


# Unauthorized sales

IBOs (Independent Business Owners) are prohibited from unauthorized retail and online sales. IBOs are committed to providing customers with personalized service, product knowledge and high-quality products backed by the **AMWAYPROMISE™**, which includes the 180-day, 100% Satisfaction Guarantee.\*



## Do

-  Carefully review Rule 4.5 ([U.S.](#) | [Canada](#) | [Dominican Republic](#)).
  -  Only display and sell products through approved channels.
  -  If you want to temporarily display products at an event or display booth, follow the process outlined in Rule 4.5 to obtain written approval from Amway™.
  -  Utilize MyShop digital storefront to sell products online.
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## Why?

- Selling only through approved channels helps ensure that Amway's brand image stays strong and that IBOs are on an even playing field.
  - Customers are protected and will continue to receive the high-quality products and services to which they are accustomed.
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## Don't

-  Display or sell products offered by Amway in retail settings, including brick and mortar businesses like schools, fairs, kiosks, vending machines, military stores, salons and professional offices.
-  Display or sell products offered by Amway on popular online stores, online auction sites or online marketplace sites such as Amazon<sup>®†</sup>, eBay<sup>®†</sup>, etc.

## Why not?

- Selling products in prohibited settings or through prohibited channels, or knowingly selling products to others to sell in these venues, violates the Rules of Conduct.
- Products sold through these locations are void of any of Amway’s warranties, the 180-day, 100% Satisfaction Guarantee\* or the Buy-Back policy.
- There is no assurance these products haven’t been tampered with.
- These products could be out of date or defective.
- Unauthorized online sale of product hurts all IBOs and we are dedicated to continuing our efforts to stop this in order to protect all IBOs and their businesses.

### Resources:

Amway Business Reference Guide: [amway.com/brg](http://amway.com/brg) | [amway.ca/brg](http://amway.ca/brg) | [amway.com.do/brg](http://amway.com.do/brg).

Amway Business Conduct and Rules Department: [bcr@amway.com](mailto:bcr@amway.com).

Amway Business Support Materials Administration: [wwbsm@amway.com](mailto:wwbsm@amway.com).

IBOAI<sup>†</sup>: [www.iboai.com](http://www.iboai.com).

<sup>†</sup>IBOAI is a registered trademark of Independent Business Owners Association International.

\*Exclusions may apply. For more details, visit the Amway website and search “Amway Promise” or “Satisfaction Guarantee” for more details.

<sup>†</sup>Amazon is a registered trademark of Amazon Technologies, Inc.; eBay is a registered trademark of eBay Inc.