

# PERSONAL WEBSITE (PWS) GUIDELINES

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It is recommended that you follow these guidelines when creating or editing your profile, so that your PWS has an on-brand appearance and tone, and engages Customers and prospects. These guidelines pertain to your profile photos and image gallery and “My Story” text.

## PHOTO GUIDELINES FOR PROFILE AND GALLERY

- **File Format.** JPEG, PNG or HEIF.
- **Size.** The max image size is 5MB.
- **Lighting.** Use appropriate lighting. Photos that are either too light or too dark diminish the photo’s quality.
- **Crop.** The photo needs to fill the entire allocated space on your profile, with the appropriate subject in the center of the photo.
- **Subject.** Since your PWS represents your business, you may want all photos to be of yourself. You can also use images from the R+F library, or photos with friends or family.
- **Background.** Use a professional and appropriate background in your photos. The background should not distract from the subject.

## MORE “MY STORY” GUIDELINES

- Do not make claims or representations of guaranteed income or profits.
- Do not make claims or representations of guaranteed product results or sales. For example, do not promise Customers that they will see results in a certain number of days or state that Rodan + Fields products are best-sellers in the industry.
- Do not affiliate Rodan + Fields with Proactiv. The only permitted reference to Proactiv is to state that Dr. Rodan and Dr. Fields are the creators of Proactiv ONLY when speaking about the history of Rodan + Fields, and never as a means to sell products. It is not appropriate to compare R+F product to Proactiv products or to suggest that R+F products are endorsed by any past or future spokesperson for Proactiv.
- Do not include external hyperlinks. While links that direct the user to a Rodan + Fields-hosted website are allowed, links that leave the website are not permitted.
- Make sure your text does not have spelling mistakes.
- Check for proper punctuation, including periods, apostrophes and parentheses. Avoid overusing capital letters.
- Use neutral language and subjects. Leave out all references to religion and political affiliations. You want your Customers and prospects to focus on your background and business, not your beliefs.
- This space is available to you to discuss your R+F business. It is not appropriate to discuss any other business venture and/or charitable cause in which you may be involved.