

2025 Disclosure Guide – For JAFRA USA Consultants

This guide is to be used by U.S. JAFRA Independent Consultants when posting on social media, talking about, or showing pictures/videos of any trip, incentive, car program, leadership title, bonus, or reward listed below.

The rules governing these disclosures may change, and JAFRA's numbers may change, so this guide is updated periodically. Make sure you are using the current version.

Guidelines for Social Media Posts

1. Use the disclosure that matches your post, which can be found in the chart on page 3 of this document.
2. Put the disclosure in the text or image of your post, in the same size font as the rest of your post.
3. The disclosure must immediately follow the main post and be visible without scrolling down.

For example:



Guidelines for Videos

1. Use the disclosure that matches your post, which can be found in the chart on page 3 of this document. If you talk about more than one thing (like earning a title and a car), use disclosures for each topic.
2. The disclosure must be used in the following way
 - a. In the caption of the video if the caption and/or name of the video make a claim AND
 - b. Posted as a subtitle to the video while the claim is being discussed or pictured.

Guidelines for in person, on calls, at meetings (online or in person)

1. Use the disclosure that matches your post, which can be found in the chart on page 3 of this document. If you talk about more than one thing (like earning a title and a car), use disclosures for each topic.
2. Say the disclosure verbally, by working it into your conversation or speech, immediately before or after you mention a trip/incentive/car/bonus/reward/title.

For example:



I'm here to explain the VIP Program. Becoming part of the VIP Program means you are one of JAFRA's top sellers. During 2024, on average, 6.9% of the Consultant Base were members of the VIP Club Program and on average, 82.5% of the VIP Club Members earned the VIP Quarterly Rewards. Now, let's talk about the program requirements and rewards...



General Guidelines

If the specific guidelines stated above do not apply, follow these guidelines with regard to disclosures.

For specific questions or situations not described in this guide, contact the Compliance Team at JAFRAcares@JAFRA.com.

Keep in mind the general principle is that anytime you promote the opportunity you are legally required to give a realistic view of what the typical person can expect. Disclosures are one way to achieve this.

SIZE and FONT:

- The disclosure should not be "fine print". It must be in the same size font as the claim or the general text on the page. It must be easy to read, clear, and obvious in size, font, color and formatting.

FREQUENCY:

- The disclosure is required each time a trip/incentive/car/bonus/reward/title is mentioned or pictured.

IF MADE VERBALLY:

- The relevant disclosure should be immediately before or after the trip/incentive/car/bonus/reward/title representation. The disclosure must be spoken at a volume and cadence to be understood by an ordinary consumer.

PLACEMENT IN PRINT:

- The disclosure should be on the same page as the claim and either close to the claim or at the

bottom of the page. The text of the disclosure must stand alone, and no other text may appear immediately before or after the disclosure—in other words, it cannot be buried in other text or hashtags.

Disclosure Chart

The following disclosures can be cut and pasted and/or quoted, following the guidelines stated above.

For other bonuses or incentives not listed here, use the relevant disclosure found in the Compensation Plan brochure or ACTIVATE Magazine, or contact the Compliance Team at jafracares@jafra.com.

Mercedes	JAFRA Consultants must hold the title of Ambassador for at least six months to earn the Mercedes. On average, in 2024, 2.31% of The Consultant Base has achieved a title of leadership; 1.1% of the Leaders have achieved the title of Ambassador.
VIP Incentives	During 2024, on average, 6.9% of the Consultant Base were members of the VIP Club Program and on average, 82.5% of the VIP Club Members earned the VIP Quarterly Rewards.
Incentive Trip	During 2024, 0.13% of the Consultant Base earned the Incentive Trip offered by JAFRA.
Quarterly Bonus	On average, during 2024, 2.31% of The Consultant Base were leaders; 2.77% of the Leaders have earned this bonus.