

Rena Ware Code of Ethics

Rena Ware has a proud tradition of honesty and integrity in its dealings with customers and its Independent Representatives. As an Independent Representative with your own Rena Ware business you are responsible for upholding this tradition and you must:

1. Be honest in all dealings with Rena Ware and with customers.
2. Conduct activities in compliance with applicable direct sales laws.
3. Identify yourself as a Rena Ware Independent Representative and explain the purpose of your contact to a future customer or recruit. Tell why you are approaching them and what you are selling. Provide your name and contact information as well as the contact information of Rena Ware. In California you must do this immediately after greeting a prospect, before asking any other questions or saying anything else.
4. Respect privacy by calling at a time that is convenient for the customer.
5. Promptly deliver any incentive offered to a prospective customer for attending or hosting a sales demonstration.
6. Be truthful with customers in regards to price, quality, value, performance, quantity, warranty, and availability. Do not exaggerate or quote pricing or special offers that do not exist, offer a product for free or claim a price is 'for today only' when it is not.
7. Offer a complete description of any warranty.
8. Promptly end a demonstration or presentation at the customer's request.
9. Use only sales materials produced by Rena Ware. Do not deviate from Rena Ware approved messages or modify existing materials or create any new sales materials, training materials, social media materials, PowerPoint presentations, videos or audio CDs/DVDs without the prior consent of Rena Ware.
10. Do not make health claims about aluminum or Teflon® (or any other type of cookware). Making untrue statements against other cookware is unlawful. Rena Ware can be sold by comparison to other types of cookware due to its durability, utility, warranty and other benefits as contained in Company sales materials.
11. Inform the customer that Rena Ware advocates a healthy diet and promotes the benefits of the "water-less" cooking method, which uses less fats and oils and helps preserve the vitamin and mineral content of foods. You may not claim that doctors recommend cooking with surgical stainless steel. Rena Ware cookware, water filters, and other products do not cure or treat cancer, diabetes or any other disease, and you must not make any such claims.
12. Do not make any representations regarding potential earnings from a Rena Ware business that are not contained in Company materials. No Independent Representative is guaranteed specific earnings.
13. Do not use Rena Ware's name in any telephone listing (except Leader offices), website, advertisement, promotion, email address or other publication without the prior written consent from Rena Ware.

In the preparation of contracts

14. Complete every required blank space in the contract in the presence of the customer. Signing for customers, regardless of whether or not they give you permission, is prohibited. Any changes to the contract must be made in the presence of the customer and must be initialed by the customer. Do not make any changes to the customer order/installment contract after the customer has signed it.
15. Always give the customer a copy or copies of the signed contract. The contract must be in the same language in which the presentation was given. All copies of the contract must be identical. Safeguard all private customer information from unauthorized use.
16. Always verbally advise the customer of the 3-day Cancellation Policy at the time of signing the contract. The customer must be given 2 copies of the Contract with the Cancellation date clearly written in immediately upon signing.
17. Turn in all funds collected from the customer and indicate them on the contract.

Direct Selling Association (DSA)

Rena Ware is an active member of the Direct Selling Association and adheres to its high ethical standards. As a salesperson involved in Direct Sales, you have certain responsibilities to uphold which can be found in the DSA Code of Ethics at www.dsa.org, along with the process to file a complaint.

DSA Code of Ethics

Rena Ware, as a member of the Direct Selling Association, is required to comply with the DSA Code of Ethics. As such, you as the direct seller are required to comply with the DSA Code of Ethics as it relates to consumers.

In all interactions a salesperson must:

- Contact customers at a convenient time.
- Provide accurate information on products and services.
- Provide company and salesperson contact information.
- Protect customer privacy.
- Ensure product and earnings claims are clearly documented and defined, and substantiated by competent and reliable evidence.
- Respect a customer's wish to end a demonstration or sales interaction.

Self-Evaluation on Direct Selling Best Practices

You will be required to take the Self-Evaluation on Direct Selling Best Practices (RW32) to assure that you understand the Direct Selling Laws. This will help you conduct your new business in compliance with legal requirements as well as the DSA Code of Ethics.

