

IT WORKS! WRAP APP OVERVIEW

EFFECTIVE DECEMBER 9, 2016

WRAP APP OVERVIEW

Overview

The updated IT WORKS! WRAP APP is designed to:

- Enable Distributors to submit Before and After photos to It Works! Compliance for approval
- Show the status of Before and After submissions in real time
- Provide information about the range of products offered by It Works!
- Show how to apply the Wrap properly, and provide a guide through the process with notifications, suggestions, and a timer
- Enable easy sharing of Wrap results across social media, email and text
- Generate leads to Distributors
- Enable new Loyal Customer and Distributor enrollments via the replicated site
- Introduce new customers to It Works!

DOWNLOAD AND INSTALLATION

The WRAP APP is available for download to iOS and Android mobile devices. Anyone can download the app, regardless of whether they are a current Distributor, Loyal Customer, or a potential customer, wherever they live around the world.

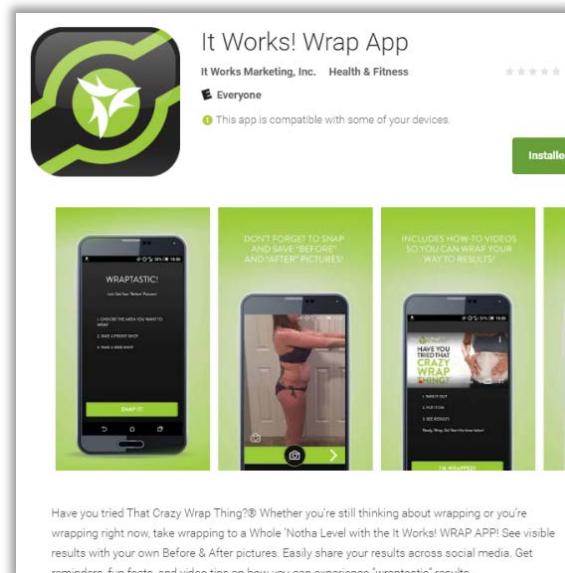
Ways to download the WRAP APP:

apps.itworks.com

Check out all available It Works! apps by going to apps.itworks.com.

App Stores

The WRAP APP is also available in the Apple and Google Play stores for mobile phones and tablets.

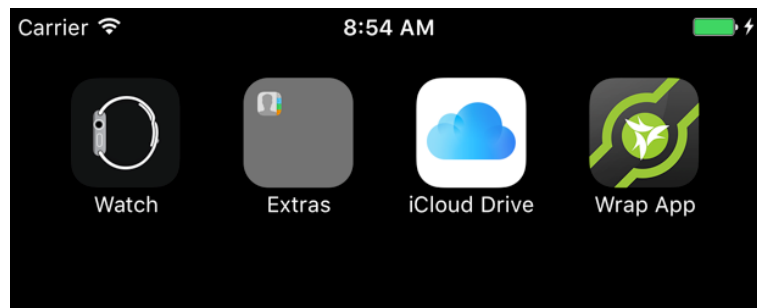


Blitz Cards

The U.S. Blitz Cards now include WRAP APP messaging and a location for a Distributor ID number, which can be used to “unwrap” (open) the WRAP APP!

The Blitz Card features the It Works! logo at the top left. The main headline reads "THIS IS WHAT IT DOES!" in large, bold letters. Below this, three bullet points describe the benefits: "TIGHTENS, TONES, AND FIRMS IN AS LITTLE AS 45 MINUTES", "REDUCES THE APPEARANCE OF CELLULITE", and "GIVES YOU FAST & LASTING RESULTS* FROM A BOTANICALLY BASED FORMULA". To the right of the text are two photographs of a person's abdomen, labeled "BEFORE" and "AFTER 45 MINUTES", showing a noticeable reduction in cellulite. At the bottom, a green banner says "CONTACT ME TO TRY IT TODAY!". Below the banner is a red-bordered box containing the text "Download WRAP APP at apps.itworks.com DISTRIBUTOR ID:". A small disclaimer at the bottom left states: "*With continued use, individual results can and will vary. These results are not necessarily representative of all those who use our products. These results can only occur when the participant uses a regimen consisting of the Ultimate Body Applicator, It Works! dietary supplements, physical activity, and a reasonable diet. It Works! cosmetic products are purely cosmetic in nature and do not claim to cure/treat/prevent any skin or hair-related disorders. If you are allergic to any ingredients listed, or are under treatment/medication for your skin, please consult with your physician prior to use." A small "10" icon is visible in the bottom right corner of the card.

Once installed, the WRAP APP can be launched by pressing the icon that's now displayed on the mobile device.



UNWRAP THE APP

Upon launching the WRAP APP for the first time, the **Unwrap the App** Screen appears.

This screen contains three main features:

1. UNWRAP THE APP

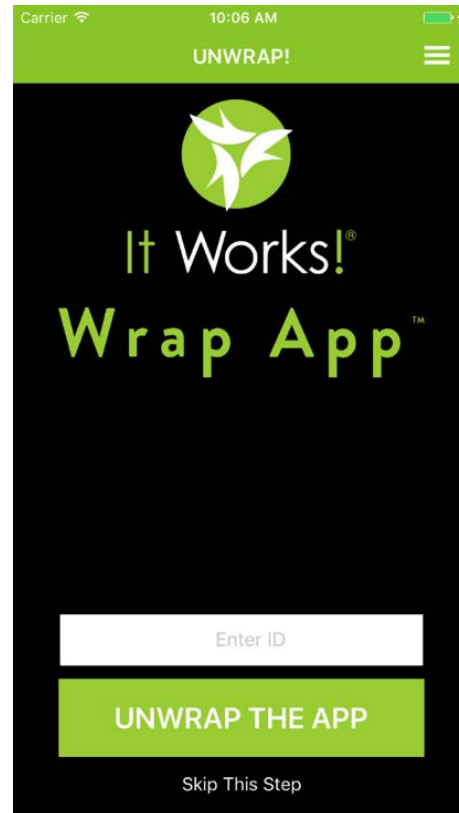
Enter ID:

Enter either

- The ID of a Distributor included on a Blitz Card or shared in person
- Your own ID if you are already a Loyal Customer or a Distributor

UNWRAP THE APP:

- Click the UNWRAP THE APP button after a valid ID number has been entered and the app will be “unlocked!”
- When the app is unlocked, the unlock screen will no longer appear



2. Skip this Step

- If you do not have a valid ID number to enter, you can Skip this Step to continue using the app.
- This screen will continue to display until a valid ID is entered that “unwraps” the app.

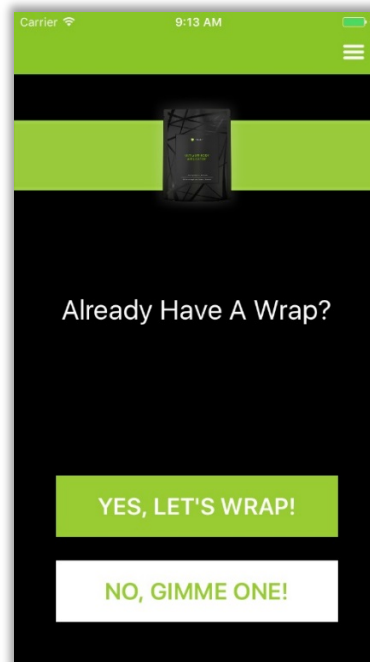
3. Options Menu:

The Options Menu is accessible throughout the app. From here you can:

- Login: Distributors can log in to the app
- Control notifications sent by the app to your mobile device
- Use the FRAME IT feature to take Before and After pictures
- Access the Timer
- Read the terms of use, privacy policy and helpful information about the app

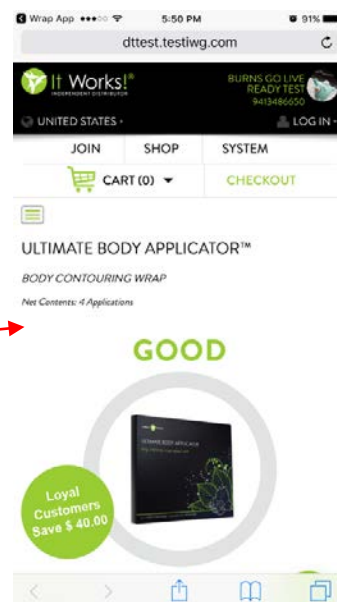
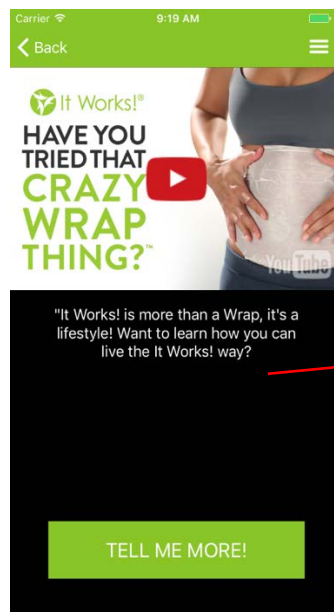
ALREADY HAVE A WRAP? → NO, GIMME ONE!

If you do not already have a Wrap, then you can select NO, GIMME ONE! to purchase one!



Once the WRAP APP is unlocked with valid ID number:

Once you've successfully "unwrapped the app" by entering a valid ID number, then you will be directed to the It Works! Corporate website to purchase your Wrap!



If you entered a Distributor ID when you "unwrapped the app," you will be directed to the Distributors' Replicated website.

If you entered a Loyal Customer ID when you “unwrapped the app,” you will be directed to itworks.com where you will be asked to re-enter the ID and password to shop as a Loyal Customer.

If the App was Not Unwrapped (you clicked “Skip this step”)

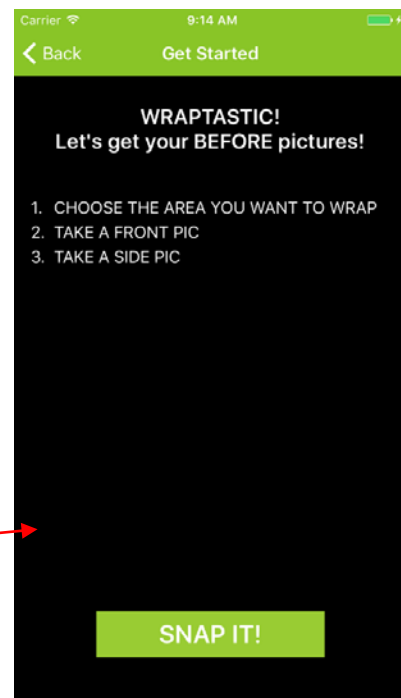
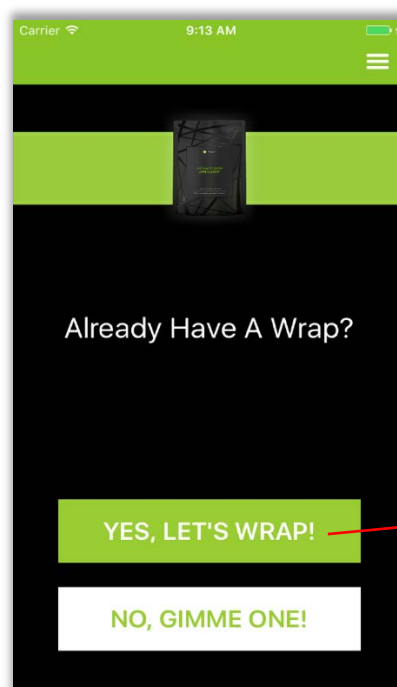
If you did NOT unwrap the app and selected “Skip this Step,” then you will be asked to provide contact information, which will be passed on to a Distributor as a lead!

If the ID you enter is not recognized, an error message will appear. You must enter a valid ID or “Skip this Step.”

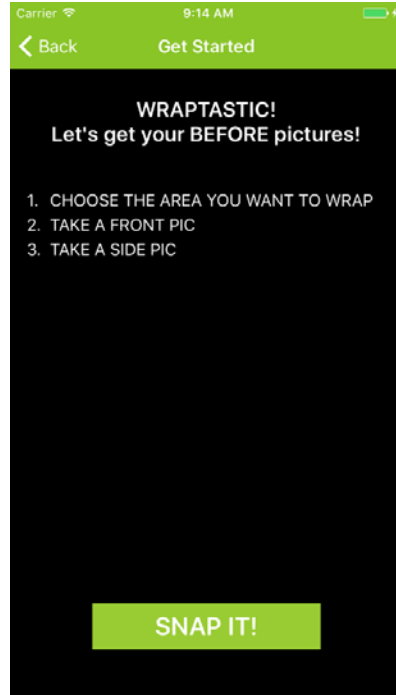
A screenshot of a mobile app registration screen. The title is "I WANT A WRAP!" with the subtitle "GIVE US YOUR INFO BELOW". The form contains five input fields: "First Name - Required", "Last Name - Required", "Phone Number", "Email Address - Required", and "Country". At the bottom, there is a green button labeled "LET'S CONNECT!". The status bar at the top shows "Carrier", signal strength, "9:19 AM", and battery level.

HAVE A WRAP? → YES, LET'S WRAP!

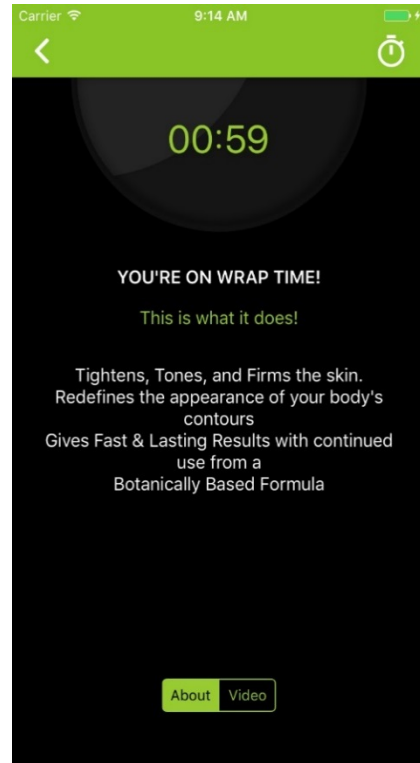
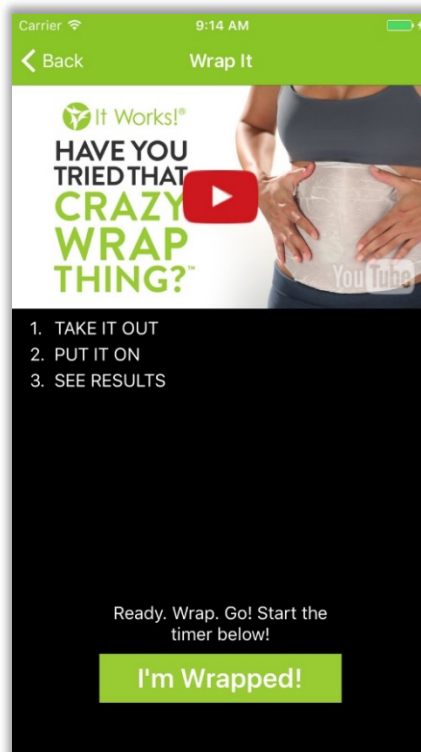
If you already have a Wrap, then go ahead and select YES, LET'S WRAP!



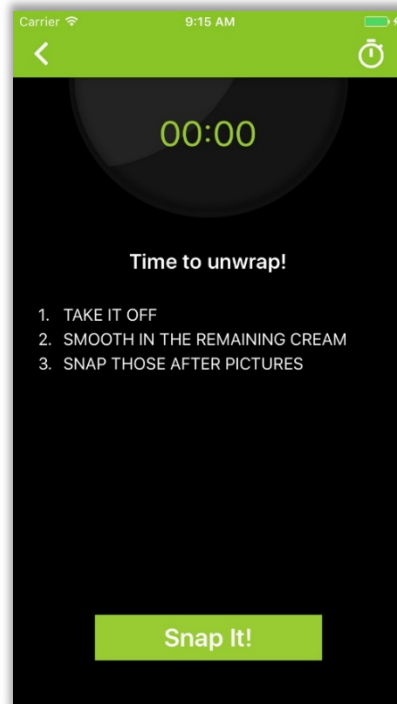
This will bring you to the WRAPTASTIC screen, where you will be prompted to take your all-important "Before" pictures!



Now your "Before" pictures are saved, it's time to apply the Wrap and start the timer for the 45-minute countdown!



Once the 45 minutes are up, you will be notified that it is time to unwrap and take your "After" pictures to share your results!

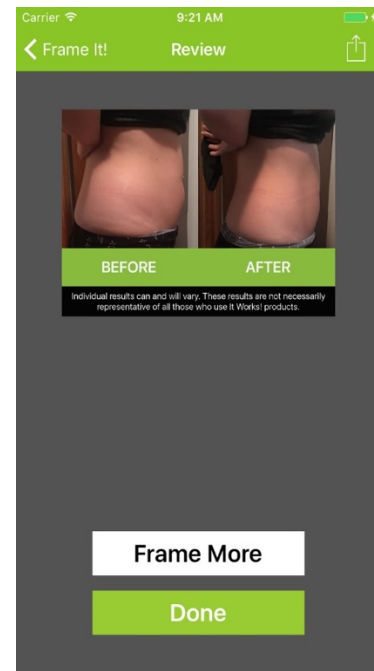
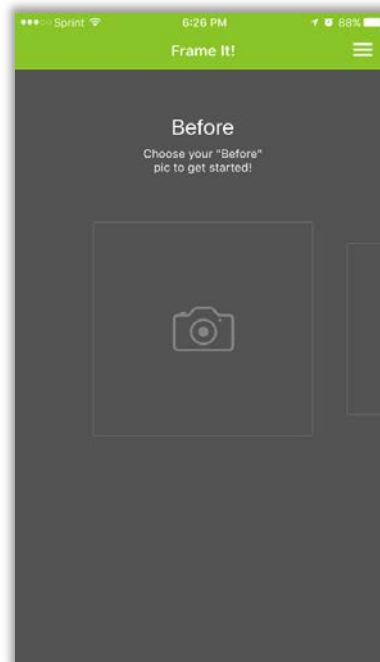


FRAME IT! → SAVE IT! → SHARE IT!

If you are not logged in

Using the "Frame It" feature, you can easily upload Before & After pictures and save them as a framed photo to your mobile device. Once saved, you can choose to share your results to:

- Email
- Text
- Facebook
- Twitter
- Instagram

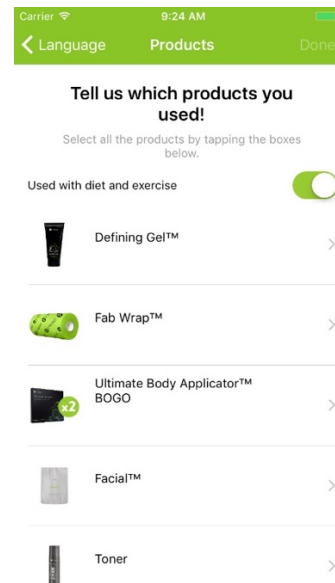
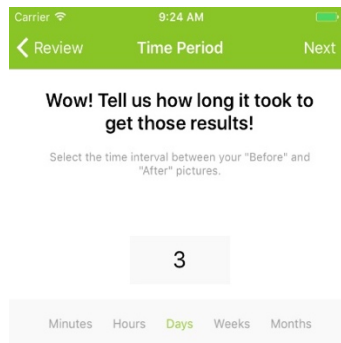
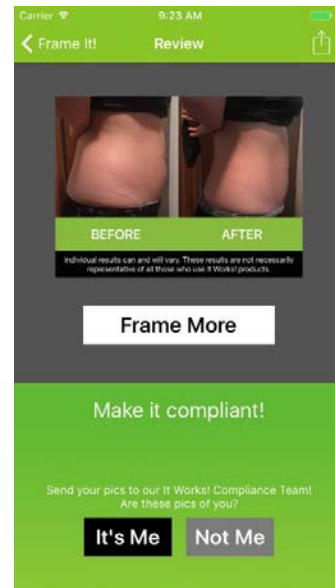
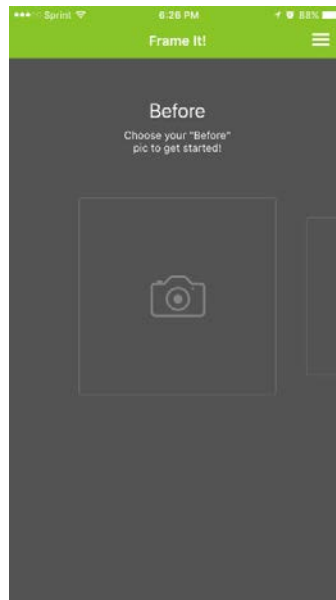


COMPLIANCE APPROVAL OF BEFORE AND AFTER PICTURES

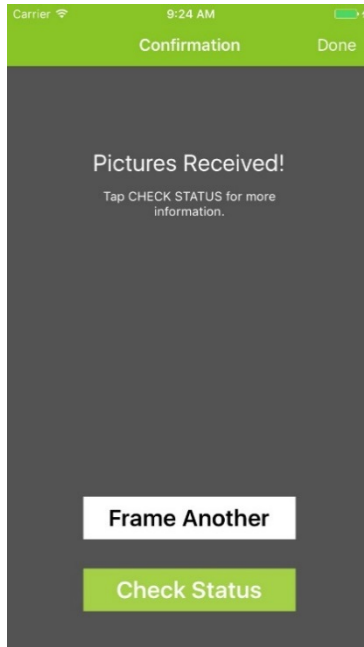
If you are **logged in as a Distributor**, you can frame your “Before” and “After” pictures or pictures you’ve received and submit to It Works! Compliance Team for approval.

To submit pictures for Compliance approval, follow these easy steps:

1. Login to the Wrap App
2. Go to ‘Frame It’ from the Options menu
3. Select the Before and After photos you want to frame, then click ‘Save’
4. Tell Compliance if the Before and After photos are yours or someone else by choosing either ‘It’s Me’ or ‘Not Me’
5. Select the time span it took to achieve result
6. Review and Agree to the Consent Form
7. Select all applicable products used to achieve results
8. That’s it—you are done!



You can also check the status of your submissions in real time by clicking on the Options Menu and then selecting "Frame It Status".



72 HOUR COUNTDOWN

The 72-hour countdown begins as soon as the 45-minute countdown ends.

During the 72-hour countdown, you will receive reminders and tips to experience your best results on your mobile device.

When the 72-hour countdown ends, the user is notified that it's time to wrap again and asked if they already have a wrap. Then the countdown begins again!

