

## **Amare Early Reviewer Program**

The Early Reviewer Program encourages Retail Customers, Preferred Customers, and Wellness Partners who have already purchased an Amare product to share their authentic experience about that product, regardless of whether it is a 1-star or 5-star review. Reviews are important to shoppers looking to learn more about products. This program helps to acquire early reviews on products that have few or no reviews, helping shoppers make smarter buying decisions. Accounts who have purchased a product participating in the Early Reviewer Program may be asked to write a review and those customers who submit a review within the offer period will receive or be entered into a drawing for a small reward for helping future shoppers.

### **1. Can I trust these reviews?**

Yes, we only ask accounts who have already purchased the item and are eligible to write product reviews. We ask for their authentic experience, regardless of whether that is a 1-star or 5-star review.

### **2. How are reviewers selected for this program?**

We want authentic reviews, and we want them from all of our accounts, not just a select few. Reviews are open to any account 30 days after their product purchase, to afford enough time for them to consume the product for a long enough period of time to write an authentic review. Retail Customers, Preferred Customers, and Wellness Partners are notified/invited to participate in the Early Reviewer Program and receive or are entered into a drawing for a small reward. Notification method is via e-mail, direct message, and/or social media. We do not disclose at the time of purchase whether a product is participating in the program because we want to hear from customers who have authentically chosen to buy that product without any knowledge of a future reward. Not all products are participating in this program and not all buyers of participating products will receive reward offers to write a review. We want this program to generate enough reviews to help shoppers make smarter buying decisions; this is not a rewards program intended to encourage purchases.

### **3. How are reviews rewarded?**

Early Reviewers will receive or be entered into a drawing for a small reward after they have submitted an authentic review within the offer period. This small reward is given to thank reviewers for sharing their authentic experience, regardless of whether it is a 1-star or 5-star review. The nature of the review does not affect the reward or the chance of getting future rewards.

### **4. How will I know if a product has a review from Early Reviewer Program?**

Early Reviewer Program reviews are identified with a badge that reads "Early Reviewer."