



LIFE EXPRESSIONS **DECOR**

TOGETHER WE CREATE

Creator Policy Guide

October 1, 2022



* This Policy Guide is subject to change as needed. Please make sure you are utilizing the most recent documents. Life Expressions Creators are responsible for following the policies and procedures listed herein as well as any other Life Expressions publications. Information may be updated and revised from time to time. Changes will be incorporated herein with the applicable change date noted.

If you can't find an answer to your question in this Guide, please first contact your Sponsor or Leader. If you are unable to reach them in a timely manner, contact Home Office by e-mail (Support@lifeexpressionsdecor.com) or by phone (269)264-1210, Monday-Friday, 8am-4pm EST.

Table Of Contents

What is Life Expressions Decor?			3
What does it mean to be a LE Creator?			4-6
1099 Tax Form	Eligibility	Conducting your Business	
Creator Privileges	Creator Status		
What are the Policies for Selling LE Product?			7-12
Creator Integrity	Non-Compete	Order Deadline	
Ordering	Service Standards	Payments	
Sales Tax	Customer Returns	Customer Cancellation Rights	
Shipping/Handling			
Sales Venues			13-16
Craft Fairs/Shows	Make & Take® and Workshop Parties		
Retail Locations	Fundraising		
Online Sales	Telemarketing		
Product Information			16-21
Make & Take®	Workshop	Personalization, Word/Graphic Swap	
Custom Designs	Customer Specials	Design Request	
Host Rewards	Proof Request	CIY, CIT&Save, Workshop Cont.	
Vinyl Overview	Surfaces, etc.	Creator Order Cancellation	
Sponsoring			21-24
Income Claims	Director Meetings	Sponsoring Commitments	
Changing of Sponsors	Soliciting to Enroll		
Compensation			24-25
General	Commissions & Bonuses	Taxes on Income	
Payment Schedule			
Marketing			26-32
Marketing Materials	Home Office Leads	Advertising	
Replicated Website	Identify Yourself	External Website	
Social Media			32-34
Creator Account Status			34-37
Becoming Inactive	Resignation	Termination	
Rejoin	Reactivate		
More Things to Know about Being a Creator			37-42
Complaints	Violating Policies	Confidential Information	
Insurance	Future Changes to Policies		
Glossary of Terms			43-46

What is Life Expressions Decor?

We are a direct selling company offering a business opportunity. We offer a wide variety of home decor products and practical use items that are all customizable and always in style. Being a Creator in our family is a highly valued opportunity, as you represent the face of Life Expressions Decor. We hold our Creators to the utmost highest standards in the way they run their business and interact with others. It's very important to us that anyone who interacts with a Life Expressions Creator has a good experience and leaves feeling satisfied, taken care of, and loved.

Our Creators play an integral part in determining the success of Life Expressions, and we expect them to abide by and practice the following values:

- Because a high percentage of our business comes from repeat customers and referrals, it's important to make good customer service a top priority in your business. It's important to do the right thing and put other people first. You must always Support others by not gossiping or making disparaging comments.
- You will come into contact with many people while running your LE business. Customers, Hostesses, Home Office staff, fellow LE family, and other business professionals are just a few of the different groups you may find yourself interacting with. We expect you to be professional and honest while following the highest standards of ethics and integrity.
- Act in good faith and follow all of our policies and procedures.
- Discriminating against anyone because of age, race, color, sex, religion, national origin, disability or other legally protected Status will not be tolerated.
- Our reputation (and the reputation of others) is very important to us, so please refrain from any activity or communication that is likely to cause harm.

We started this business because we believe in the power of words. Words can be inspiring, life changing and encouraging. When we think about the words that we want to use that best describe our field of Creators, the following words are what we value and strive for in our LE family.

**Determination- Flexible- Thankful- Dedicated-
Respectful- Trustworthy- Reliable- Compassionate-
Fearless & Lovable**

Mission

Together, we will move forward with integrity in our work, community, family and mission.

As you read through this Creator Policy Guide, you'll see that it covers the policies, procedures, and administrative aspects involved in running a successful Life Expressions Decor® business. Your Independent Sales Creator application and Agreement (Application) together with this Creator Policy Guide and Path to Leadership (which are collectively incorporated into the application and referred to as the "Agreement") include the policies, procedures, and administrative aspects that are an essential part of your legal Agreement with us. When we say "LE," "LE Decor," "Life Expressions," "Life Expressions Decor," "Company," "we," "us," and "our," we are referring to Life Expressions Decor LLC, and when we say "you" and "yours," "Creator" we are referring to our Consultants.

Please read this Creator Policy Guide carefully and refer back to it when you have questions. You are responsible for reading, understanding, and following all of the policies and procedures in this Creator Policy Guide along with the Agreement and Path to Leadership terms.

At any time of running your business, should you be found to be non-compliant with any of our policies and procedures, the following steps will be taken:

1. Upon first offense, you will receive an email to the email address that we have on file from Home Office with all of the information about the infraction, and a deadline with instruction on how you can be brought back into compliance.
2. Upon second offense (this could be a new offense, or prior offense that has not been taken care of appropriately), a 2nd email will be sent with all of the information about the infraction and a deadline with instruction on how you can be brought back into compliance. You will also lose Back Office access at this time, until compliance is met.
3. Termination will now occur. Please see page 36 of this guide for what happens when Termination takes place. You will, at this step, not be allowed to rejoin Life Expressions in the future.

What does it mean to be a LE Creator?

As a Life Expressions Decor Creator, you are in business for yourself, but never by yourself. Your Status is that of "Independent Contractor". The Agreement is a contract by which you agree to sell and distribute our products. You establish your own goals, hours, and methods of Sale, as long as you comply with our policies and procedures and any applicable laws.

As a Creator you are operating your own business as an Independent Contractor. You are not purchasing a franchise. You are not an "employee" or "partner" or "agent" of Life Expressions Decor nor of your Upline/Sponsor. As an Independent Contractor you must adhere to State and Federal laws and regulations regarding business ownership. You are not entitled to receive a salary or any benefits we offer to our employees. You don't have the power or authority to enter into contracts or to incur any debt, obligation or liability on our behalf. You may not use the Life Expressions name on any checks, bank accounts, or credit applications.

As an independent business owner you are responsible to:

- Pay federal and (if applicable) state income tax on all of your earnings and keep records and receipts of all applicable deductions.
- Collect and remit any required Sales tax on Customer Sales.
 - *Special Note: Sales tax rates and rules vary from state to state, city to city, and county to county. It is your responsibility to learn how to and whether to collect sales tax in the areas you sell in. Tax requirements on Make & Takes® and Retail items may vary depending on your location. Please consult with a tax professional for further advice.
- Pay social security tax for the self-employed.
- Get a business license, if required. This will be in your PERSONAL name or your own business entity (such as a DBA or LLC), not under the name of Life Expressions Décor.
- Pay all business expenses and related bills incurred.
- Represent yourself as an Independent Creator and NOT an employee of Life Expressions.

You are strongly encouraged to seek advice of a business professional with knowledge of Direct Sales. As an Independent Contractor you are not eligible for employee benefits such as vacation pay, Worker's Compensation, FMLA, and medical insurance.

1099 Tax Form:

Life Expressions will issue an IRS Form 1099 (Non-employee compensation earnings statement) for income tax purposes to any Creator who had \$5,000 or more in PSV, and/or earned over \$600 in Bonuses, Commissions, awards, and prizes for the tax year. 1099's will be mailed by January 31 of each year.

If a Creator feels there is an error made by Life Expressions with respect to volume accumulation, Commission calculation, or taxable earnings, the Creator has 30 days in which to notify Life Expressions in writing. Failure to do so will waive Life Expressions' liability to correct, rectify, or make adjustments for the issue in question.

All of your earnings, regardless of whether they are reported on a Form 1099, are generally subject to federal and state income tax requirements. Please consult your tax advisor for advice.

Eligibility

To become a Life Expressions Creator you must:

- Be a citizen or permanent resident of the United States.
- Have a valid Social Security Number (SSN) or Federal Tax ID number (EIN).
- Be at least 18 years of age.
- Physically sign (or Electronically Acknowledge the terms of) a Creator/Consultant Agreement agreeing to abide by all components therein.
- Maintain your own personal email account (cannot share an email with another Creator).

Creators consist of ONE individual per account, and no partnerships are permitted. Each person who will act as a Creator or represent the Life Expressions product line must be an individually registered, Active Creator/Consultant.

Life Expressions reserves the right to reject or deny any new Creator Agreement or Application and/or reject any Agreement after its execution for any violation of policy as outlined by this Creator Policy Guide.

Our Employees are not eligible to be Creators/Consultants.

Identification Numbers

To be a Creator, you must give us a valid personal taxpayer identification number (SSN or EIN) for tax reporting purposes. When we accept your Agreement, we will assign you a Creator ID. The tax paying identification number you provide must belong to you. If you give us a fake number, or a number that belongs to someone else, including your personal business or spouse, we may terminate your Agreement and you risk losing your Life Expressions Business.

Businesses Becoming Creators

Only individuals can sign up to be a Creator with Life Expressions Decor. We do not accept Agreements from corporations, partnerships, limited liability companies, or other business entities, although you can form one for tax reporting purposes.

Conducting Your Business

Creators must conduct all Make & Take® sign parties and events (such as fundraisers, workshops, etc) personally. You may not defer your responsibilities to or share your responsibilities with another person who is not a Life Expressions Creator.

Change Of Information

Promptly notify Life Expressions of any changes to your contact information (such as Email address, telephone number, or mailing address)

Creator Privileges

As a Life Expressions Creator/Consultant you receive Creator privileges, including but not Limited to:

- The ability to purchase Life Expressions products at wholesale or discounted pricing.
- The ability to sell Life Expressions products at retail to consumers and earn a profit.
- The ability to hold Make & Take® parties, workshops, fundraisers, or other events under the Life Expressions name as an Independent Creator.
- The ability to participate in the Company's Compensation Plan.
- The ability to build a team by Sponsoring other Creators.
- The ability to receive Company-issued training and communications.
- The ability to participate in Company-Sponsored events, trainings, conferences and recognition programs.
- The ability to participate in any promotions, incentives and/or programs Sponsored by Life Expressions.

Creator Status

Your Status depends on your Sales activity which we call your "Personal Sales Volume" or "PSV". Generally, PSV means the dollar value of the products you purchase from Life Expressions, less Sales taxes and shipping/handling charges. It's important to understand that you may not receive full PSV on some products (ex. Hostess Credit, Hostess Exclusive Items, Prize Vinyl, Supplies, etc.). Your estimated PSV is shown during the checkout process in your Back Office.

Our Creator Statuses are:

Status	DESCRIPTION
Active	A Creator who submits at least \$200.00 in Personal Sales Volume during their Assigned Quarter.
Engaged/Qualified	A Creator who has submitted at least \$200.00 in Personal Sales Volume within each month.
Inactive/Deactivated	A Creator who does not submit at least \$200.00 in Personal Sales Volume during their Assigned Quarter.
Resigned/Voluntary Cancellation	A Creator who willingly resigns and therefore terminates their Agreement.
Terminated/Involuntary Cancellation	A Creator whose Agreement has been Terminated by Life Expressions for any reason.

What are the Policies for Selling LE Product?

Creator Integrity

When you are selling Life Expressions products, it's crucial that you are acting with integrity. Life Expressions offers training about our products and you as a Creator must be knowledgeable about our products and services. You must truthfully represent LE, yourself, and our products. Your Agreement could be Terminated at our sole discretion if you are found being unethical, deceptive, misleading or practicing unfair Sales. You must be truthful and complete when you are explaining and demonstrating any Life Expressions products. Especially be mindful when you are discussing prices, return policy, payment terms and delivery.

Remember that customer service should remain one of your top priorities, so it is important that you build relationships with your customers that are based on trust and mutual respect. Be mindful of when you are contacting your customers and do so only during reasonable hours of the day, in accordance with applicable laws. Also, a "hard sell" is not appropriate. If at any time you are asked to stop a Sales presentation or contacting a customer, please do so immediately. Operating with truthfulness and integrity will allow you to build a successful Life Expressions business that will prosper for years to come. We operate as a family, and these values will surely make a difference and set us apart from the rest.

Family

Legal Compliance

Creators are expected to purchase and sell Life Expressions products according to the terms, conditions and policies stated in the Agreement, including the Creator Policy Guide. Creators are also expected to comply with local, state, and federal laws and regulations applicable to all aspects of your Life Expressions business.

Non-Compete/Selling for a Competitor:

During your affiliation as a Life Expressions Creator, you are free to participate directly or indirectly in other Network Marketing, Direct Sales, or MLM business ventures, provided, however, that you are not involved in any way with any other Direct Sales, Party Plan, or Network Marketing program that sells vinyl & stencil lettering products or any home décor crafting supplies that (in the opinion of Life Expressions) directly competes with or detracts from Life Expressions Décor*.

This also means that you also may not operate your own vinyl lettering business (using Cricut, Silhouette, etc). Creators agree that these acts could cause harm to Life Expressions Décor's legitimate business interests, jeopardize branding by confusing the customer, and as a result would be contrary to the intent of the Creator Agreement.

In addition, upon the conclusion of your Agreement (voluntarily or involuntarily), you may not be involved in any way with any other Direct Sales, Party Plan, Network Marketing Program or home business (including your own) that sells vinyl, stencil lettering, or any home décor crafting supplies that (in the opinion of Life Expressions) directly competes with or detracts from Life Expressions Décor* products for 2 years. You also cannot sell Life Expressions products to others if you are not an Active Creator.

***It is important to recognize that specific companies and products may or may not be considered competitive at any given point in time based on changes in product lines for them or for Life Expressions. If a Creator is unsure whether a particular product or company is considered a Competitor for Life Expressions Décor they should contact Home Office.**

Territory Restrictions

Creators are able to sell and Sponsor in any location where Life Expressions does business (currently the continental USA only). There are no exclusive territories granted to any Creator.

Resale and Discounting of LE Product

No Creator may sell or otherwise provide Life Expressions products to non-Creators for the purposes of resale or further distribution. Nor may a Creator sell to a non-Creator any quantity of Life Expressions products greater than that generally purchased by an individual for personal use, gifting or otherwise allowable fundraisers or corporate orders. This provision survives the Termination of the Creator Agreement.

We are pleased to offer you a discount on our products and we hope you will use it to buy products for yourself or to give as gifts. We have to protect the value of our brand and provide a level playing field for all of our Creators. Therefore, you may not “undercut” the retail prices of our products by widely sharing your discount. Sharing an ongoing discount at your parties, on Facebook, or via any other sales channel is not allowed. This behavior is unfair to us, and your fellow Creators.

We do allow you to offer limited, short-term incentives to Customers if it meets one of the following criterias:

- The offer is to a small group of customers, in a Private Group only. Not on a personal Facebook page, VIP page, etc. If you are going to deviate from pricing policy at all, it needs to be done in a private manner only.
- The offer lasts for 7 days or less, AND no more than once a month.

Examples of these limited incentives include offering a discount to someone who books a party or offering free shipping on orders over a certain amount. If you choose to offer a limited incentive, you will incur the cost associated with that incentive.

Selling/Trading Between Creators

Under the terms of your Creator Agreement, you agreed to **purchase all offered products for your Life Expressions business from the Company**. Therefore, there should be no buying and selling of LE products between Creators; however trading is allowed.

Buying Extra Products

It's important that you always act with honesty and integrity in conducting your LE business. Please purchase only the amount of products you reasonably expect to use or sell to customers during a reasonable timeframe. You can keep samples to use at parties and a small quantity of products on hand for customers who may need something at the last minute or to prepare for upcoming events like Craft Shows or Holidays.

You must never engage in the following activities:

- Buy products or engage in any other scheme just to qualify for Creator Status, promotions, incentives, Commissions, Bonuses, Sales contests, or PSV requirements.
- Submit a party or order under a Downline Creator to advance you or them.
- Represent to anyone an obligation to buy product or supplies beyond the Starter Kit.
- Represent to anyone that Commissions or other earnings can be obtained solely from purchasing inventory rather than selling products to customers.
- Keep excessive inventory. You may not inventory load or encourage other Creators to do so.

If you engage in any of these unethical or illegal behaviors, you may be subject to any of the actions described under “Violating Life Expressions Policies”.

Ordering

You are responsible for:

- Complying with all of our policies and procedures for ordering.
- Submitting all orders through your Back Office on www.lifeexpressionsdecor.com in a timely manner including full and proper payment.

Once you submit an order through the LE Back Office, you will not longer be able to make changes to that order.

Order Deadlines and Site Downtime

When calculating purchase order ready dates, keep in mind that our ordering deadline is 11:59pm EST, Monday through Friday excluding holidays and unexpected shut-downs.

All orders must be successfully submitted by 11:59pm EST on the last calendar day of the month in order to be included in your Personal Sales Volume for that month and to be counted for Sales contests, incentives, etc. We reserve the right to require different order deadlines for different order types.

We strongly recommend that you submit party orders promptly after you have finalized the party with your Hostess. Don't wait until the end of the month to submit orders! You understand and agree that our website may be shut down from time to time for maintenance or for reasons beyond our control.

We won't be liable to you for any damages of any kind you may incur because of such issues, including but not limited to, any website shutdown, Internet transmission delays, Processing Time on our servers, or inability to access our website or your Back Office for any reason.

Service Standards

Creators are expected to conduct themselves in a professional manner when representing Life Expressions to both safeguard and promote the good reputation of Life Expressions. This include interactions with fellow Creators, Upline/downline team members, Host's, Customers, and Home Office staff. The term "professional manner" relates to appearance, speech, ethics, and decorum. Creators will refrain from profanity, slander, disrespect, disparaging remarks, and similar unprofessional behavior. Comments that are perceived as negative may potentially damage your own business, the businesses of others, and the Life Expressions Decor brand.

Creators are expected to conduct their business with positivity and in a manner that uplifts everyone and shall always seek an amicable resolution to any disagreement or dispute.

Creators are obligated and expected to mediate issues between each other. If this has been given a try and a resolution has not been met, LE will facilitate a mediation between all parties, with the end goal being an agreed upon resolution if possible

Sales Tax

As an Independent Creator you are responsible for all taxes associated with the Sale of our products. Please consult your own tax expert for policies in your area and whether Sales taxes and shipping taxes are required to be collected and remitted to your local taxing authorities.

Life Expressions orders are subject to Sales tax with the following exceptions;

- You do not reside in the State of Michigan. It is your responsibility to learn how to and whether to collect Sales tax and pay taxes owed in the areas you sell in.
- You reside in the State of Michigan, have registered and have been licensed to collect Sales tax, and have provided us with a properly completed exemption certificate. It is your responsibility to learn how to and whether to collect and pay Sales tax owed in the areas you sell in.

Payments and Protecting Customer Information

Customers pay you for their orders; not Life Expressions directly. You can accept cash, checks, credit cards, or on-line payment methods. Remember, if you choose to accept credit cards or on-line payments, you are responsible for any fees associated with collecting payments, protecting information from identity theft and credit card fraud. Checks from customers should be made out to you, and should never be made payable to the company. Likewise, credit card processing accounts should never be set up in the name of Life Expressions Decor. Do not send your customer's cash, checks, or credit card information to Life Expressions. You are responsible for collecting from your customers if their check bounces, their credit card is declined or if a charge-back occurs.

When you order product and supplies from Life Expressions, you must remit payment using your personal credit/debit card or one for which you have signing authority. If a charge-back or payment issue arises between Creators and Life Expressions, the company reserves the right to deduct the amount owed from Commissions. Serious or repeated payment issues may result in termination.

It's also very important that you take all reasonable steps to protect Customers' Personally Identifiable Information (PII). PII is information that can identify an individual, and includes that individual's name, postal address, email address, phone number, payment information, bank account information, and similar types of information.

You are responsible for:

- Taking steps to protect order information and PII from unauthorized access and ensuring that PII is not shared with anyone (including family members).
- Covering all but the last 4 digits of credit card numbers on Order Forms with a black marker (on both the front and back sides of the Order Form) after payment has been processed.
- Safely and promptly destroying all PII that you have once it is no longer needed, such as by shredding.
- Making sure the computer or mobile device you use to access your Back Office or any secured Life Expressions website is password protected and is using an Internet security tool that includes anti-virus, anti-spyware, and firewall technologies that are updated regularly. Do not share your password with anyone.
- Maintaining a secure connection to your Back Office and any secured Life Expressions website. You should ensure that your home WiFi connection is secure and you should not connect to your Back Office from any public WiFi connections like restaurants and cafes.

- Not accessing your Back Office or any secured Life Expressions website through any public computer or untrusted system, or by any types of mechanical, scripted, automated or robotic means.

Shipping and Handling

We charge shipping and handling fees on all orders, including Party Orders, Creator Orders, Enrollment Enhancement Bundles and Enrollment add-ons. Orders will be sent via USPS or UPS at Company discretion. It is the responsibility of the Creator to ensure that a correct address has been entered upon checkout. We do not ship to PO Boxes. If an order is returned to LE Home Office because a PO Box or incorrect address is entered, you will be charged additional shipping & handling fees.

Creators are responsible for paying shipping & handling to their choice of location.

- Orders are typically shipped directly to the Creator. It is the responsibility of the Creator to arrange delivery/shipping with their Customers and cover any costs associated with this option.
- Orders can be shipped from LE Home Office directly to customers by entering their shipping information during the checkout process.

Current shipping & handling costs are as follows:

- Retail Items: 10% or **\$6.00** whichever is greater calculated by the retail price of the item.
- Make & Take vinyl & wood, supplies, Prize Vinyl, etc. : 10% or **\$6.00** whichever is greater calculated by the Creator Cost.
- Expedited shipping options for individual orders may be available for an additional charge. Contact Home Office for delivery time and cost information.

Be aware that shipping times vary by location and delivery method and do not include our production time. Production time for **all orders** is an **estimated 5 business day** turn around. This means that you are responsible for ordering in a timely manner. Business days refer to the days LE Home Office is open for business.

Customer Return Policy

Because Life Expressions Creators are creating a one-of-a-kind product (specific colors, phrases, layouts, etc.), you as an independent business owner are responsible for your own Customer Return Policy.

Life Expressions will only accept returns for damaged or incorrect product. Any other returns will be on a case-by-case basis. It is your and your Customer's responsibility to make sure that all items ordered are correct with as much information given as possible. Please assist your Customers in ordering accurately. Ask them to double (and triple) check the spelling of a name and measure their space to ensure it will fit. If colors need to be exact, refer them to your vinyl color ring before purchasing their product.

Government Approval or Endorsement

There are no government agencies that approve or endorse any Direct Selling or Network Marketing companies. You cannot represent or imply that Life Expressions Decor has been "approved", "endorsed" or otherwise sanctioned by any government agency.

Customer Cancellation Rights and Sales Receipts

We provide triplicate Order Forms to be used for parties and other in-person Sales. The Order Form serves as a customer's official receipt. Federal law requires that you give the Customer **two copies** of the Sales receipt; keep the white copy and give the yellow and pink copies to the Customer. You must include your mailing address on a copy that is given to the customer. Our Order Form contains our Return Policy and Notice of Cancellation, in addition to other important language. The Return Policy does not apply to products purchased outside of authorized channels of distribution.

Customers who place in person orders of \$25.00 or more have a legal right to cancel an order within three business days (i.e., 72 hours excluding Saturdays, Sundays and legal holidays) or five business days for Alaska residents. In North Dakota, if a customer is over sixty-five years old, the customer has fifteen days to cancel an order over \$50.00. **These rights noted include orders for personalized products.** You're also required by law to tell customers about their right to cancel orders within three business days (five days for Alaska residents) and to make sure that the date of the order is correctly entered on the order form. If a customer cancels an order within the applicable cancellation period, and if required by law, you must promptly refund their money (as long as any products they received are returned to you in substantially the same condition). If a Customer cancels an order that you've already submitted to us, please contact Creator Support at (269)264-1210 or Support@lifeexpressionsdecor.com.

You as a Creator do not have a three-day right to cancel when submitting orders to Life Expressions. **Once the order has been submitted to the Company it cannot be cancelled.**

To handle the right to cancel policy, you can do one of the following:

- Submit orders before the right to cancel period so you have a faster turnaround. If a customer decides they want to cancel their order, the Creator is responsible for refunding their money and accepting the ordered merchandise.
- Hold orders until the right to cancel period has expired and then place the order with Life Expressions.

If a customer wants to cancel an order after the right to cancel period has expired, you will need to decide how you wish to handle the situation. You can do one of the following (which may depend upon whether or not the product is personalized):

- Explain that it is not your policy to refund on cancellations after the right to cancel period.
- Allow the customer to cancel the order and refund their money. You then keep the product to sell to another customer.

You will need to keep a copy of each Sales receipt and provide it to us if we or a government agency asks for it.

It's very important that you protect Customers' personal and credit card information. Please see "Payments and Protecting Customer Information" for more details.

Sales Venues

Make & Take® and Workshop Parties

We want you to party! We are a Party Plan business and believe that face-to-face parties provide the best opportunity to sell products and tell others about the Life Expressions opportunity. Parties are a great way for you and the Host(ess) to connect with guests and form relationships that will become the foundation of your Life Expressions Decor business. Parties should be simple, effective, and fun!

Life Expressions offers two primary types of party experiences:

- **Make & Take® Party:** This party makes up a majority of our business. It is the introductory way to show customers who we are and what we do. Life Expressions offers their Make & Take® products at a deep discount to the Creator and customer. You should refer to the current Host Benefits to see what benefits apply for any Make & Take® products.
- **Workshop Party:** This is a relatively new type of party for Life Expressions. This party allows the customer to create any item in the catalog or custom items in a party setting. The % Host Rewards **are** offered for these items, so a Hostess can really maximize their earnings by hosting this type of party. In addition to qualifying for % rewards, additional bonus items are offered with pre-party retail sales.

To maintain consistency and to protect our branding, only items purchased from LE may be promoted, sold or created at a Make & Take® Party. Note: Some exclusions may apply. Please contact Home Office with inquiries.

Craft Fairs, Trade Shows, and Expos

Trade shows, expositions, fairs, and similar events provide you with an opportunity to market your Life Expressions business. Your goal at these events should be to book parties and find recruits. Your product Sales at these events may benefit you in the short-term, but your Life Expressions business will become stronger through party bookings and new recruits.

Here are some rules you need to know about trade shows, expositions, and similar events

- LE Decor requires that only one Creator is allowed to represent Life Expressions Decor at any craft show, trade show, or expo. The first Creator to register for the event has the right to conduct the event.
- You will need to register for the event as an independent Life Expressions Decor Creator. The contract will be between you and the organization holding the event. Do not make Life Expressions a party to the agreement, nor should you sign any documents on LE's behalf. We are not responsible for your participation or results. You must register with the following example information:
Name: Jodi Williams- Life Expressions Decor Independent Creator
Booth: Life Expressions Decor
- You are not allowed to share booth space with any other business
- An LE Creator must be in the booth for the duration of the event. You may have volunteers and helpers in accordance with applicable employment laws, but at no time is a non-Creator allowed to run a Life Expressions booth without direct, in person supervision of an LE Creator. At no time should a Life Expressions booth be left unattended.
- You are responsible for all permits, fees, licenses, and insurance that may be required to participate in the event.
- Creators must clearly identify themselves as being with Life Expressions (ex. a sign or banner) and **may only sell items solely purchased from our product line.**

Individual Sales

Customers are able to purchase Retail Items from Life Expressions at any time. They can choose if they would like the CIY (Create it yourself) product making experience by purchasing all items needed in order to create their project, or choose to Host or attend a Workshop for a Creator led training

Retail Locations

We want you to sell products through parties and the customer relationship is very important to us. Therefore, we do not allow Creators to sell products at any retail locations like a retail store or a permanent kiosk in a mall, flea market, boutique or other store. You're free to conduct parties at restaurants and other on the go locations, such as salons, coffee shops and ball parks.

You can leave fliers or product samples in retail and non-retail locations (like spas, doctors' or dentists' offices) with their permission, so long as the purpose is to attract guests for parties and to generate outside Sales; **not** to actually sell the product samples. Any type of "cash and carry" Sale is prohibited unless it is at a Trade Show type event or as otherwise approved by the Company. This is also provided that the retail location or service establishment does not sell, offer for Sale, advertise, or otherwise promote any competing home decor or crafting supply products or services.

Telemarketing

In the US, the Federal Trade Commission (FTC) and the Federal Communications Commission (FCC) and most states have laws and regulations that restrict Telemarketing practices, including "Do not call" regulations. These laws and regulations broadly define "Telemarketing" and may include placing telephone calls or texts to an individual or entity to induce the purchase of a Life Expressions product, or recruit them for the Life Expressions opportunity. Significant penalties can be imposed for violations. As a result, Telemarketing or cold calls in the operation of your Life Expressions business is prohibited.

However, you can place a telephone call or text to a prospective Customer or Creator (Prospect) in the following situations:

- You may call a Prospect where you have signed, written permission from the Prospect authorizing the call and the telephone number(s) authorized.
- You may call family members, personal friends, guests who have attended a Life Expressions party you conducted, and acquaintances. An acquaintance is someone with whom you have at least a recent first-hand relationship within the preceding three months.
- You may call a Prospect with whom you have an established business relationship. An established business relationship is a relationship between you and a Prospect based on their purchase, rental, release of goods or services from you, or a financial transaction between you, within the six months immediately preceding the date of your call.
- You should place calls to Prospects between 10am and 8pm local time and do not make calls to any state on national holidays or on Sunday in Alabama, Louisiana, Mississippi, Rhode Island, South Dakota, and Utah. Of course, anytime a Prospect or Customer asks that you no longer call, you must honor the Prospect or Customer's request unless your call is about an existing order.

Use of automated technology or software such as using a computer or app to send text messages to more than one person or using a pre-recorded message (a "robocall") regarding or relating to our products or the Life Expressions opportunity is prohibited when communicating with Prospects, Customers or Creators.

Online Sales

You are not permitted to list or sell Life Expressions products through any website. Creators may not (directly or indirectly through any intermediary or instrumentality) offer for Sale, or facilitate the offering of Life Expressions products for Sale through any auction, on-line auction website, or any e-commerce or other website. This prohibition includes, but is not limited to e-Bay, Etsy, Craig's List, Amazon, public Facebook groups and Facebook's Marketplace. This prohibition does not include closed or secret Facebook groups. On-line selling of product on any prohibited site could result in termination of your Agreement or any of the actions described under "Violating Life Expressions Policies and Procedures". This provision survives the termination of your Agreement.

In the event that a Creator sells Life Expressions Products through on-line Sales sites, or through any other unauthorized website, in breach of the Creator Policy Guide, Life Expressions may take legal action. The Creator acknowledges and agrees that a breach of such obligations with cause irreparable harm and damage to Life Expressions, its brand reputation and its goodwill.

We do allow you to promote the Life Expressions products and opportunity through your social media channels and groups so long as you are instructing people to contact you directly.

Fundraising

Life Expressions Decor does not provide a discount on bulk product for fundraising purposes. Creators wishing to offer fundraiser/fundraising events may create their own program by "up-charging", or increasing the price of a Make & Take® or other offered product, provided that 100% of any "up-charge" (over and above the Companies' established or posted pricing) must be donated to the cause/organization, so that the Creator is not receiving any profit in excess of the authorized pricing structure.

When you are affiliating with a charity in any manner or conducting any type of Sale to assist a charity as part of your Life Expressions business, you should be sure to comply with all applicable federal, state and local regulations and legal requirements. As an example, donating all or part of your Sales proceeds to a charity, and how you specifically conduct and advertise such a Sale, may be strictly governed by certain laws.

When preparing marketing materials for your fundraising events, you must have the following:

- The prices listed include the specific amount (by percentage or dollar) of the portion being donated.
- The fundraiser is not perceived as a Company Sponsored event.
- The following marketing disclaimer has been added.
"This marketing material was created by [NAME], an Independent Creator for Life Expressions Decor, who is solely responsible for its content. Life Expressions Decor does not endorse, and is not responsible for the content of this marketing material."
- The LE Logo is included, along with your name and Title as an Independent Creator.

Games of Chance/Raffles

When you are affiliating with any games of chance and/or raffle or conducting any type of Sales different than our business model as part of your Life Expressions business, you must comply with all applicable federal, state and local regulations and legal requirements. Each state has different laws and regulations governing these types of Sales; therefore, Life Expressions cannot give you express or implied consent on any selling practices outside of our business model.

Mail Order Houses and Distribution Centers

We don't allow our Creators to advertise, promote, sell or recruit through Mail Order Houses or Distribution Centers. A company that creates letters via mail for the purpose of encouraging people to buy something is an example of a Mail Order House.

Product Information

Make & Take®

Make & Take® products are our flagship branded product, and as such it is important that there be consistency both in the product itself and the guest's party experience. These guidelines must be followed:

- Creators must purchase all Make & Take® vinyl, surfaces/boards, and offered paint from Life Expressions Decor.
- Creators must offer only authorized designated Make & Take® products from Life Expressions Decor. Vinyl from other sources (including self-created on Cricut, Silhouette, and similar crafting machines) cannot be used for Make & Takes®.
- Creators must offer all currently advertised Life Expressions paint colors. Discontinued Life Expressions paint colors may continue to be used until a Creators supplies are depleted. If Creators offer any additional styles of paint or finishes (metallics, neons, glitter, sealers) that are not produced by/offered by Life Expressions, it is at their own risk. Life Expressions will not guarantee these products from poor adhesion, incompatibility or flaking. Any dissatisfaction from the Customer will become the responsibility of the Creator.
- Customers may not bring their own vinyl, surfaces or paint to their Make & Take® parties.
- For branding and quality purposes, and to ensure compliance with our guidelines against profanity, Customers may not paint or stencil their own words/sayings on Make & Take® signs.
- Prices for all current Make & Take® signs are fixed by Life Expressions. The price charged to a Customer should not be more or less than the established pricing structure with the exception of fundraisers and applicable taxes.
- Life Expressions offers retired or extinct/discontinued sayings. These Make and Take® designs may cost more to the Creator (depending on the time of purchase) and the upcharge in price may be passed onto your Customer.
- We also offer a "Create your Own" Make & Take® which carries an additional cost to the Creator. This additional cost must be passed on to the Customer.
- Any other fees (ex.room rental, food/beverage) must be advertised as a separate fee.

To maintain consistency and to protect our branding, only items purchased from LE may be promoted, sold or created at a Make & Take® Party. Note: Some exclusions may apply. Please contact Home Office with inquiries.

Workshop

These are home parties or events in which guests make items in addition to Make & Take® products with the assistance of a Creator. At these events:

- Catalog items (vinyl, stencil, surfaces, etc.) may be made or sold for take home DIY.
- Custom items purchased/ordered from Life Expressions may be made or sold for take home DIY.
- Creators must offer all currently advertised Life Expressions paint colors.
- Surfaces used at a Workshop must be purchased from Life Expressions if it is a surface we offer.
- If Creators incorporate non-Life Expressions surfaces (an item that the Company does not offer) into a Workshop project the Creator should not post in public the specific name, brand, pricing or venue of purchase for that item. References to such items in a publicly visible forum, including a social media promotion, should be generic only. The specific information on the outside surface may be provided in person at the event to the attendees in order to answer questions and the Creator may share information about the brand or availability of these items provided it is not a live/recorded broadcast available to the public.
- No warranty exists from the Company when any products/items in the projects are not provided by Life Expressions Decor.

Catalog Personalization, Word Swap and Graphic Swap

There are many items in our Catalog that can be Personalized and/or Word Swapped free of charge.

- Personalized items in the Catalog are indicated with a **P**. These are designs that allow you to change a name, date, or other personal information. Nothing else about the design can be changed without a Custom Fee.
- Word Swap items in the Catalog are indicated with a **WS**. These are designs that allow you to swap pre-selected words within the design. This does not allow changing the font or layout, but simply changing select words.
- Graphic Swap items in the Catalog are indicated with a **G**. Any item with this symbol allows you to pick from the graphics on the page to add to your design for no extra cost.

Custom Designs

Life Expressions is pleased to offer their Customers the opportunity to purchase vinyl designs beyond what is found in our Idea Books. We pride ourselves in offering Custom Designs using the following guidelines:

- Life Expressions will not produce items with trademarked or copyrighted logos or phrases without a written release from the original owner. This includes designs seen on Pinterest, Facebook, or Etsy that have not been designed by Life Expressions. We reserve the right to change design fonts, layouts, graphics, etc. as needed to comply with Copyright laws.
- In the event that custom designs cannot be altered due to Copyright or Trademark laws, those items will be rejected, and a refund will be issued to your Free Money eWallet account in your Back Office.
- Life Expressions will not produce items containing profanity or any word/graphic which in their sole discretion could be offensive to customers or other Creators. The integrity of our business as well as your individual business is important. If you are ever unsure as to whether Life Expressions will produce a specific phrase or word on a custom order, please inquire with Home Office. In the event an order is rejected for this reason, a refund will be issued to your "Free Money" eWallet account in your Back Office.

- Life Expressions does not allow the ordering of custom "sheets". "Sheets" are multiple phrases or multiples of the same phrase that are attempted to be ordered as one large piece of vinyl. Due to our pricing structure, we are unable to accommodate these items for the health of the Company.

Proof Request

Does your Customer want to purchase a Custom Design and see it **before they receive it**? By submitting their Custom Order with a "Proof Request", they will have an opportunity to review their design before it proceeds further to the "cut" portion of our production process.

A "proof fee" will be applied to any item in which your Customer has requested to see a proof. This fee replaces the Custom Fee. When submitting a proof order, you will need to supply our Design Team with as much information as possible to ensure that they are able to create what your Customer is envisioning. Your Customer will be allowed 2 additional changes to their design (3 proofs total) before any additional fees may be required.

Design Request

Does your Customer want to see a design **before finalizing their order**? By submitting their custom idea as a "design request", and paying a design request fee, they will have an opportunity to review their design before ordering.

Upon submitting a "design request", you will need to supply our Design Team with as much information as possible to ensure that they are able to create what your Customer is envisioning. Your Customer will be allowed 2 additional changes to their design (3 proofs total) before any additional fees may be required.

Customer Specials

From time to time, typically on a monthly basis, Life Expressions may offer special products or projects at a discounted price and/or for a limited time. The terms for these specials will be noted on Marketing Materials offered by Life Expressions, and must be adhered to.

Host Rewards/Host Exclusives

Life Expressions has established a rewards systems for party Hosts which may change from time to time to remain competitive and fresh. Creators are expected to provide accurate information to Hosts about any current rewards program and adhere to/honor any established/posted/provided/written terms relative thereto.

Host Rewards/Exclusives may NOT be sold, raffled, donated, gifted or otherwise provided to non Hosts for a period of one year after the special has concluded. (For example: a Host Exclusive that is available from January 1, 2019-March 31, 2019 cannot be used for any other purpose until April 1, 2020). This is important to maintain the exclusivity of these items and keep credibility with our Hosts.

CIY, CIT & SAVE, Workshop Contribution

Create it Yourself: The CIY price reflects all of the items needed to allow your Customer to assemble the shown project in the comfort of their own home. The CIY item number shown will allow your Customer to choose specific colors for vinyl, paint and accessories, if applicable.

Create it Together and Save: Allows the customer to save by using a Creators supplies at a Workshop Experience. There is \$2.00 Workshop Contribution Fee that is included within the CIT price shown for each project. If your Customer would like to create something not shown in the catalog, be sure to include the additional fee.

Vinyl Overview

Creators must apply all vinyl as it is designed by Life Expressions. Any altering of Life Expression's designs is a breach of Copyright, and could result in the termination of your Agreement. An example of altering a design is cutting apart a Make & Take®. However, a catalog design displaying the scissors symbol may be cut and placed separately.

Life Expressions uses different varieties of high quality, industrial grade vinyl in the production of our products. Please note the following:

- The backing on the vinyl may have a light, natural rubber latex adhesive for easy application to walls or other smooth surfaces (depending on the product). If you have an allergy to latex, use caution when applying.
- When removing vinyl from a surface, we recommend warming it up slightly with a blow dryer. In very rare occurrences a surface may not release a saying without causing damage.
- Specialty and Outdoor vinyl have a permanent adhesive and are not able to be removed without causing damage to most surfaces.
- Vinyl is not reusable except when removable vinyl is offered.
- Life Expressions vinyl comes with all letters prepositioned with an application tape that is removed after applying the design.
- It is important to note that vinyl colors shown in your Back Office or on printed materials may not be exact color matches to the product you will receive. Due to the nature of computer monitors and printers, the actual color of products may vary slightly. To see actual vinyl colors, please refer to your vinyl color ring.
- Vinyl can be applied to almost any clean, smooth, and weather resistant surface that is free of dust, grease, or other contaminants. Vinyl may not adhere to heavily textured surfaces. We strongly discourage installation on surfaces such as brick, stucco, concrete blocks, and some specialty paints.
- Vinyl can be installed on common types of home decorating paints such as latex and oil-based. We recommend waiting at least two weeks before applying vinyl to a newly painted wall.
- When cleaning surfaces that contain Life Expressions vinyl, we recommend that you use a damp soft cloth or sponge. Do not use cleaners that contain alcohol, abrasives, citrus additives, or ammonias.
- If applying a clear coat polyurethane it must be water based to avoid the breakdown of the vinyl adhesive.
- Vinyl should be stored in a moderate climate avoiding extreme temperature and/or humidity changes.
- Specialty Iron Vinyl is intended to be used with a household iron. See instructions for heat settings to prevent damage from occurring.
- Printed vinyl can be requested in indoor or outdoor only. Iron and glitter vinyl requests are not available at this time.

Surfaces, Accessories and Paint

We are pleased to provide a large number of high-quality surfaces, accessories and paint within our product line. We have taken great care in choosing a wide variety of products that will be appealing to many different styles of home décor; including modern, contemporary, sleek, farmhouse and rustic.

Many of our paintable surfaces are engineered from real wood and may include natural or engineered imperfections, so wood grains, knots, and wood patches are expected. The rustic product line that we carry is just that... rustic. This is deliberate and intentional and gives these items a one-of-a-kind look. It is the Creator's responsibility to familiarize themselves with the many differences in our product line to ensure that their Customers know what to expect.

We realize that our **Customers** often have great ideas and will want to create custom designs using a variety of surfaces and accessories that LE does not carry. We do not want to limit the creativity of our Customers and will allow a Creator to provide vinyl, stencil, paint and accessories from our product line for custom projects when the Customer is providing their own non competing surface, paint or accessories to create the custom project.

As a Life Expressions **Creator**, you are required to purchase products offered by Life Expressions Décor from Life Expressions Décor. Purchasing any products offered by, or products that may compete with products offered by Life Expressions Décor, from any other source, is in direct violation of our non-compete policy and will result in termination.

The only exception to this policy is using non-LE accessories. We realize that Creators have great ideas and may want to embellish the products we offer with additional accessories not offered by LE. Items such as, but not limited to, buttons, bows, ribbon, beads and handles may be used in addition to our product line.

If you are in question of, or have an idea for a new surface, paint or accessory, please reach out to Creator Support by emailing support@lifeexpressionsdecor.com.

Creator Order Cancellations, Returns, and Fixes

It is important to know, that when you submit and order through the Life Expressions Back Office, no changes are able to be made to the order. This includes changes to color, size, quantity, etc. For this reason, when you place an order, make sure you enter all of the information very carefully. You are responsible for any errors made and may be required to place an additional order for missing or incorrect items on your order.

When submitting a custom order, be as specific and detailed as possible in the notes section. Remember, you are the only one that talked with your Customer. Life Expressions will design their custom item using the information that you have provided. For more information on making sure your Customer is completely satisfied with their custom design, see "Proof Request" or "Design Request."

Life Expressions is not able to cancel an entire order once it has been placed in the Back Office, however, we may be able to cancel an individual item on an order depending on where this item is in the production process. To inquire about cancelling an individual item, contact Support right away.

Upon receiving an order, please open and inspect all items within 10 business days.

If there is an error with your Order, you can expect the following:

- An error made by Life Expressions (Incorrect color, incorrect spelling, missing letters or dots, etc.) will be fixed within 24- 48 business hours by submitting a Fix Ticket which is located in your Back Office or by going directly to <https://leSupport.wufoo.com/forms/z7m4k1w1gd3np1/>.
- An error made by the Creator or Customer will also be fixed within 24-48 business hours by submitting a Fix Ticket which is located in your Back Office or by going directly to <https://leSupport.wufoo.com/forms/z7m4k1w1gd3np1/>. however, charges may apply.

Sponsoring

Sponsoring new recruits is one of the best things you can do to help grow your Life Expressions business.

Income Claims

The Federal Trade Commission and laws within several states prohibit making claims regarding potential income. To comply with this, you must not estimate projected income for a new recruit nor share your own personal income. If you give examples of potential earnings, they must be consistent with the information provided by Life Expressions. Make sure new recruits understand that such examples are hypothetical and are not based on the actual performance of any individual Creator.

Recruiting from Other Direct Sales Companies

Our Creators are not allowed to contact the Consultants/Distributors of other Direct Sales companies to recruit them for Life Expressions. However, if someone affiliated with another Direct Sales company contacts you about becoming a Creator, then you may respond to the inquiry as you would any other potential recruit.

Soliciting LE Customers and Creators to Enroll or Participate in Other Multi-Level Marketing, Network Marketing, or Direct Sales Opportunities

You agree that during the term of your Agreement and for 6 months after it ends, you will not (and you will not work with others to) directly or indirectly (on behalf of yourself or any other person or entity):

- Solicit or induce any Creator to terminate or alter the Creator's business relationship with us, or;
- Recruit, Sponsor, solicit, enroll, encourage or influence (in any way) other Creators or Life Expressions Customers to enroll or participate in another Multi-Level Marketing, Network Marketing, or Direct Sales opportunity.
- Creators are prohibited from posting on their Life Expressions social media pages/groups about other such companies/activities.

You understand and agree that:

- Any effort to limit the geographic scope of this non-solicitation provision would render it wholly ineffective because direct selling is conducted through networks of Independent Contractors dispersed across the US and business is commonly conducted via the Internet and telephone.
- This non-solicitation provision will apply nationwide
- This non-solicitation provision applies to the solicitation of Life Expressions Customers and Creators to enroll or participate in another Multi-Level Marketing, Network Marketing, or Direct Sales opportunity. As well as soliciting Creators to make changes within their Life Expressions business.
- This non-solicitation provision will survive the termination of your Agreement.

Improper Enrollment of Creators

It's important that you always act with honesty and integrity when growing your Life Expressions business.

You must never engage with the following activities:

- Enroll individuals (real or fictitious) as Creators without their knowledge and permission.
- Enroll someone under a Downline Creator to advance you or them.
- Enroll an Active Creator within a different line of Sponsorship. We don't allow recruitment of Creators from one Sponsorship line to another.
- Purchase a starter kit for a new Creator, unless otherwise legally approved in writing by the Company.
- Swap a starter kit in return for products and services.

Sponsoring Commitments

When you bring another Creator into the business, you are eligible (when Qualified under the terms of our Compensation Plan) to be compensated for their efforts. They become part of your team, which can benefit you financially. In order to be fair to the new Creators, there are obligations and responsibilities that come with the decision to Sponsor them. As a Sponsor, you are expected to provide your downline with appropriate Support, motivation, communication, and training as follows.

- **TRAIN & MENTOR** your new Creators in their business and help them succeed. This includes being accessible to answer questions in a timely manner, and assist them as needed.
- **RECOGNIZE & ENCOURAGE** them for their achievements. This may include offering prizes or challenges as you may desire.
- **INFORM & MONITOR** by maintaining ongoing communication via phone, email, personal meetings, etc. It is your responsibility to be sure that they are operating their Life Expressions business properly and in compliance with this Creator Policy Guide. This includes the obligation to monitor the activities of Downline organizations to support full compliance with the Companies policies. In circumstances when it is discovered that a team member may be in violation of this Agreement, they should attempt to bring them back into compliance. If that is not possible, they are to notify Home Office for resolution.

- **MOTIVATE & MODEL** the business. Be actively working by booking and holding Make & Take® and Workshop parties and workshops, offering demonstrations, attending meetings and supporting your downline organizations. Failure to do so will inevitably result in a lack of your own personal success within the company, the example of which can negatively influence a downline team member.

If you are not willing to undertake the responsibility to work with your Downline Creators, or feel at some point that your current responsibilities are already requiring maximum effort and you feel unable to add more Creators to your team, it is recommended that you consider referring them to your Upline or Leader so that the Creator does not feel abandoned or that you are doing them a disservice. You can also consider utilizing the "referral program" link and receive a referral bonus.

If circumstances change and you are no longer able to support your Downline, and as such, you feel the best avenue of support and success for them is to place Downline team members with a more accessible Leader, you may request that your Downline be reassigned to your direct Upline Leader provided that they are willing to accept said reassignment.

The Company reserves the right to Roll-Up to the applicable Leader any Creators or Downlines who are not being supported by their Sponsor. This Roll-Up does not apply when Creators voluntarily decide/choose not to communicate with or accept ongoing/offered Support from their Upline/Sponsor. Life Expressions reserves the right to reassign Creators with no Upline (meaning they are direct to Life Expressions) to an existing Director, subject to the Director's willingness to accept such reassignment.

Official Team Meetings

Life Expressions Executive Team Leaders (and higher) have the privilege to hold in-person meetings all across the country to support the LE field. Official Team Meetings:

- Are held monthly, typically during the week following the company's Home Office Happenings.
- Are open to all Active Creators regardless of geography or lineage; Executive Team Leaders (and higher) may not require their Downline to attend only their meetings. They must also post meeting location address or link to live stream (if applicable) on appropriate Facebook post so that the entire field knows where and when these meetings are being held.
- May have a fair cost attached to cover expenses such as room rental or food/supplies at the discretion of the hosting ETL+.
- Will provide a free Make & Take® vinyl design to all in person attendees, provided by Home Office.
- Will give recognition to the top 10 in Sales and Sponsoring for the prior month as well as Rank/promotions. This list is provided by Home Office for the Downline of that ETL+ whose immediate Leader is not holding their own meetings.
- May or may not be recorded/live streamed at the discretion of the hosting ETL+.
- Will not breed or foster negativity, and will demonstrate a positive attitude and Support of the Home Office.

Team Leaders and others may decide to hold unofficial team meetings, socials, Sponsoring or training events. Such events are considered private and as such, are not subject to the guidelines established above for official meetings. Home Office will continue to provide numbers for recognition as long as you maintain Team Leader status or higher.

Creators are highly encouraged to attend all official or unofficial meetings and training events that may be made available to them through their Upline Leader(s), ETL(s)+, and Home Office.

Changing of Sponsors

We think it's important to respect and protect the hard work of our Creators devoted to building their teams. Although there are some narrow exceptions to this rule, we don't allow Creators to change Sponsors.

If there is an issue that cannot be resolved between Creators, LE will facilitate a mediation between all parties until a resolution is agreed upon.

It is always our goal to ultimately mend a broken relationship by getting to the bottom of what the actual problem is, and that is what we will strive for. This does happen most often when we can mediate both sides of the issue and help a conclusion be made.

Compensation

General

As a Creator you will be eligible to receive immediate Commissions, Personal Sales Volume Bonuses, Business Builder Bonuses, and Downline Bonuses on your Sales of Life Expressions products and your Sales-generating activities, including building a Downline organization. You must be Active, in compliance with laws, and all of our policies and procedures in order to be eligible to receive Commissions and Bonuses. Our Compensation Plan documents contain more information regarding our payment structure. If you have any questions, ask your Sponsor or contact Home Office by emailing Support@lifeexpressionsdecor.com.

Commissions and Bonuses

Being a Creator with Life Expressions allows you the opportunity to receive a immediate Commission on all Commissionable Sales. When selling products to Customers or holding parties, the Customer will pay you full retail price for their items. Upon placing the Customer's order in your Back Office, you will receive an immediate discount (this is your immediate Commission) on all Commissionable Sales.

Commissions may change depending on the product you are selling:

- You purchase Make & Take® products at a wholesale price and sell for a fixed price. You earn income on Make & Take® items when you sell them. The exact Commission depends on your purchasing habits but can be up to 50%.
- You will receive a 30% immediate Commission on all Commissionable Sale items.
- There are few items that Life Expressions offers that you do not earn any commission on. These items are typically deeply discounted items, or things that are meant to be used as tools to grow your business. These items include, but are not limited to Prize Vinyl, Host Exclusives, Business supplies, etc.
- To assist you and help offset the cost of doing business, Creators at certain Levels of the Compensation Plan are eligible to receive a Business Builder Bonus.
- As you grow within the Life Expressions Compensation Plan, you are eligible to earn additional Downline Bonuses based on the performance of your team.
- Incentive programs (including but not limited to GB15, FOF, Paint Points, Express Start, Trips0 may be offered from time to time. Check resource center for details.

Payment Schedule

Immediate Commissions are received immediately upon placing an order. Any additional or Downline Bonuses, in accordance with the Company's current Compensation Plan, are placed in your eWallet(s) after the close of each business month (typically deposited to your eWallet on the 1st of each month). eWallet funds can be applied to future orders placed, or (if the amount is \$50.00 or higher) a paper check can be requested and will be mailed out via USPS. The eWallet system only allows check requests once every 30 days. Therefore, we suggest that you choose the check request option as close to the beginning of the month as possible.

Errors or Questions

If you believe we have made any errors regarding volume accumulation, Commission calculation or taxable earnings, payments, charges, or downline, you must give us written notice within 30 days of the date of the alleged error. We are not responsible for any errors, omissions, or problems you don't report to us within 30 days.

Offsets

In accordance with applicable laws, we have the right to offset any amounts you owe us (including the repayment of Commissions resulting in product returns) against the Commission or other amounts we owe you.

Paying Taxes on Income Received

You are required to report your Commission and other earnings from your Life Expressions business as income in your tax filings each year. Your earnings include your Bonuses, free products, Hostess and other business credits, trips, etc.

The U.S. Internal Revenue Service (IRS) requires us to issue, by January 31st of each year, a Form 1099 to every Creator who purchased \$5,000.00 or more in Personal Sales Volume and/or earned \$600 or more in Bonuses, Commissions, and prizes each year. We will not issue you a Form W2 because you are not an employee of Life Expressions.

As a Creator, you are an Independent Contractor of Life Expressions thus self-employed. For that reason, it is important that you keep complete and accurate records of your business income and expenses. You will need those records to complete Schedule C of your federal income tax return which is where your business income and expenses are reported.

We strongly recommend that you talk with your own tax advisor to learn how the tax laws apply to your Life Expressions business. Your tax advisor can help you determine if, and to what extent, some of the expenses of your business (such as use of your vehicle, or a home office) are deductible. You can also get some general guidance from the IRS website at www.irs.gov.

If your state and/or city collects income tax, you may need to file income tax returns with them as well.

Marketing

We've worked very hard to build the value of the Life Expressions name for the benefit of your business and ours. It's very important that you help us protect our image, reputation and brand by following our policies and procedures for marketing and advertising both for print and on-line.

Identify Yourself as an Independent Life Expressions Creator

To avoid an implication that your independent Life Expressions business is Life Expressions Decor LLC, you must always:

Use your own name and clearly identify yourself as an Independent Life Expressions Creator. This applies to all of your communications (verbal and written), marketing (print and on-line), telephone listings and greetings, business cards, social media platforms, etc. For example list your Title with Life Expressions after your name ("Jodi Williams, Independent Life Expressions Creator").

For all Creator produced marketing (including all print, pictures, video and audio recordings) that has been approved by Home Office, include the following disclosure.

"This marketing material was created by [NAME], an Independent Creator for Life Expressions Decor, who is solely responsible for its content. Life Expressions Decor does not endorse, and is not responsible for the content of this marketing material."

For your bank accounts, credit applications or other business forms, you also can't use the Life Expressions name or trademark. Checking accounts can simply be designated as "Business Accounts." If you need to list a business on your checking account, credit application or other form, use your name and "Life Expressions Independent Creator." This is intended to avoid any implication that your independent Life Expressions business is our Home Office.

Protecting the Life Expressions Name, Logo, Trademark, Designs, and Images

Because we need to protect the value of the Life Expressions name, we won't allow any unauthorized use of our name, logo and trademark or designs, copyrights, or images. Our logo and trademark or designs, copyrights or images may be used for team incentives by obtaining written permission from our Home Office. These requests will be addressed on a case by case basis. You can't sell any crafts, jewelry, clothing, business supplies or similar items that include our name, logo, trademarks, designs or images. Also, you may not alter or change our name, logo, trademarks, designs or images. For example, you cannot change the color, script, or verbiage of the Life Expressions logo.

To make it easier for you to market your business, we provide creative images, and photos. These items may be used on event materials and other pieces to promote your Life Expressions business. You can change the size of these images; however, the size ratio, coloring, and shading may not be altered. To avoid violating individual social media platform policies, you may add a watermark with your personal information.

Creators often use words, images, phrases, tag-line, and/or ideas developed or coined within the LE community for use by all Creators.

- You can't claim ownership of or the exclusive right to use these items.
- You understand and agree that you won't try to register any of these items as a trademark, copyright, or domain name and, if you do so anyway, you agree to assign the trademark application or registration, or copyright or domain name registration to us.
- By signing the Application, you understand that you are assigning to us any rights you may have to words, images, phrases, tag-lines, and/or ideas developed or coined within the LE community, and that we may register any of these items at our sole discretion.

Marketing Materials

We produce a variety of Sales aids, business tools, and support materials to help you promote your Life Expressions business. We carefully design these materials to ensure that they are fair, accurate and comply with all applicable legal requirements. Although we respect your passion for LE and your independent business, we strongly recommend that you use the materials we've created rather than your own materials.

You don't need approval to use any of the marketing materials that we provide, or to share Life Expressions produced graphics on social media. You are able use services directly created for Direct Sales Representatives or small businesses to use our marketing materials while putting your own "spin" on them (ex. Canva, PicMonkey, Ripl, etc.) However, if you create your own marketing and advertising materials, you must submit them to Support@lifeexpressionsdecor.com. We're not responsible for any costs you incur to create your own materials (including losses you may incur if we deny or rescind permission for you to use your materials) nor do we assume any liability for its contents.

Talking to the Media

It's very important that the media receive accurate and consistent information about Life Expressions, so our Home Office is the primary contact for the media. If you are contacted by a member of the media for information about our Company, please refer them to Creator Support. **You may not respond to media inquiries about our Company or our products.**

There are also some important rules to follow if you are contacted by the media about your Life Expressions business. You may not talk to the media about your Life Expressions business without our prior written permission. Here are some rules we will follow when considering whether to approve your request to talk to the media:

- You must submit your request to Home Office at least five business days prior to the interview if possible.
- You must have been a Creator for at least one year or your Paid as Title must be Team Leader or above.
- You must have conducted at least five Make and Take® or Workshop parties within the last three consecutive months.

Home Office Leads

We invest a lot of time, energy and money in building our reputation and public awareness of the Life Expressions brand. We do this to attract new Customers and potential new Creators, which benefits our business and yours. We receive requests (which we call "Home Office Leads") from potential Customers and recruits for information about Life Expressions, our products and the opportunity to become a Creator. The way we handle these requests is the Company will endeavor to determine whether a prior relationship exists with an existing Creator, or whether their introduction to Life Expressions was through the marketing efforts of an existing Creator. In that case, the Lead will be directed to that Creator.

In the event a Creator cannot be identified, the Company will distribute the Leads to a working Creator with an active Replicated Website subscription near their geographic area, or a Team Leader who is able to best service the Customer.

Because of the various federal, state and local laws and guidelines for the proper acquisition and security of personal data, you should not create your own forms or methods of data capture in order to acquire Leads. Life Expressions Decor LLC is not responsible for the contents and/or security of any data acquired by Creators in this manner.

Domain Names, Email Addresses, and On-line Aliases/Names

You are not allowed to use or register Life Expressions, Life Expressions Decor or any of Life Expressions LLC trademarks, product names, or any derivatives, including the letters LE, for any Internet domain name (including blogs and team websites), or on-line aliases/user names (including social media sites – such as Facebook, Twitter, Pinterest, Instagram, Snapchat, etc.*). Additionally, you cannot use or register domain names, and/or on-line aliases/user names that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume the communication is from, or is the property of Life Expressions Decor LLC, including but not limited to storefront names on unauthorized third-party websites such as www.amazon.com and www.eBay.com. Examples of improper use include, but are not limited to:

- "Life Expressions Decor" should not show up as the sender of an email
- www.LEvinylwithme.com or www.LEflashsale.com
- www.facebook.com/lifeexpressionsfun
- <http://leinmichigan.blogspot.com> or <http://LEdecorbySuzy.blogspot.com>

*** The only exception is: Creators who enrolled prior to July 2019 and have remained Active are permitted to keep their original LE domain names, email addresses and on-line aliases/user names.**

Advertisements/Paid Media

There are four types of advertisements/paid media that are permitted for your Life Expressions business. Each one of these advertising methods is done at your own cost:

- Print advertising.
- Sponsored links or pay-per-click ads.
- Facebook advertising (please refer to the Social Media section for details).
- Promoted Tweets (please refer to the Social Media section for details).

We strongly believe in a culture that focuses on relationships and community. Our advertisement policies and procedures help us ensure that the core of our business, the party model, is healthy, by positioning advertising as a Support and supplement to your core business activities. All advertisements must be accurate, professional, not misleading and comply with our policies and procedures, including those for using the Life Expressions name, logo and trademark. For Fundraiser advertisements, you must identify the organization to which any proceeds are being donated.

Print Advertising

You may want to place print advertisements for your LE business and you may do so in either newspapers or magazines. We are a little more strict in our print advertising because of the life cycle in which print advertisement can be saved and viewed. Please abide by the following guidelines:

- Do not place print advertisements unless we give you prior written permission.
- Please send your request (including the ad copy, graphics and artwork) to Support@lifeexpressionsdecor.com at least five business days prior to the submission deadline.
- Once the advertisement runs, please scan and send the final advertisement to Support@lifeexpressionsdecor.com.

Sponsored Links/Pay-Per-Click Ads

Sponsored links or pay-per-click ads are acceptable. The destination URL must be to your Replicated Website (www.lifeexpressionsdecor.com/yourreplicatedwebsite). The display URL must also be to your Replicated Website, and must not portray any URL that could lead the user to assume they are being led to a Life Expressions corporate website, or be inappropriate or misleading in any way.

If you choose to promote your business through paid advertising on-line, you must adhere to the following:

- In the header/subject line of your ad, the first three words need to be "Create with Name" (ex. Create with Jodi). If these three words are not included, it may result in the Creator's Back Office being temporarily disabled until we have a verbal phone call with the Creator.
- You may only use the Life Expressions name in your Replicated Website.
- You may not use the Life Expressions name on any line of your advertisement.
- You must identify yourself as an Independent Creator (do not include Life Expressions).
- You may use general descriptions in your advertisement; however, you cannot use any Company Trademarks, product names or any derivatives, including the letters LE.

Example of an approved Ad: Create with Jodi/ Independent Creator
www.lifeexpressionsdecor.com/jwilliams
DIY Personalized Home Decor

Search Engines/Metatags/Keywords/Bidding

We have a no-tolerance policy regarding the use of our trademarks or names in metatags and/or hidden text or bidding on Life Expressions brand keywords. Specifically, the use of our trademarks or names in metatag keywords is trademark infringement, and the use of trademarks or names in page text, metatags, and/or hidden text or bidding on Life Expressions brand keywords for purposes of gaining higher Rankings from search engines is unfair competition.

You may not, without our express written consent, do any of the following:

- Link to any web page on any of our on-line channels for the purpose of appearing to be affiliated with or endorsed by us or to gain higher rankings in search engines.
- Use any metatags or any other hidden text or bidding utilizing our name or trademarks.
- Frame, in-line link or utilize other techniques to associate or juxtapose any of our trademarks, logos, or other information with advertisements and/or other information not originating from our on-line channels.

We retain the right at our sole discretion to deny anyone access to our on-line channels at any time and for any or no reason. You are also advised that we will aggressively enforce our intellectual property rights to the fullest extent of the law, including the seeking of civil remedies and criminal prosecution.

Banner Advertising

You may place banner advertisements on a website provided you use our approved logos. All banner advertisements must link to your Replicated Website (ex. www.lifeexpressionsdecor.com/yourreplicatedwebsite). You may not use blind ads or web pages that make product or income claims that are ultimately associated with us, our products, or the Life Expressions opportunity. You may advertise your business through web banner ads provided the ads have been reviewed and approved by Life Expressions Decor Home Office.

Replicated Website

To help you start your Life Expressions business, you can subscribe to our Replicated Website that resides on the www.lifeexpressionsdecor.com domain (ex. www.lifeexpressionsdecor.com/Creatorname). A monthly subscription fee will be charged to the credit card you have entered. It is your responsibility to make sure your credit card information is accurate and up to date.

Here are some things you should know about your Replicated Website:

- You may not alter its look (placement, sizing, etc.), functionality or branding.
- You may not use it to promote, market or sell non-Life Expressions products, events or income opportunities.
- You can personalize the "About Me" page and welcome message. You're solely responsible and liable for the content you add to your Replicated Website.
- We can receive analytics and information about the usage of your Replicated Website.
- Only Creators with a Replicated Website will receive party and Sponsoring Leads from the Company.
- Only Creators with a Replicated Website will show up on Customer website searches.

You may cancel or make changes to this monthly subscription at any time through your Back Office on the "Profile" tab. If you become Inactive, Resign, or are Terminated, any fees you paid for a monthly subscription are nonrefundable. Please read "Effect of Becoming Inactive, Resignation or Termination."

External Website

You may create an external website to promote your Life Expressions business. It is your responsibility to keep information on your external website updated and current. You may not represent another business in conjunction with your Life Expressions business on your website.

Note: You cannot have any type of ordering/selling and/or recruiting platform except a link to your Life Expressions Replicated Website.

You may use your external website for the purpose of communicating with your team. Your team website needs to be closed and password protected (so it can't be viewed by the public) and you will need to revoke the access of any Creator who leaves your team.

Life Expressions Decor Home Office must be informed of, and have access to any external website you may decide to offer.

You may not use the Life Expressions name or the letters LE (or any variations of them), for your external/team website, Replicated Website or any other website. For example, website names like these are NOT allowed:

- <http://lifeexpressionsgirlboss.blogspot.com>
- <http://LEvinylwithme.blogspot.com>
- <http://leinmichigan.blogspot.com>
- www.ledecorrocks.com
- www.lifeexpressionsdecor.com/LEdecor

The only exception is: Creators who enrolled prior to July 2019 and have remained Active are permitted to keep their original LE external websites.

Blogs

If you're writing a blog that mentions Life Expressions, please identify yourself as an Independent Life Expressions Creator and clearly state that the views expressed on the blog or website are yours alone and don't represent the views of Life Expressions Decor LLC.

You may not share our confidential information in any blog. For more information about what information is confidential, please read the "Confidential Information" section under "More Things To Know About Being A LE Creator". If you post about Life Expressions features, products, parties or experiences, you may include information that directs traffic to your Replicated Website.

Unsolicited Email Spamming/Mass Emailing

You're not allowed to transmit mass, unsolicited emails to promote our products or the LE opportunity to people who you don't know, or who haven't given you permission to contact them. You are permitted to communicate only with individuals who are opt in subscribers. Opt-in subscribers are people who requested to be included in emails or other communications from you and you have proof of the request.

Any email you send that promotes Life Expressions, our products, or the LE opportunity must:

- Have a functioning return email address to the sender.
- Include your physical mailing address.
- Clearly and conspicuously disclose that the message is an advertisement or solicitation.
- Not contain deceptive subject lines and/or false header information.
- Include an opt-out link that allows the recipient to un-subscribe from future email solicitations or correspondence. You must honor all opt-out requests received by email or regular mail and may not send any additional emails unless it's in response to a Customer's order or inquiry.

To help you grow your business, Life Expressions may periodically send promotional emails on your behalf. By entering into the Agreement, you agree that we may send these emails to Customers.

Unsolicited Faxes, Spam Linking and Links

You may not use or transmit unsolicited faxes in connection with your LE business or spam link. Spam linking is the consecutive submission of the same or similar content into blogs, social media sites, websites or other publicly accessible on-line discussion boards or forums and is not allowed. Any comments you make about you and your Life Expressions business on these sites must be unique, informative, and relevant.

When directing readers to your Replicated Website, it must be obvious from the link and context that the link is to the site of a Creator and not the Life Expressions corporate website. The determination as to what is misleading will be at our sole discretion. The use of hotlinks is strictly prohibited.

Social Media

Social media is a wonderful way to build community and strengthen relationships when used appropriately. Social media includes Internet forums, blogs, wikis, social networks (Facebook, Pinterest, Instagram, Twitter, Snapchat, YouTube, etc.), podcasts and any other form of user generated content shared on the Internet.

Life Expressions is currently active on the following social media channels:

- Facebook: <https://www.facebook.com/lifeexpressionsdecorcorporate/>
- Pinterest: www.pinterest.com/lifeexpressionsdecor
- Instagram: www.instagram.com/lifeexpressionsdecor
- YouTube: www.youtube.com/c/lifeexpressionsdecor

We expect you to abide by all policies and procedures that apply to our current channels and to all new and emerging sites in the social media space. We reserve the right to limit or remove your participation in any of our social media platforms if your posts/comments are deemed negative, hurtful or damaging to the company and its brand or other Creators. If you have questions, please call Support at (269)264-1210.

Our Goal for Social Media

Our goal for social media is to provide our Customers and Creators with a simple, easy, and fun space to interact with each other. In doing so, we strive to maintain three major pillars for successful relationship building in our party plan business:

- **Protect our brand and yours:**

We want to ensure that the LE brand and your LE business are protected by helping you avoid interactions that may be perceived as negative.

- **Build upon the core of our PARTY plan business:**

We strongly believe in a culture that focuses on relationships and community. Our social media policies and procedures help us ensure that the core of our business, the party plan model, is healthy, by positioning social media as a Support and supplement to your core business activities.

- **Create and maintain a fair and level playing field for Creators:**

We want to ensure that social media interactions can be replicated and are fair for all Creators.

Before you begin to engage on social media, remember, post with care! Items you post on-line may be indexed by search engines, so they can and will remain public and be associated with you even if the original post is deleted.

Never participate in social media when the topic being discussed may be considered a sensitive situation. For example, complaining about back-ordered product is a customer service topic and is not appropriate content for Creators to post on any of the official Life Expressions social media pages.

If you aren't sure if a topic is considered a sensitive situation, it's best not to post anything at all. Instead, direct questions or concerns to your Upline, or call Creator Support (269)264-1210.

Any information you may receive prior to disclosure to other Creators should not be shared on any social media platform. This includes, but is not limited to, sneak peeks, amenities, special promotions or information shared on Director calls, Leader calls, Refresh & Refocus, webinars, leadership trips, conferences and special events. Violators may be subject to any of the actions described under "Violating Life Expressions Policies and Procedures" including Termination of their Agreement.

We expect you to abide by all social media platforms terms and conditions. You are responsible to educate yourself on the terms and conditions prior to posting as each social media site can vary.

- <https://www.facebook.com/policies>
- <https://help.twitter.com/en/rules-and-policies/twitter-rules>
- <https://policy.pinterest.com/en>
- <https://www.instagram.com/about/legal/terms/api/>
- <https://Support.snapchat.com/en-US/a/guidelines>
- <https://www.youtube.com/yt/about/policies/#community-guidelines>

The purpose of the Life Expressions social media pages are to provide a place for Customers and Creators to connect, interact and share the love for Life Expressions and Life Expressions products.

Content (posts, pins, photos, videos, etc.) posted on the Life Expressions social media pages are created and posted with both Creators and Customers in mind and is meant for sharing and interaction. So that our content remains shareable, please do not tag yourselves or others

You may share Life Expressions' content in the following ways:

- Post to your time-line or re-pin to your board.
- Post to a friend's time-line.
- Send a private message to a friend.
- Share on a page you manage, like a Public Figure/Business Person Page.
- Share in your closed groups. ("LE Decor" must be added to all closed pages, groups, etc.)
- Download and send via email, text, etc.
- Direct Sales Networking Groups.

These pages are not the place for spam selling, recruiting or exchanging Creator-specific information. This type of behavior can damage the reputation of LE and of LE Independent Creators. All Creator Support issues should be handled by reaching out to your Upline, or by contacting Support at (269) 264-1210, or by email at Support@lifeexpressionsdecor.com.

If you see inquiries about Life Expressions parties, products or the opportunity posted on any of the LE social media pages, your response has to direct that individual to the Life Expressions website or phone number and cannot include your Replicated Website or contact information.

- DO NOT send unsolicited private messages or friend requests to individuals posting on the Life Expressions (or any) social media pages as this is a direct violation of policy.
- If you see a fellow Creator on the page who is in violation of the above guidelines, do not attempt to handle it yourself by engaging them in a public conversation. Allow our Social Media Department to hide the offending post(s) and take further action if necessary.

Creator Account Status

Becoming Inactive

If a Creator does not meet the minimum Sales required to remain an Active Creator, they will be considered Inactive or Deactivated. This includes loss of Creator privileges, rights and benefits. Deactivated Creators are no longer eligible to receive Downline Commissions or Bonuses, nor to represent the Life Expressions product line. You cannot promote, market or sell any Life Expressions product. You are also responsible to honor any non-compete terms which may be in effect at the time of your deactivation.

Don't worry! It's very easy to Reactivate. Upon reactivation, you will keep your original Sponsor and Creator ID, but you will not receive your Downline back. You won't be eligible for new Creator reward programs and you won't count as a new recruit for such purposes as contests and trip incentives.

Inactive for 0-6 Months

"If you are Inactive for six months or less, it's easy to become Active again. Email your request to support@lifeexpressionsdecor.com and your Status will be changed back to Active. You will then be allowed to submit orders through the Back Office. The Life Expressions Independent Creator policy requires \$200 in Personal Sales Volume to retain Active Status, so when you Reactivate, you must submit \$200 PSV within the same month of your reactivation or your account will return to Inactive Status. Your quarter will begin on the 1st of the month following the month that you Reactivated.

You are allowed to Reactivate this way one time during this time period. If you do not meet the requirements (\$200 in PSV the month in which you Reactivate), you will need to pay a \$100.00 Reactivation Fee to Reactivate again. This reactivation fee does not count as PSV.

Inactive for 6-12 Months

If you're Inactive for 6-12 months, there are two ways to become Active again:

- Reactivate: Follow the process described in "Inactive for 0-6 Months."

OR

- Rejoin: You can submit a new Application and purchase a new Starter Kit . You can sign up under any Sponsor and you'll be assigned a new Creator ID. You are also eligible for new Creator reward programs and you will count as a new recruit for such purposes as contests and trip incentives.

Inactive for 12+ Months

If you're Inactive for 12 months or more, the Reactivation Policy can no longer be used, and you must use the Rejoin Policy to become an Active Creator. This means, you may choose any Sponsor and will receive a new Creator ID. You are also eligible for new Creator reward programs and you will count as a new recruit for such purposes as contests and trip incentives.

Military Leave

We recognize that there are instances where you or your spouse may be an active member of the U.S. military. In the event you and/or your spouse are deployed, you may request for your account to be on hold during the deployment.

If you would like to request that we place your account on hold during your deployment, please email your request to Support@lifeexpressionsdecor.com at least 30 days in advance. If we approve your request, your Downline will Roll-Up to the first Level of your Sponsor and you won't receive Commissions or Bonuses for the length of your deployment.

Upon your return from deployment, you will be returned to Active Status if you submit an order of at least \$200 in Personal Sales Volume. When you regain your Active Status, your Downline will be transferred back to you the month following the month that you Reactivated.

Resignation

You have the choice of resigning your Agreement at any time and for any reason by giving us written notice including your signature. You can submit your intent to resign by emailing Support@lifeexpressionsdecor.com. When you resign, you're responsible for notifying your Sponsor and any Downline Creators. If you choose to resign, you will not be able to Rejoin Life Expressions for six months.

Termination

We can terminate your Agreement at any time for any reason by giving you notice (in writing or email) of our decision. Some of the circumstances that may lead us to terminate our Agreement with you are listed throughout this Creator Policy Guide and include, but are not limited to, the following:

- You don't follow (or you act in a way that is inconsistent with) your Agreement or any of our policies and procedures.
- You misrepresent our products or the Life Expressions opportunity or discredit us, our reputation, our products or the reputation and/or products of anyone else.

- You violate (or you act in a way that is inconsistent with) a law or act unethically.
- You don't submit orders or payments to us in a timely manner or you become insolvent.

We also reserve the right to terminate all Agreements if we elect to:

- Stop operating our business.
- Dissolve as a corporate entity.
- Decide to stop distributing our products through Direct Selling or cease operating in a certain geographic region.

Effect of Becoming Inactive, Resignation or Termination

The conclusion of your Agreement (whether by you or us), may become effective on the first day of the month following the month in which your Agreement has ended, unless effective at a different date determined by Life Expressions Decor in its sole discretion.

Upon the conclusion of your Agreement:

- In accordance with applicable laws, you'll no longer have the right to offer or sell our products and you must stop representing yourself as a Life Expressions Creator.
- We will terminate your right to use or access your Replicated Website, your Back Office, your Life Expressions email account (if joined prior to February 1, 2018), and your Creator ID.
- We will issue requested checks for any Bonuses in your eWallet account prior to becoming Inactive, resigning, or terminating your contract. When becoming Inactive, if you qualify to receive a Bonus check, you must request that check through your Back Office no later than the 2nd day of month following the month in which you went Inactive (ex. If you become Inactive in the month of June, you must request your check no later than July 2.) If you have been Terminated or have Resigned, and qualify for a Bonus check, you must email Support@lifeexpressionsdecor.com to request a check within 2 days after Resigning or being Terminated.
- You waive all of your rights to your Downline, including property rights and your right to receive future Commissions, Bonuses or other income resulting from Sales by your Downline.
- Your Downline will Roll-Up to the first Level of your Sponsor.
- You will lose any gift certificates, rewards, remaining balances in your eWallet Accounts, as well as any incentive credits earned towards trips and other promotions.
- You'll forfeit any payments made toward Company-sponsored events.
- You'll promptly pay any amounts you owe us.
- A Creators Life Expressions business cannot be sold, transferred or assigned. Creators may not suggest or extract a value from any individual nor promise a position in the Team genealogy upon their exit from the Company.
- If you become Inactive, Resign, or are Terminated, any fees you paid for a monthly subscription are nonrefundable. If you are actively enrolled in a Replicated Website monthly subscription, it is your responsibility to contact Support by emailing Support@lifeexpressionsdecor.com to discontinue your subscription.
- You must take down/delete any blogs, website, LE Social Media business profiles, Customer VIP Groups, business Facebook pages, email/handles and anything else that has any reference to your LE business immediately upon becoming Inactive, Resigning or being Terminated.

Death

In the unfortunate event of your death, we'll pay your estate any Commissions or other amounts you accrued before your death. Your Agreement will automatically terminate on the date of your

death, and your Downline will Roll-Up to your Sponsor's first Level. Life Expressions prohibits the transfer of the Agreement to any other individual at any time, including any individual identified in a will or designated by statute for transfer as an heir.

Account Suspension

We may suspend your account if you owe us money or if we suspect you have violated one of our policies or procedures. If we suspend your account, and in accordance with applicable laws, you may not be allowed to place orders, receive compensation or incentives, register for company Sponsored events or obtain other Creator benefits until your account is current or the violation is resolved to our satisfaction. We may deactivate your right to use or access your Replicated Website, your Back Office, and your Creator ID.

More Things to Know About Being a Creator

There are some other important things you should know about being a Creator and we've outlined them below.

Creator Product Ideas, Marketing Materials and Training Tools

We love our Creators' passion and enthusiasm for LE and are often impressed by our Creators' ideas for new products, as well as the training tools and marketing materials they create. Our Creators often send us these ideas and many times we want to share these product ideas or share these training tools and marketing materials with other Creators. This is why it's important for you to understand that any unsolicited suggestions or information you produce will be treated as non-proprietary and non-confidential and will become our property for use without compensation in our sole and unlimited discretion.

You understand and agree that:

- When you share your materials and ideas with us and/or the LE community (including new product ideas, product improvements, manufacturing improvements, training tools and techniques, and marketing materials), you are assigning to us any and all personal and intellectual property rights you may have to those materials and ideas (including any designs, works of art, appearances, inventions, methods, processes and improvements).
- We may register or patent any of these items at our sole discretion.
- You will perform any acts that we believe are necessary for us to seek registration of a copyright, patent or trademark for any of the assigned rights and to vest the Title you have conveyed to us.

Complaints

If you have a complaint about another Creator regarding any practice or conduct related to Life Expressions, please try to resolve the situation and report it to the other Creator's Sponsor. If the situation can't be resolved, please report it to Creator Support at Support@lifeexpressionsdecor.com. and we will determine if/what any next steps should be.

Disabilities

Under Federal law and most State laws, a company is not required to make disability accommodations for independent contractors. If you have a question about this subject or a specific request, please contact Home Office by sending an email to Support@lifeexpressionsdecor.com or calling (269) 264-1210. We will evaluate your question or request in accordance with state law requirements and our business practices.

Violating Life Expressions' Policies and Procedures

We expect all of our Creators to live our values. It's important for you to follow the highest standards of ethics, honesty, integrity and professionalism when dealing with Customers, Hostesses, fellow Creators, Life Expressions employees and any third parties. You will be held responsible for violations of our policies or procedures committed not only by you, but by any member of your immediate household or business with which you are directly or indirectly associated. We may, at our sole discretion, take any of the following actions if you violate any of our policies and procedures or engage in any illegal, fraudulent, deceptive or unethical behavior, including but not limited to:

- Prohibit your participation on LE administered social media sites and pages.
- Place your account on hold and suspend your authority to operate your LE business.
- Impose a fine (which we may withhold from your Commissions in accordance with laws).
- Reassign one or more Creators in your Downline to another Sponsor.
- Terminate your Agreement (Please read "Effect of Becoming Inactive, Resignation or Termination").
- Reduce your current Creator Status (temporarily or permanently).
- Report suspected or actual criminal behavior to law enforcement.
- Take legal action against you or any other action that we believe is appropriate and practical in our sole discretion to resolve any harm or potential harm caused by your behavior.

Future Changes to Policies

Life Expressions reserves the right to amend the Creator Agreement or Policies and any or all of its components including pricing, Compensation Plans, and Ranks/Levels at its sole discretion for the good of the Company. By continuing to remain an Active Creator, you agree to abide by all modifications and amendments that Life Expressions elects to make. Amendments shall be effective upon notice (or reasonable attempt to notify) to all Creators that the Agreement or any of the Company's policies have been modified and a complete copy of said changes or modifications shall be made available to all Creators by one or more of the following methods:

1. Posting on the Company's official website
2. Email to Creators
3. Inclusion in any Company publications (such as a newsletter)
4. Posting in the Creator's Back Office
5. Special mailing to Creators

Creators continuing to operate their individual Life Expressions business, including but not limited to the purchase or Sale of product and acceptance of Bonuses and Commissions, shall constitute acceptance of any and all amendments or changes in their entirety. If said amendments or changes are not acceptable to the Creator, they will have thirty (30) days from the original publication date to notify the Company and request the termination of their Creator Agreement.

If any part of the Creator Agreement or any established Policies are determined to be invalid or unenforceable by a court of competent jurisdiction, the remainder of the Agreement and Policies shall remain intact and in full force.

Amendments

We reserve the right and it is within our sole discretion to amend the following information without prior notice at any time, including but not limited to, the:

- Agreement
- Compensation Plan
- Creator Guide.
- Policies and Procedures posted on our Back Office
- Prices and selection of our products.

We will communicate amendments to you through our official company publications, meetings, postings on our websites, special mailings, voice messages or email. Any amendments we make will become effective and binding on all of our Creators 30 days after they are communicated (unless otherwise noted as applying earlier) and will not retroactively apply to conduct that occurred prior to the effective date of the amendment. Your continued operation of your Life Expressions business or your acceptance of any Commissions, overrides, Bonuses or other benefits after the effective date of any amendment represents your acceptance of the amendment. If an amendment conflicts with any original documents, then the amendment will control.

Confidential Information

As a Creator, you will learn or have access to Confidential Information, which includes but is not limited to:

- Lists of Customers and their contact information.
- Product releases and information.
- Sales figures and financial information.
- Lists of Creators and their contact information, and personal and Group Sales Volume, Status, and Paid As Titles.

This Confidential Information belongs to Life Expressions and constitutes a "trade secret" for legal purposes. We may make the Confidential Information available to you only for the purpose of supporting you, your Downline and to help develop your LE business. You may use Confidential Information only in connection with your Life Expressions business while you are an Active Creator with us and for no other purpose. You must protect the Confidential Information and not share or make it available to any other person, including your Downline, or business entity until instructed by the Home Office. You understand and agree that any wrongful disclosure of the Confidential Information will cause us immediate and irreparable harm and that we may pursue any and all legal remedies available against you if you violate your obligations regarding our Confidential Information. This provision will survive the termination of your Agreement.

Information that we learn about you once you become a Creator, including but not limited to your personal information, Sales volume or other financial information related to your Life Expressions business or Paid As Title, also belongs to us. We may share this information with our affiliates and/or unrelated third parties. You agree that we may share all information related to your Personal Sales Volume with all other Creators at Round Up, and in other electronic, video, and print materials.

Indemnification

Indemnification is one party's agreement to pay for the losses another party suffers. It's similar to an insurance policy. For example, if your home is damaged by an accidental fire, the insurance company will indemnify you (i.e., it will pay for the losses you suffered because of the fire). This same concept applies to our contract with you.

As a Creator, you will indemnify and hold harmless Life Expressions Decor LLC (and our members, managers, directors, officers, employees, agents and assigns) from and against any damages, losses, claims, liabilities and expenses (including attorneys' fees) related to your:

- Activities as a Creator (including any statements and misrepresentations you make in person, on-line or otherwise)
- Breach of any of our policies or procedures (whether or not contained in the Agreement, including the Creator Policy Guide)
- Violation of, or failure to comply with, any law or regulation

Your obligation to indemnify us will continue to survive even after your Agreement ends or is Terminated.

Mediation and Arbitration

We hope to enjoy a good business relationship with you, but there may be times when a dispute arises.

If there is a serious dispute between us relating to the Agreement, we agree to meet in good faith and attempt to resolve the dispute through mediation instead of a lawsuit. The mediation will occur in Allegan County, MI within 60 days from the date on which the mediator is appointed. The mediator's fees and costs, as well as the costs of holding and conducting the mediation, will be divided equally between the parties and be paid at least 10 days in advance of the mediation. Each party will pay its own attorneys' fees, costs, and individual expenses associated with conducting and attending the mediation.

If the mediation is unsuccessful, any controversy or claim arising out of or relating to the Agreement will be settled by Arbitration instead of a lawsuit.

IN ANY LEGAL PROCEEDING RELATING TO YOUR AGREEMENT, BOTH OF US AGREE TO WAIVE ANY RIGHTS WE MAY HAVE TO:

• LITIGATE IN COURT OR ARBITRATE ANY CLAIM OR DISPUTE AS A CLASS ACTION OR COLLECTIVE ACTION EITHER AS A MEMBER OF A CLASS OR AS A REPRESENTATIVE, OR TO ACT AS A PRIVATE ATTORNEY GENERAL, AND

• A TRIAL BY JURY.

The Arbitration will be filed with, and administered by, the American Arbitration Association (AAA) or Judicial Arbitration and Mediation Services Endispute (JAMS) under their respective rules and procedures.. The Commercial Arbitration Rules and Mediation Procedures of the AAA are available on the AAA's website at www.adr.org. The Streamlined Arbitration Rules & Procedures are available on the JAMS website at www.jamsadr.com.

Notwithstanding the rules of the AAA or JAMS, the following will apply to any Arbitration:

- Federal Rules of Evidence will apply in all cases
- Parties will be entitled to all discovery rights permitted by the Federal Rules of Civil Procedure
- Parties will be entitled to bring motions under Rule 12 and/or Rule 56 of the Federal Rules of Civil Procedure
- Arbitration will occur within 180 days from the date on which the arbitrator is appointed, and will last no more than five business days
- Parties will be allotted equal time to present their respective cases, including cross-examinations

There will be one arbitrator selected from the panel that the Alternate Dispute Resolution service provides. Each party will be responsible for its own costs and expenses of Arbitration, including legal and filing fees. The decision of the arbitrator will be final and binding on the parties and may, if necessary, be reduced to a judgment in any court of competent jurisdiction. This agreement to arbitrate will survive the cancellation or termination of the Agreement.

The parties and the arbitrator will maintain the confidentiality of the entire Arbitration process and will not disclose to any person not directly involved in the Arbitration including the basis of the controversy or claim, except the parties may speak with individuals needed to build their cases and may disclose information to individuals who will participate in the process as witnesses, content of any testimony or other evidence presented, terms or amount of any Arbitration award rulings of the arbitrator on the procedural and/or substantive issues involved in the case.

We both agree that any Arbitration will only be conducted on an individual basis and that if it is determined, despite the clear and unambiguous intent of the parties as stated in this Creator Policy Guide, to permit Arbitration other than on an individual basis, the Arbitration will immediately be Terminated and neither party will be under any obligation to continue in the Arbitration. In the case of such termination, or if the Arbitration clause is deemed inapplicable or invalid, or otherwise is deemed to allow for litigation of disputes in court, **we both waive, to the fullest extent allowed by law, any right to pursue or participate as a plaintiff or a class member or collective action member in any claim on a class, collective or consolidated basis or in a representative capacity.**

Notwithstanding this, nothing in the Creator Policy Guide will prevent either party from applying to and obtaining from any court having jurisdiction a writ of attachment, a temporary injunction, preliminary injunction, permanent injunction or other relief available to safeguard and protect its intellectual property rights, and/or to enforce its rights under the non-solicitation provision of the Creator Policy

Governing Law, Jurisdiction, and Venue

Jurisdiction and venue of any matter not subject to Arbitration will reside exclusively in Allegan County, State of Michigan. The Federal Arbitration Act will govern all matters relating to Arbitration. The law of the State of Michigan will govern all other matters relating to or arising from the Agreement.

Notwithstanding the foregoing, and the Arbitration provision contained in the Creator Policy Guide, residents of the State of Louisiana will be entitled to bring an action against us in their home forum and pursuant to Louisiana law.

Insurance

If you sell products or Host a party at a facility, you may be asked to provide proof of general liability insurance. We recommend that you talk with your insurance agent about whether you need coverage for a small and/or home-based business. If you use your vehicle for your LE business, we recommend you also discuss auto insurance with your insurance agent.

Limitation of Damages

To the maximum extent permitted by law, Life Expressions Decor (and our members, managers, directors, officers, employees, agents and assigns) will not be liable for, and you hereby release us from, and waive any claim for lost profits, incidental, special, consequential or punitive damages which may arise out of any claim whatsoever relating to the operation of our business or our business relationship with you. You also agree that, if you make a claim against us, our liability will be limited to the amount of any Commissions and overrides we've paid you during the preceding year, as well as the amount of any accrued and unpaid Commissions and overrides.

Let's Get Started!

Thank you so much for taking the time to read this Creator Policy Guide. We strive to equip you with everything you need to get off to a good start in your Life Expressions Decor business, and understanding our Policies & Procedures are a very important part of that. Please remember, you're responsible for reading, understanding and following all of these policies, procedures and other information that was included in this Creator Policy Guide. If there is something that you don't understand, or need a better explanation of, please ask your Sponsor or you can reach out to our Home Office at Support@lifeexpressionsdecor.com or (269)264-1210.

We are so excited for you to begin this adventure, and we can't wait to see where it takes you. Welcome to our family!

thank you

Glossary of Terms & FAQ's

Active:

To maintain your Status as a Life Expressions® Creator you must submit a minimum of \$200 in Commissionable Sales (PSV) every 3 months. Any Creator who does not meet this minimum, will become Inactive and lose consultant privileges as well as their downline. As a courtesy, the Company will endeavor to provide advance notification by email to any Creator in jeopardy of becoming Inactive, however, if such notice is not provided or received, the minimum activity requirement remains in effect.

Agreement:

This is the Independent Sales Creator Application and Agreement between a Creator and Life Expressions Décor, collectively with the Compensation Plan and this Creator Policy. These documents, amended from time to time, contain the legal agreement of terms governing the business relationship between a Creator and Life Expressions Decor LLC.

Arbitration:

This refers to a process to resolve a dispute outside the courts in which the parties to the dispute refer the case to an arbitrator and agree to be bound by the arbitrator's decision. It is a settlement technique in which the arbitrator reviews the case and imposes a decision that is legally binding for both sides.

Assigned Quarter:

A new Creator's Assigned Quarter begins on the 1st day of the month, following the month they became a Creator. (Example: A Creator joining on March 15 will be assigned a quarter that begins on April 1 and ends on June 30.) A new quarter begins when the first one ends and the cycle repeats.

Back Office:

This is the Creator-only, password-protected, log-in portion of the Life Expressions Décor website. This is where orders are placed, flyers & documents are filed, and genealogy data is visible. At no time should you permit access to this area or provide your password to a non-Creator.

Business Builder Bonus:

As part of our Compensation Plan, Life Expressions offers Creators who are building their business, the opportunity to earn a Bonus which is deposited into their Business Builder eWallet. This Bonus is to assist in offsetting the cost of business building supplies such as catalogs, flyers, order forms, supplies and promotional items.

Commission Payments:

Your 30% Commission on commissionable products is deducted from the retail price of orders placed in your Life Expressions Back Office, giving you this Commission payment immediately. Any additional Bonuses earned, in accordance with the Company's current Compensation Plan, are placed in your eWallet after the close of each business month and typically deposited to your eWallet on the 1st of each month. eWallet funds can be applied to future orders placed, or if the amount is \$50 or higher, a paper check can be requested and will be mailed out via USPS.

Commissionable Sales (PSV):

This is more commonly referred to as Personal Sales Volume (PSV). This is the portion of any product purchases which counts towards Bonuses, promotions, and activity minimums. Shipping, tax, Host rewards, custom fees, rush fees, and supplies are typically not commissionable unless otherwise noted at the time of ordering.

Compensation Plan:

The document that explains how Life Expressions Decor compensates Creators with a Bonus and/or benefits for reaching varying Titles of monthly achievement. The Compensation Plan document also explains requirements for Title achievement.

Competitor:

This is any company or person (including a Creator) that sells or promotes vinyl lettering, surfaces, paint, accessories, home décor items, do-it-yourself materials, or any other similar products as Life Expressions Décor at any time. This could also be any company or person who hosts do-it-yourself or craft style events. Note: specific products and companies may or may not be considered competitive at any given point in time based on changes in product lines.

Downline/Organization:

All personally Sponsored/recruited (direct) Creators as well as (indirect) Creators Sponsored/recruited by those Creators.

Engaged/Qualified:

A Creator who has submitted at least \$200.00 in Personal Sales Volume (PSV) within each month. Engaged Creators are eligible for Bonuses and incentives based on personal and downline Sales in accordance with the Company's current Compensation Plan.

Express Start Program:

The Express Start Program is an exciting Bonus program designed for new Creators. Qualified Creators can earn a significant amount of free LE products! New Creators are defined as anyone who purchases a Life Expressions Decor starter kit. Benefits are detailed on the current Express Start Program flyer found in the "Documents" section of the Back Office.

Fix Ticket:

In the event you have a missing package, missing items, damaged items or incorrect items, you are required to submit a Fix Ticket within 10 business days after the items were received in order to resolve the issue. Use this link to submit a Fix Ticket: <https://leSupport.wufoo.com/forms/z7m4k1w1gd3np1/>

Grace Period/Leave of Absence:

Life Expressions Décor may grant a Grace Period (of the minimum activity requirement to stay Active) to a Creator who cannot conduct their business due to emergency circumstances related to personal or family situations. This allows the Creator to keep their Active Status for up to six months. All requests will be reviewed on a case-by-case basis. To request a Grace Period, the Creator must submit a written request to the company (Email to Support@lifeexpressionsdecor.com) and after review, the Creator and their Upline(s) will be notified of the decision within 7 business days. Should a Grace Period be granted, the Creator will still have access to their Back Office, however no purchases are allowed be made. If a Creator places an order during their Grace Period, they will be placed back in Active Status and their quarter will have begun on the first day of the month in which that order was placed. The returning Creator's Title and Status will need to be re-earned.

Group Sales Volume (GSV):

Yourself, plus any personally Sponsored/recruited (direct) Creators as well as the indirect Creators Sponsored/recruited by those Creators or those rolled up to you who are positioned within the first 3 Levels of the genealogy tree (shown as Team Sales Volume or TSV). This is the Team Sales Volume under which Rank/promotions within the Life Expressions Compensation Plan are based.

Home Office (HO):

Refers to the Corporate Office located at 3588 Green Pointe Center, Hamilton MI, 49419. Typical business hours are Monday-Friday, 8:00am-4:00pm EST. To reach them by phone at (269)264-1210 or email at Support@lifeexpressionsdecor.com.

Inactive/Deactivated:

A Creator who does not submit at least \$200.00 in Personal Sales Volume during their Assigned Quarter will become Inactive. This means loss of Creator privileges, rights and benefits. Inactive Creators are no longer eligible to receive downline Commissions, Bonuses or incentives. They may no longer represent the Life Expressions product line by promoting, marketing or selling any Life Expressions product and are required to honor any non-compete terms which may be in effect at the time of their Resignation

Independent Creator:

All Creators will represent themselves as independent business owners. It is company policy to market yourself as an Independent Creator in all of your business transactions.

Level:

The position a team member has in a downline relative to another Upline or downline team member. Your personally Sponsored Creators (or those who have rolled up directly to you) are your first line, or Level One. The Creators Sponsored by your first line or Level One Creators are your second line or Level Two, and so forth.

Order Turn Around/ Processing Time:

Production time for **all orders** is an **estimated 5 business day** turn around. This means that you are responsible for ordering in a timely manner. While Life Expressions makes every attempt to ship orders out following these guidelines, unexpected delays may happen. High volume ordering will delay the 5 business days. You can track the progress of your orders under pending orders in your Back Office. Order progress is as follows: Design-Group-Cut-Picking-Packing-Shipping. Please never hesitate to reach out to Home Office if you are questioning your order status.

Paid As Title:

The Level of benefit in the Compensation Plan based on the current month's actual performance. Regardless of Rank held, a Creator will only receive Bonuses and Perks (including but not limited to Leadership Facebook Page access and Monthly Calls) based on the Level for which they are eligible and Qualified for. Qualification deadlines for Leader Day at Round Up and Leadership Retreats may vary.

Reactivate:

You can Reactivate within 6 months of going Inactive. Email your request to support@lifeexpressionsdecor.com and your Status will be changed back to Active. You will then be allowed to submit orders through the Back Office. The Life Expressions Independent Creator policy requires \$200 in Personal Sales Volume to retain Active Status, so when you Reactivate, you must submit \$200 PSV within the same month of your reactivation or your account will return to Inactive Status. Your quarter will begin on the 1st of the month following the month that you Reactivated.

You are allowed to Reactivate this way one time during this time period. If you do not meet the requirements (\$200 in PSV the month in which you Reactivate), you will need to pay a \$100.00 Reactivated Fee to Reactivate again. When you Reactivate you will be reassigned to your prior Upline, but any downline will not be restored. You won't be eligible for new Creator reward programs and you won't count as a new recruit for such purposes as contests and trip incentives.

Rejoin:

Should a Creator who has been Inactive for 6 months or more, wish to restart their LE business, a new business kit may be purchased at which time any Sponsor may be selected. Any Downline will not be restored. As a new Creator they are eligible to go through the Express Start Program and receive any incentives offered to new Creators joining at that time.

Replicated Website:

This is the website that we provide to you, for a monthly subscription fee (www.lifeexpressionsdecor.com/[your name]). Only Creators with a Replicated Website will receive party and Sponsoring leads from the Company as well as appear on customer website searches. The title/rank shown on your replicated website reflects the highest level achieved in your prior 3 months.

Resignation:

A Creator who willingly resigns and therefore terminates their Agreement by submitting written notification to Home Office which includes their signature. This Resignation will go into effect on the first day of the following month. You are responsible for informing your Upline and downline of your decision. If you resign you lose all rights associated with being a Creator. You cannot promote, market or sell any Life Expressions products, and are not entitled to receive any downline Commissions. You are also responsible to honor any non-compete terms which may be in effect at the time of your Resignation. Once you resign you must wait six months before you can Rejoin.

Roll-Up:

When a vacancy occurs in a downline Organization due to the deactivation, Resignation or termination of a Creator, all Creators shift up one Level in order to fill that vacancy within the genealogy tree.

Sales Month:

All orders must be successfully submitted by 11:59pm EST on the last calendar day of the month in order to be included in your Personal Sales Volume for that month and to be counted for Sales contests, incentives, etc. We reserve the right to require different order deadline for different order types.

Sponsor/Recruiter:

This is the person who enrolls an individual as a Life Expressions Creator or the person a Creator is transferred to through a Roll-Up or otherwise.

Status:

This refers to a Creator's standing with Life Expressions. There are different Status Levels: Active, Engaged/Qualified, Inactive, Resigned and Terminated.

Support:

Your first line of Support is the person who Sponsored/recruited you or your Upline Leader. They will be able to help you determine the best course of action to resolve the issue you are having. If you believe that your issue requires assistance from Home Office, our Support Staff is available to help you by phone at (269)264-1210 or email at Support@lifeexpressionsdecor.com, from 8am-4pm EST, Monday through Friday (excluding

Terminated:

A Creator whose Agreement has been Terminated by Life Expressions for any reason, loses all rights associated with being a Creator. You cannot promote, market or sell any Life Expressions products, and are not entitled to receive any downline Commissions. You are also responsible to honor any non-compete terms which may be in effect at the time of your Resignation.

Title/Rank:

The Level within the Compensation Plan achieved by the Creator's performance. It may not be the same Title as the Paid As Title. Should the Creator fail to meet the Title/Rank qualifications in a given month, they retain the Title/Rank under grace, but are only paid as the Rank they actually performed at. Should the Creator fail to meet the qualifications of their Title/Rank for 3 consecutive months, they will lose that Title/Rank. Your Title/Rank is shown on your Replicated Website and is the highest level you have achieved in the Compensation Plan in the prior 3 months.

Upline:

Your Sponsor as well as his/her Sponsor, etc.

