockist brand identity, not the 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.



- **Use of ENVIROM IP by Stockists:**

- **Permitted Uses of Environ IP by Stockists:**

- **Approved Content Only:** Stockists may use approved content featuring Environ IP on their websites to promote the Environ brand. This content must not be repurposed in any way to support information about the stockist or any other brands.
- **Official Product Images and Information:** Stockists are authorised to use only official Environ product images and product information as provided by Vitahealth.
- **Use of Official Quotes:** Official quotes from Environ are permitted, provided they are sourced directly from official brand communications and are used in their intended context.
- **Links to Environ Online Presence:** Stockists are encouraged to include links to the official Environ Global website www.environskincare.com, the Environ Skincare Australia website www.environskincareaustralia.com.au and/or the Environ YouTube channel www.youtube.com/@environskincare547.

- **Restrictions on Use of Environ IP:**

- **No Creation of New Content:** Stockists must not create their own content related to Environ.
- **No Use of Model Imagery:** Environ model imagery is off-limits. Non-compliance may result in licensing fees and penalties from talent management.
- **No Misrepresentation:** Environ® products must not be misrepresented in terms of their characteristics, qualities, or nature.
- **Medical Claims:** Descriptions of Environ products must not attribute medicinal qualities or claim therapeutic or permanent effects.
- **Current Information:** All product information and imagery must be kept up to date. Discontinued products or outdated packaging must not be featured.
- **Compliance with Legal Standards:** Stockist websites must adhere to local legal standards concerning product claims and performance.
- **Restricted Sharing:** Environ educational materials and product profiles may not be shared online or with consumers. These materials are copyrighted.
- **No Google Ads:** Creating Google Ads using ENVIROM® IP or trademarks is not permitted. Stockists are also forbidden from bidding on Environ brand

trademark terms in Google ads, as these terms are the intellectual property of Environ and are reserved for the brand's use.

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:

These guidelines are designed to protect the Environ brand's market strategy, intellectual property rights, and product integrity. Compliance ensures that Environ products are marketed and sold within the intended legal and brand framework.

- **Prohibition on Third-Party eCommerce Sales:**

Stockists are prohibited from selling Environ products on any third-party eCommerce platforms. This includes, but is not limited to, Amazon, eBay, Yahoo, Facebook Marketplace, and Gumtree.

- **No Sales of Expired Products:**

Stockists may not sell expired Environ stock, either online or through any other channels. Ensuring the products sold are within their shelf life is mandatory.

- **Territorial Marketing Restrictions:**

Stockists must not engage in marketing or sales directed at consumers residing outside of their designated territories. This includes not targeting consumers in other countries or states beyond the stockist's authorised distribution area through direct or targeted marketing efforts.

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.
- 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.

- Prices communicated on the website should not in any way be perceived to devalue the Environ Brand.

Skincare Consultation Guidelines for Environ Stockists

These guidelines are to ensure that consumers have a positive and safe experience with Environ products, supported by adequate information, guidance, and responsiveness to potential issues. Compliance with these guidelines helps maintain the integrity of the Environ brand and ensures consumer safety.

- **Consumer Education on Product Use:**
Stockists must have a dedicated page on their website clearly explaining how to correctly use Environ products. Consumers are required to confirm and agree that they have read and understood these instructions before they can purchase the products.
- **Encouragement of Consumer Feedback:**
Stockists should actively encourage consumers to provide feedback online about the results they are experiencing with the products. This feedback not only helps in monitoring customer satisfaction but also serves as a form of encouragement and advice for continued improvement in skin quality.
- **Accessibility for Consumer Inquiries:**
Consumers should be advised to contact the stockist for any queries regarding the products via an online chat facility available on the stockist's website. This makes it easy for consumers to get timely advice and support.
- **Reporting and Handling Adverse Effects:**
If a consumer experiences any adverse effects from using the products, they should report these immediately through the online chat facility. A designated therapist must be available to advise the consumer on the appropriate actions to take in response to these effects.
- **Mitigation of Reaction Risks:**
The stockist is responsible for ensuring that all necessary steps are taken—through consultations and comprehensive, accurate website content—to mitigate risks associated with the use of products containing active ingredients. This includes proper consumer education and support systems.

Online Purchasing of Environ Products for Personal Consumption

These guidelines help maintain the integrity of sales and ensure that the products are used in a manner that is consistent with their intended purpose.

- **Personal Use Only:**
Stockists must ensure that all sales of Environ products through their websites are strictly for personal consumption by the consumer. These products are not to be resold by the consumer.

- **Monitoring Purchase Quantities:**

Stockists are responsible for monitoring the quantity of Environ products each consumer purchases online. The aim is to keep track of how much product a typical consumer might reasonably use within the product's shelf life and expected usage period. This helps prevent bulk purchasing that might suggest resale and ensures the product is used within its optimal efficacy period.

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.