



908 Riverside Dr. • Palmetto, FL 34221

How to Submit Proper Before & After Photos for Compliance Review ALL MARKETS

To be approved, by Compliance, all Before & After photos must meet company branding standards and your submissions must include the following:

- ✓ Photos must be taken at the same angles, distance and lighting. Conditions in "After" photo should be identical to the conditions in the "Before" photo.
- ✓ Body position in the "After" photo must exactly match the body position in the "Before" photo. It is also best to wear the same clothing and take the photo in the same location.
- ✓ Photos should be taken with a clean background. A plain white wall works best. Please crop photo to remove unneeded background to show results area for the template.
- ✓ Photos must be of good quality, high resolution and the same size. No blurry photos will be accepted. It is best to have someone take the photo for you and avoid using mirrors.
- ✓ Person in the photo must be properly clothed (no underwear, bras or too much skin).
- ✓ Photo may not include nudity or inappropriate content that might be considered obscene or offensive to others.
- ✓ Photos and testimonials must be truthful, accurate and show compliant results (no photo editing or altering results).

Please submit Before & After Photos through the It Works! WRAP APP, now available for download via the following paths:

- ✓ **Apps.itworks.com:** Anyone who navigates to this web page will find a link to download the available It Works! apps.
- ✓ **App stores:** The It Works! WRAP APP is available in the Apple and Google Play stores for both mobile apps and tablets.
- ✓ **Blitz Cards:** The U.S. Blitz Cards have been updated to include the path to the It Works! apps page, as well as a Distributor ID number, which can be used to unwrap the app.

When submitting Before & After photos through the WRAP APP, you will be asked to include:

- ✓ Specific product/s used
- ✓ Specific time frame between photos
- ✓ Dates photos were taken
- ✓ Name and account ID of the person in the photos (email address is required if no account ID is available)
- ✓ Consent from the person in the photo to give It Works! Corporate and its Distributors approval to use photos
- ✓ Name and account ID of the person submitting photos (if different from the person in the photos)

For more information on using the It Works! WRAP APP, please see these documents, available in the eSuite Document Library/Marketing Materials:

- ✓ WRAP APP Overview
- ✓ WRAP APP FAQ

Please keep this consent form on file and provide to the compliance team when requested.

BEFORE AND AFTER CONSENT FORM

I [insert name] _____ give It Works! and its distributors full permission to use this story/these pictures for advertising and marketing purposes. I understand and agree that these pictures will be publicly posted on social media sites and likely will be re- posted by other individuals whether affiliated with It Works! or not. I waive all claims against It Works Marketing, Inc., its affiliates, subsidiaries, agents, assigns or anyone authorized by It Works! for any and all publication of these pictures.

Name (print) _____ Account ID# _____

Email address _____

Signature _____