

Tupperware[®]
Brand

**Authorized
Sales Consultant
Tool Kit**



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Parties & Sales Tools



Shop with me!

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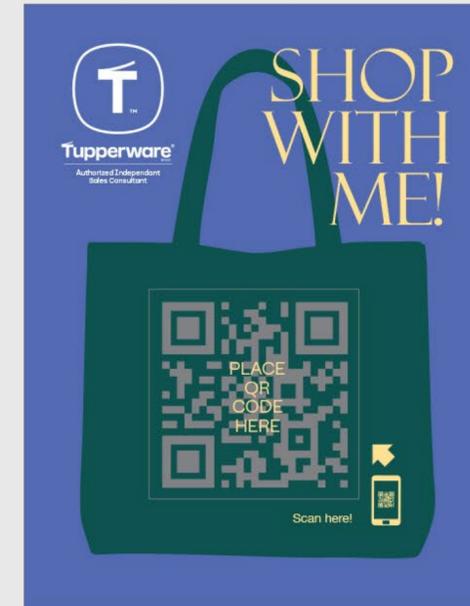
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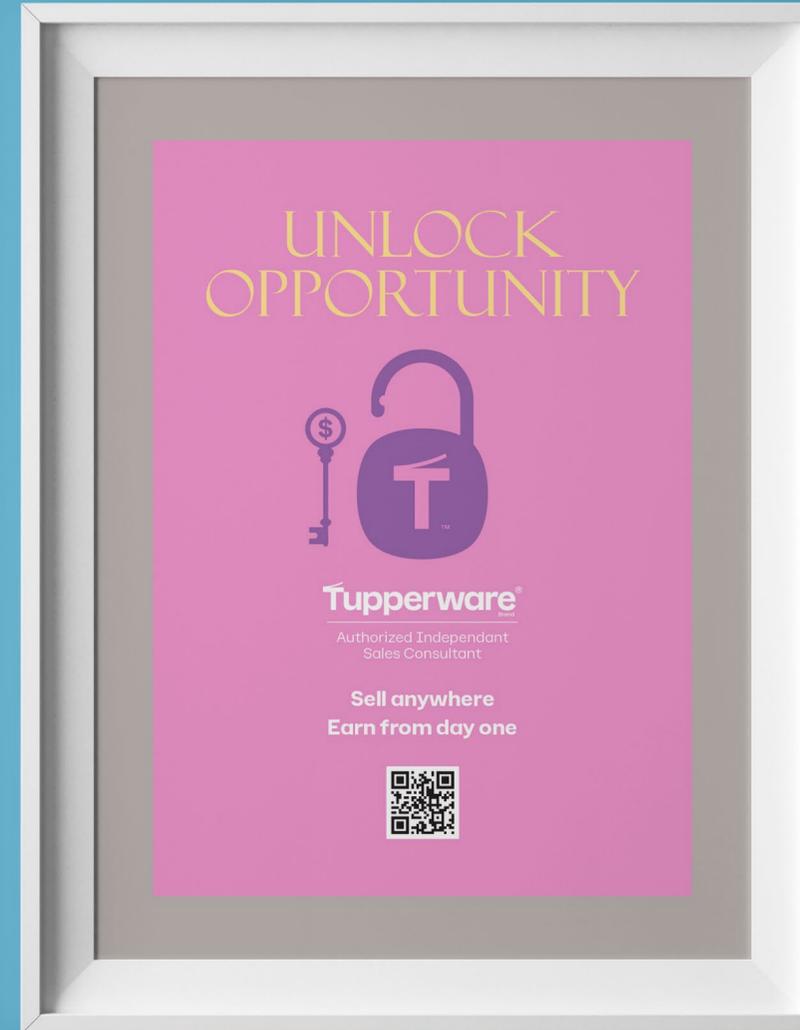
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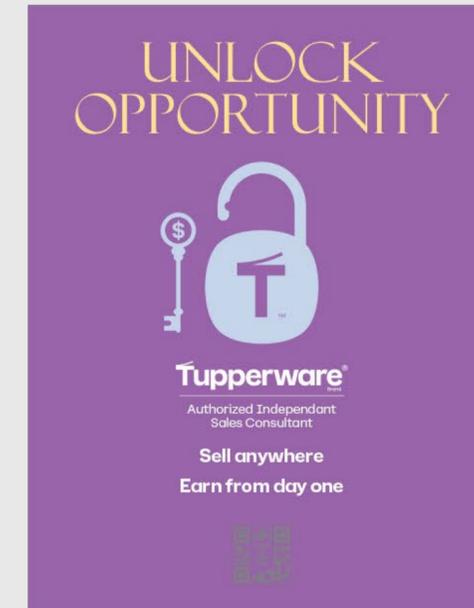
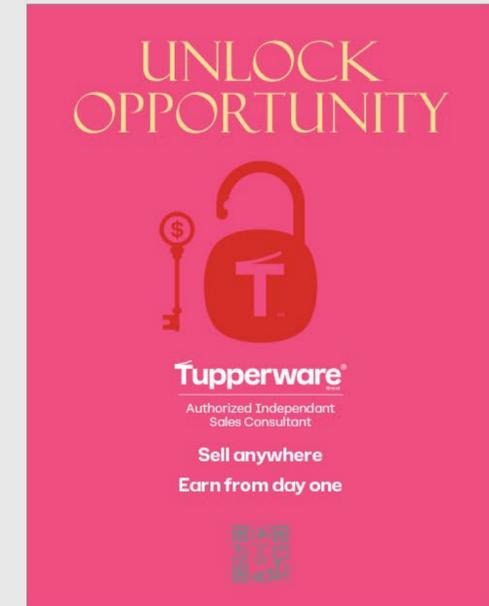
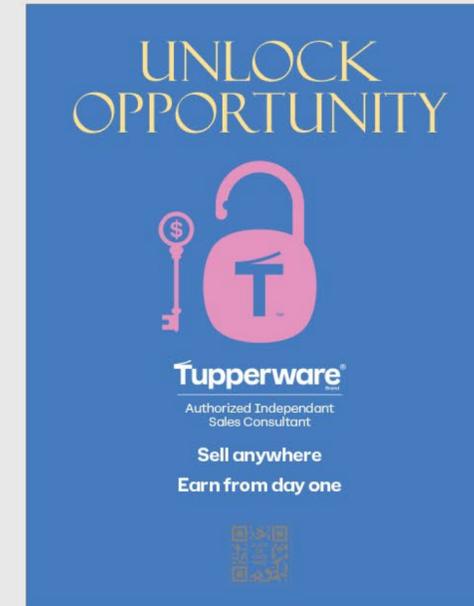
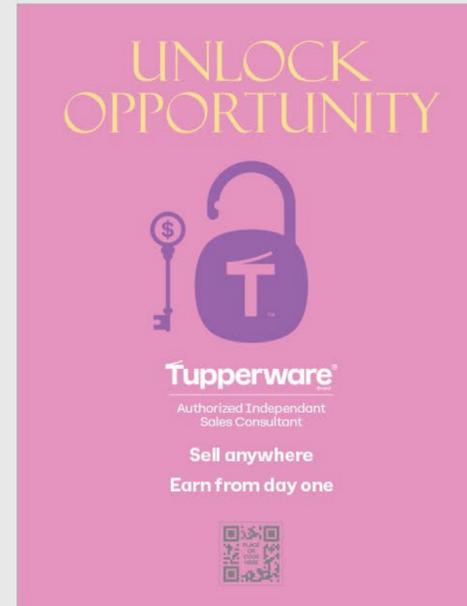
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Book Your Experience!

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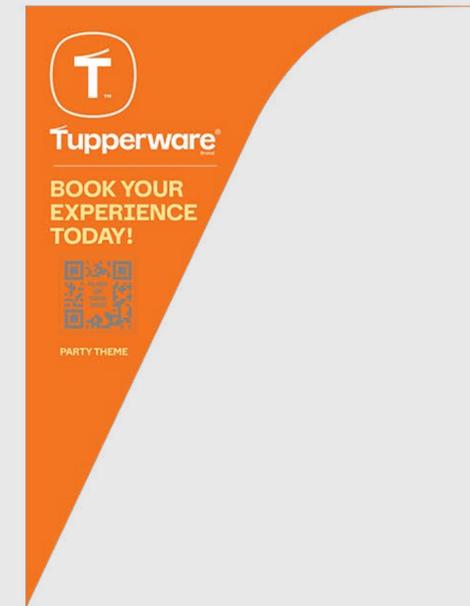
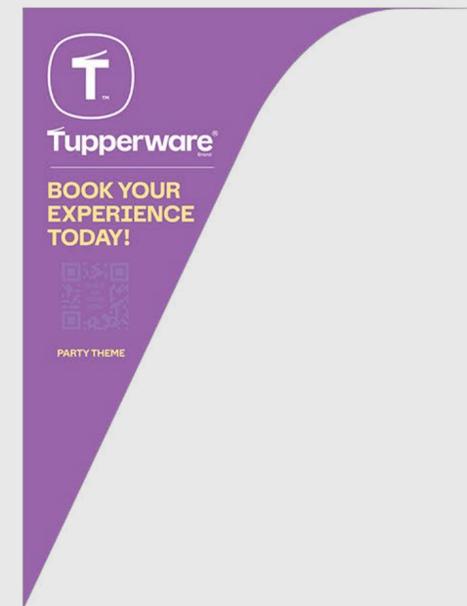
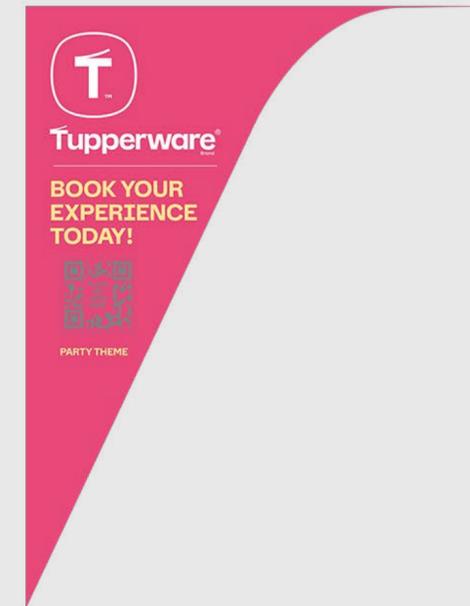
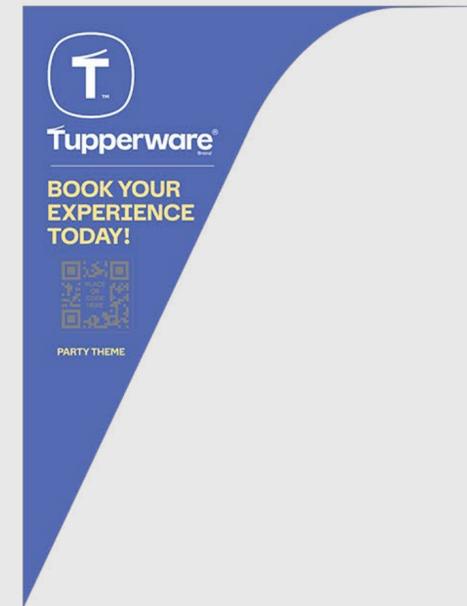
Book Your Experience!

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Business Essentials



Lead Slip Template

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 **Tupperware**
Authorized Independent
Sales Consultant

Lead Card

NAME _____

ADDRESS _____

EMAIL _____

PHONE _____ DATE _____

 **Tupperware**
Authorized Independent
Sales Consultant

Lead Card

NAME _____

ADDRESS _____

EMAIL _____

PHONE _____ DATE _____

 **Tupperware**
Authorized Independent
Sales Consultant

Lead Card

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Authorized Independent
Sales Consultant

Lead Card

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Lead Slip Template

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Tupperware
Authorized Independent Sales Consultant

Guestbook DATE

NAME ADDRESS

EMAIL PHONE

Tupperware
Authorized Independent Sales Consultant

Guestbook DATE

NAME ADDRESS

EMAIL PHONE

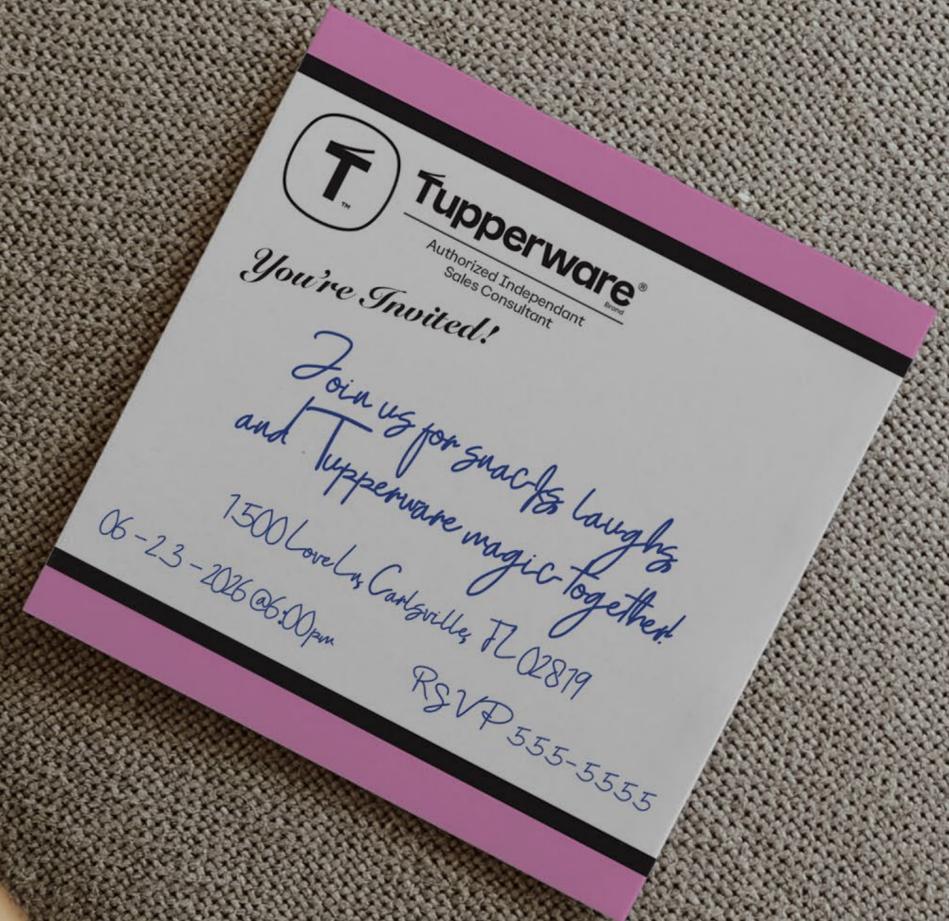
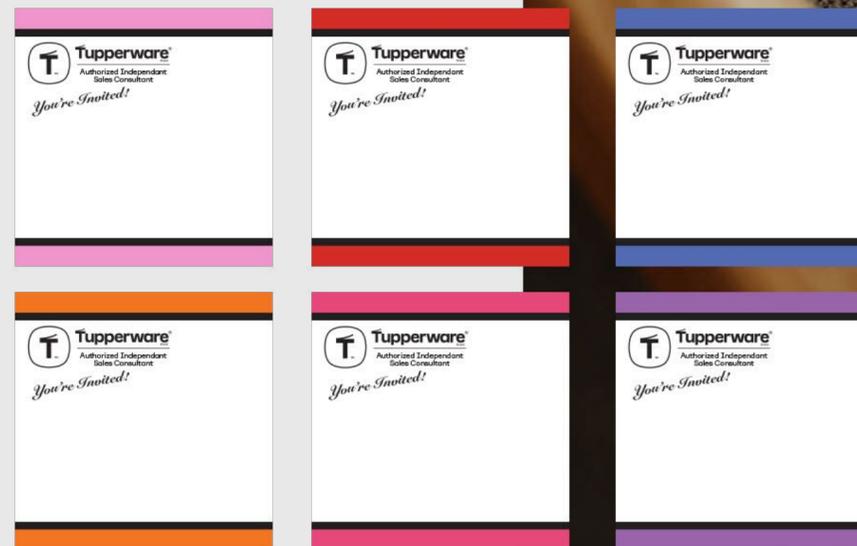
Branded Party Invite

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"Meet Your Consultant" Branded Template

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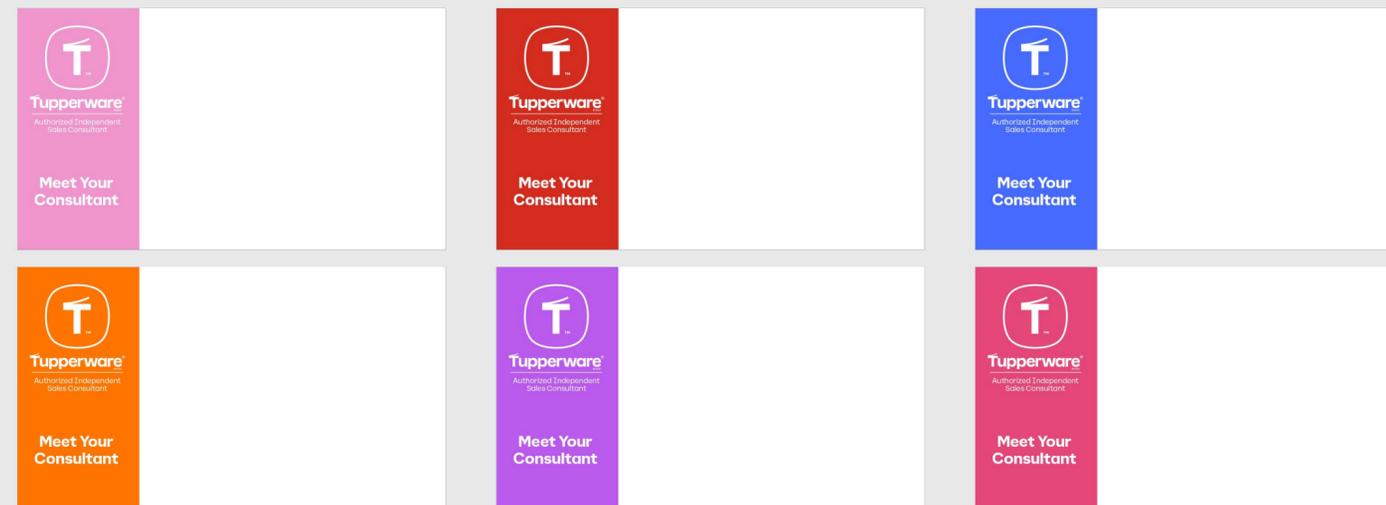
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Hi, I'm Julia! Some fun facts about me...I'm originally from Elkhart, Indiana, and now live in Colorado Springs with my husband, our fun-loving daughter Mia, and our adventurous dog Henry—he keeps us outside as much as possible! One of my favorite things to do is make homemade pizza. I love experimenting with different toppings and perfecting my dough. In 2010, I became an Authorized Independent Sales Consultant, and never looked back. I love helping others stay organized and creative in the kitchen while building lasting friendships and a business I'm proud of. I look forward to meeting all of you and having some fun!



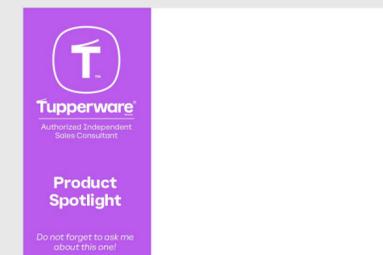
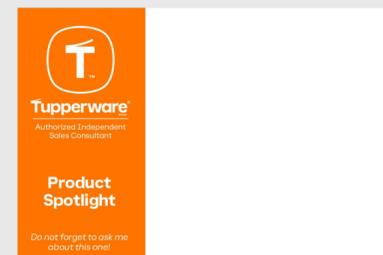
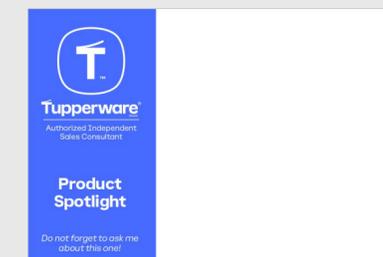
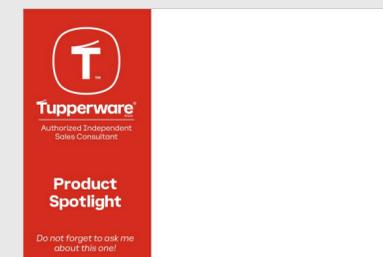
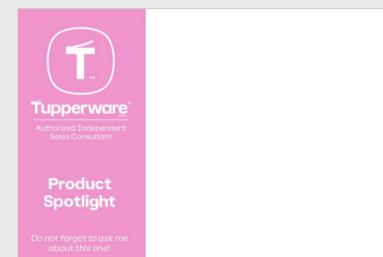
Product Spotlight Template

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Digital & Analog Stickers

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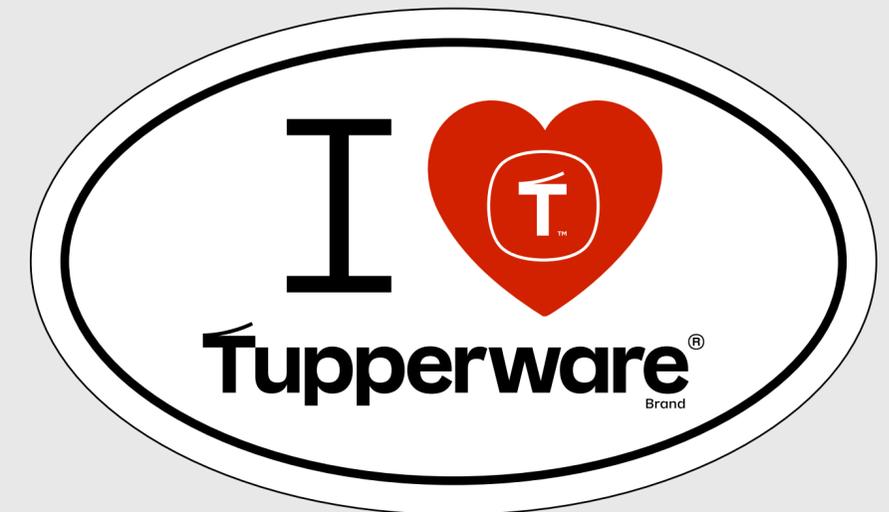
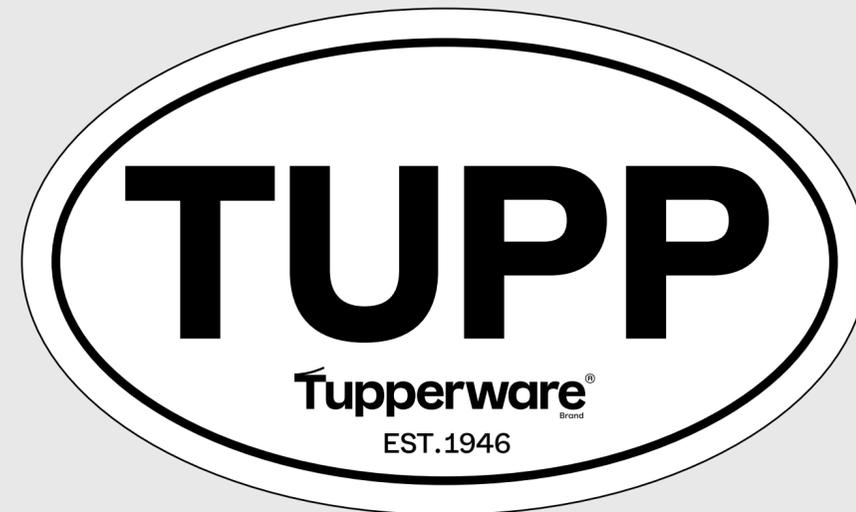


Branded Auto



Branded Auto

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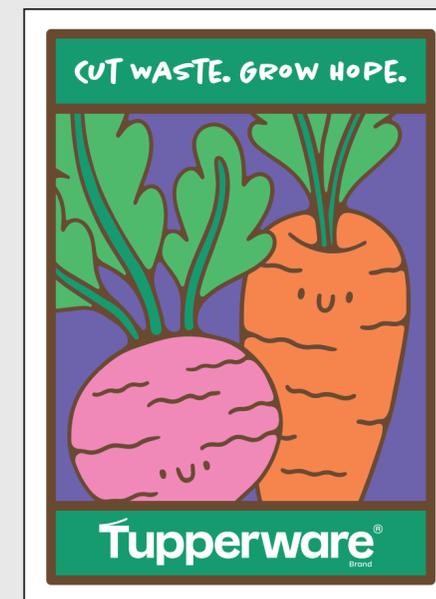
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Branded Auto

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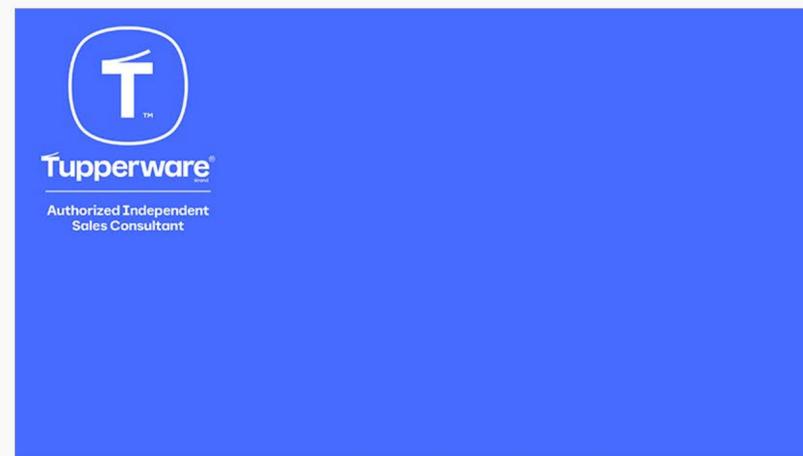
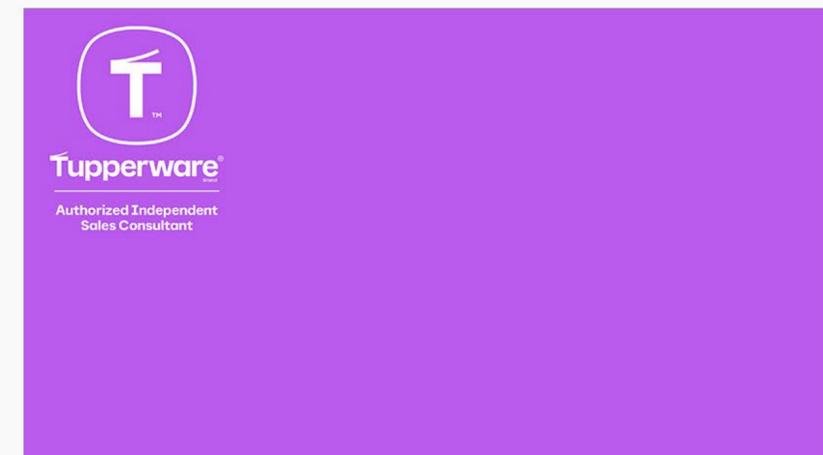
U.S. Market Digital Essentials



MS Teams Backgrounds

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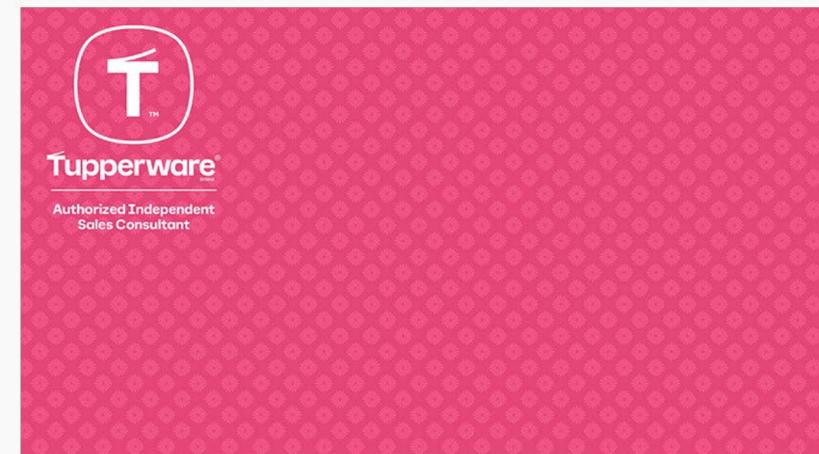
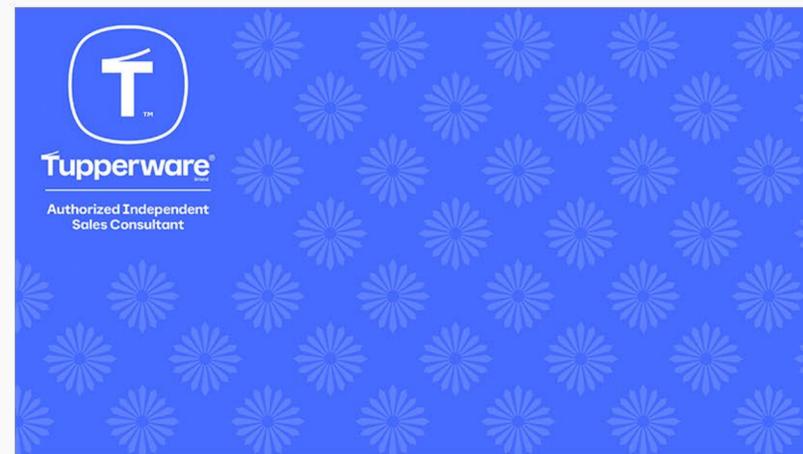
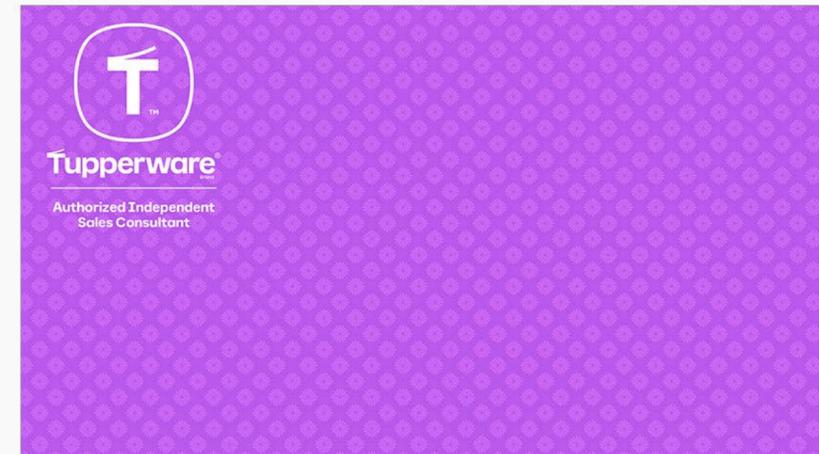
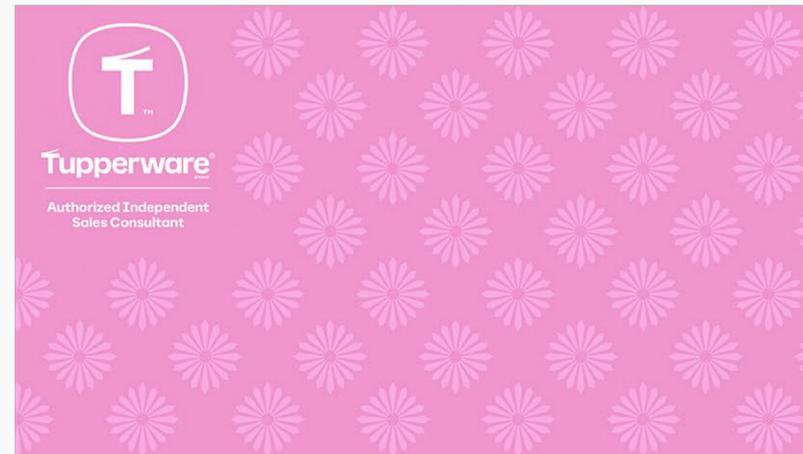
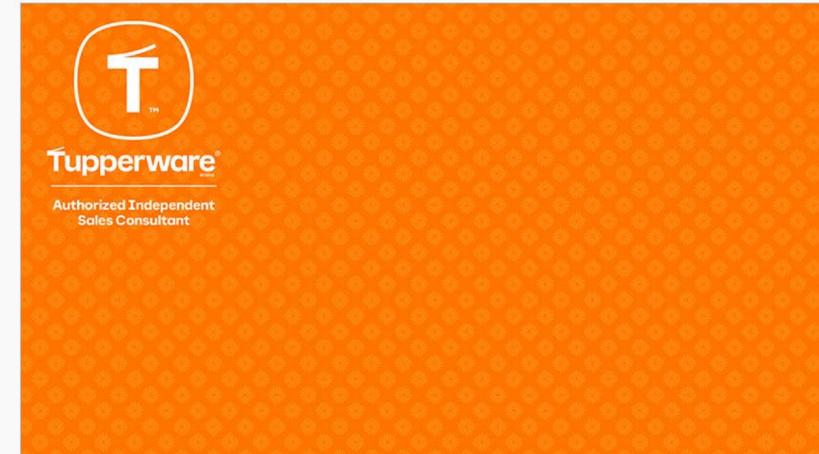
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MS Teams Backgrounds

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Teams Backgrounds

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Facebook Cover Photo

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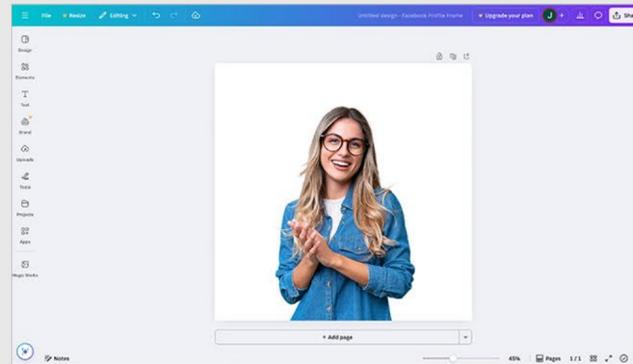
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Facebook Profile Picture

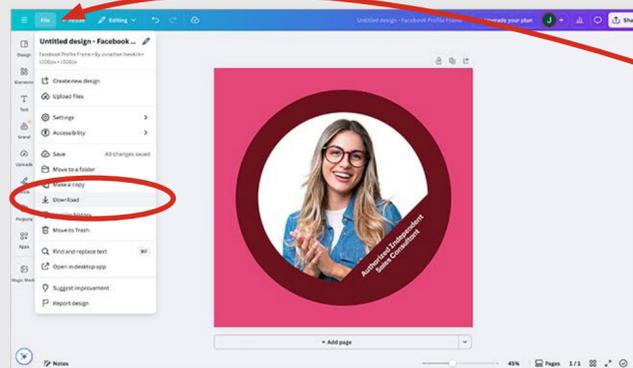
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After downloading the frame files, use www.canva.com to customize your profile.

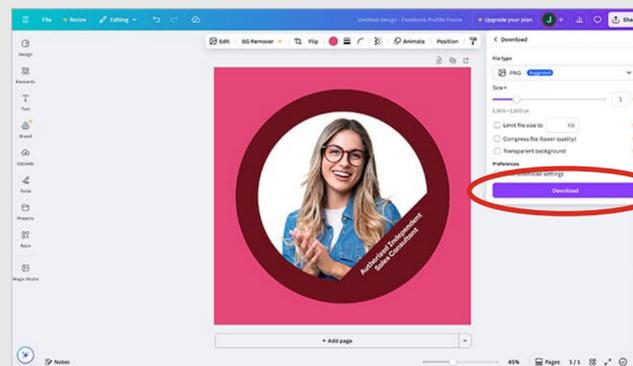


1. In Canva, drag your profile picture onto the art board.



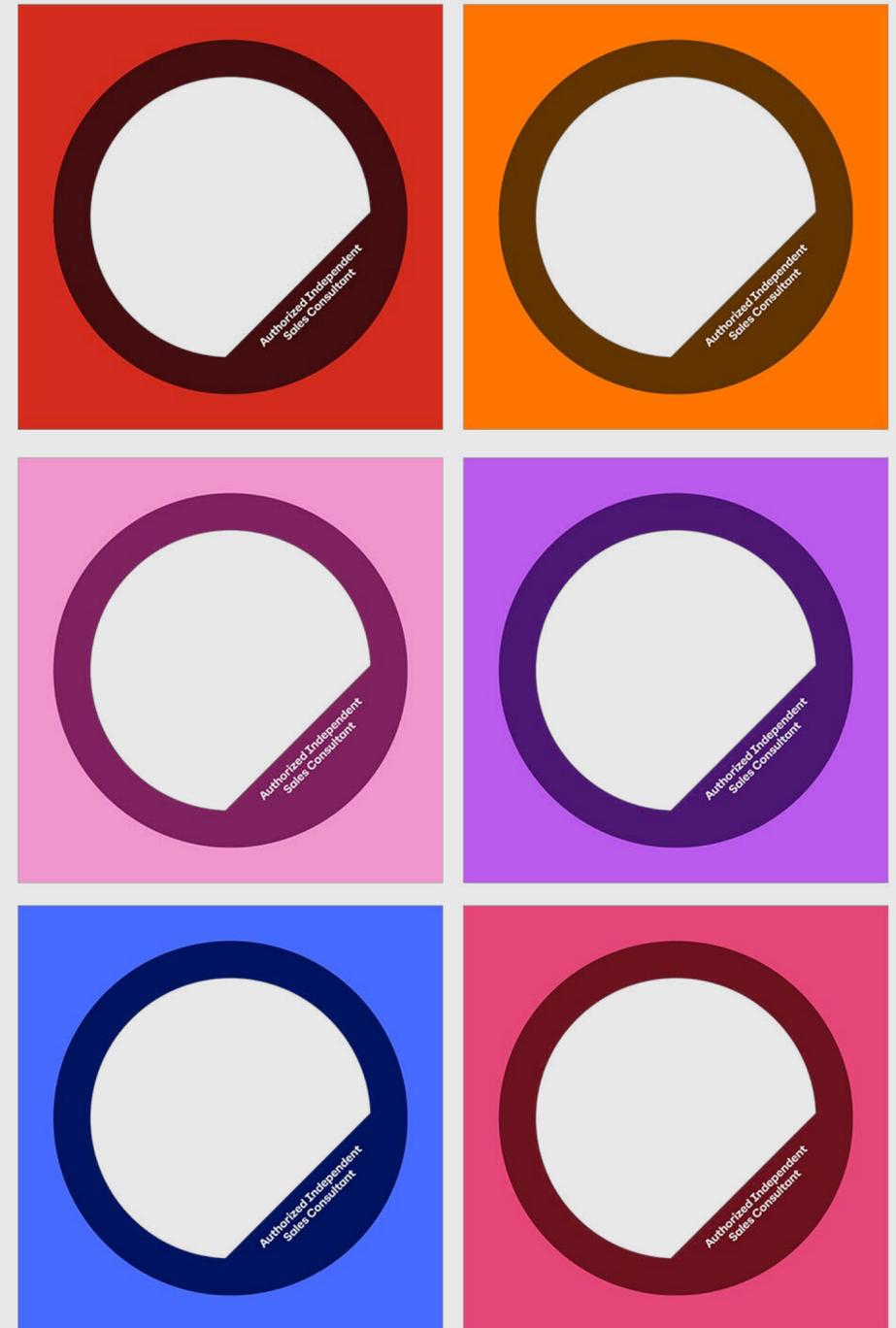
2. Locate the downloaded Tupperware frame graphic on your computer and drag the file onto the art board. Resize graphic as needed.

3. Look for the "file" drop down menu. Select "download".



4. Another menu will appear on the right. Make sure "png" is selected under "file type". Confirm size 1500x1500px. Press "download" button. Your file will automatically download to your computer.

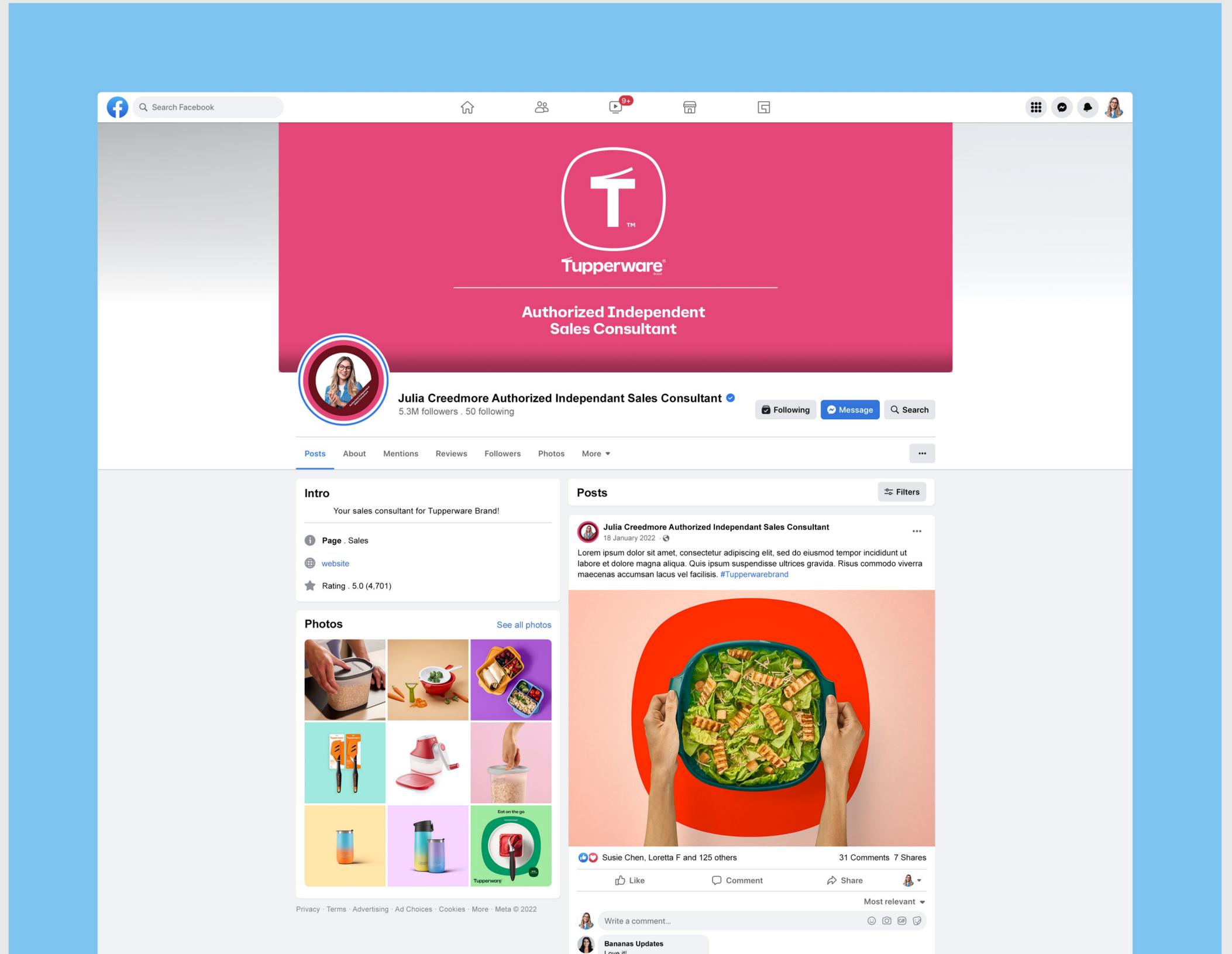
5. Upload the downloaded file to Facebook.



Facebook Profile Example

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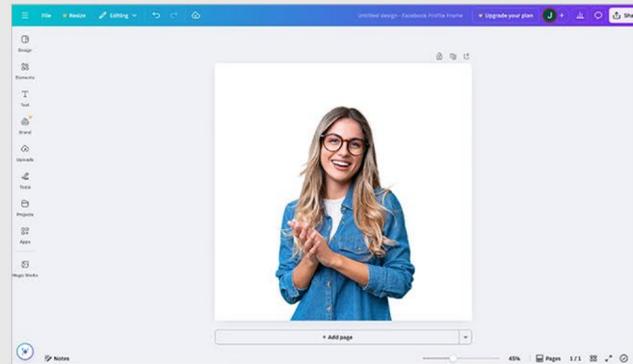


Instagram Profile Picture

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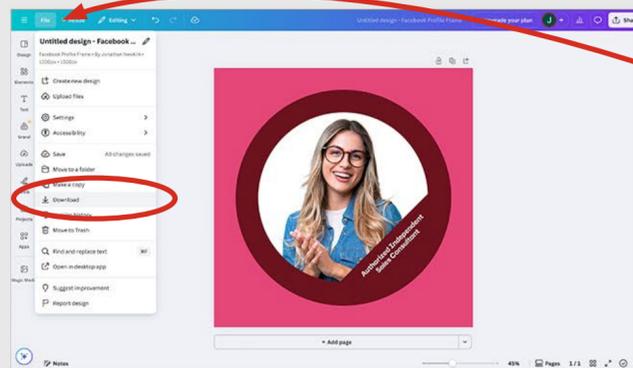
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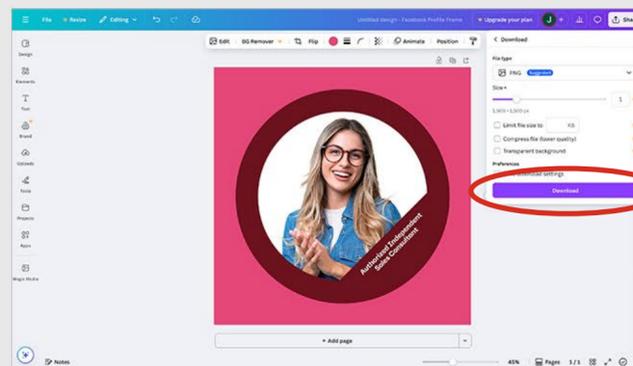
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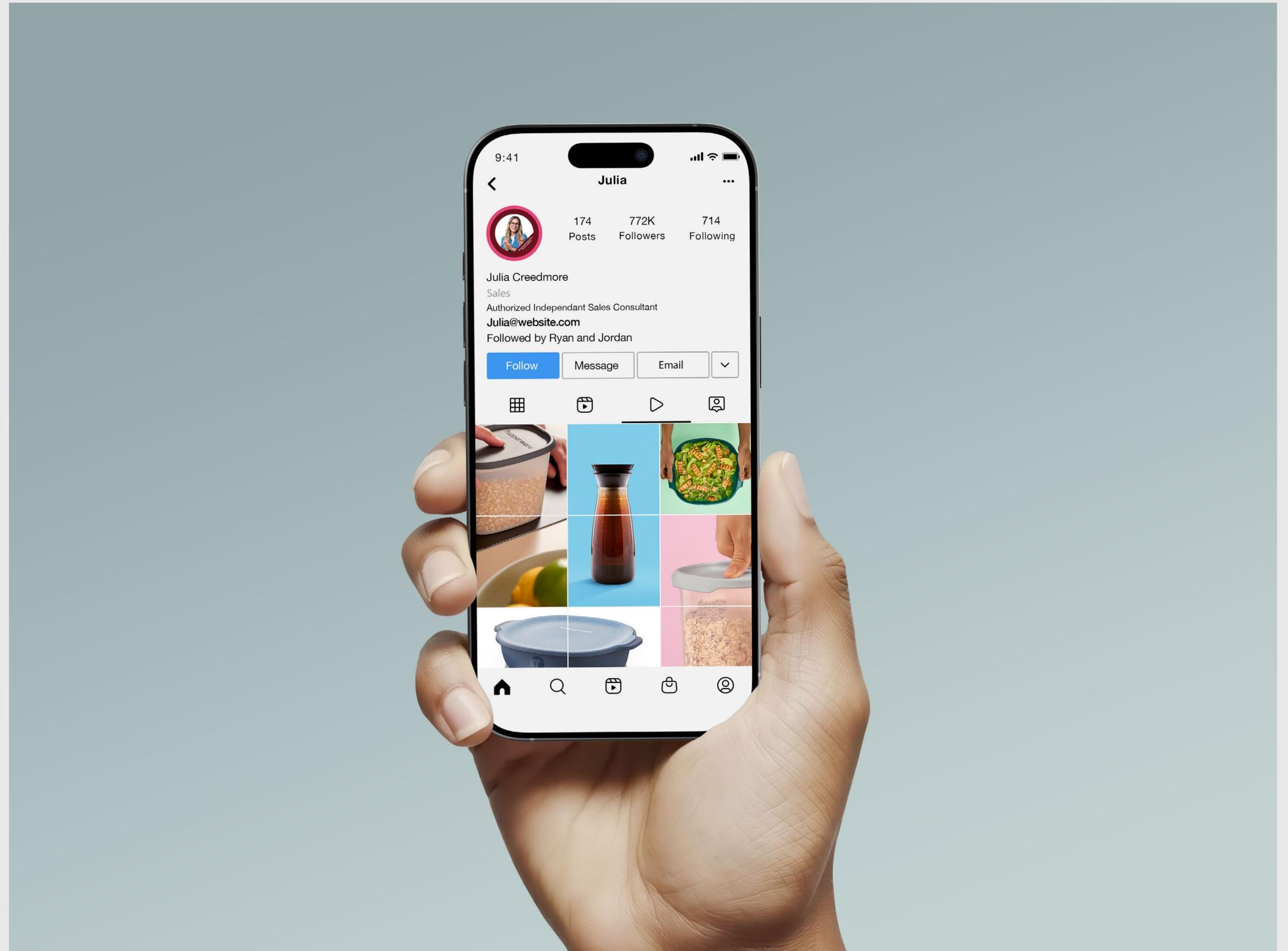
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Instagram Profile Example

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LinkedIn Banner

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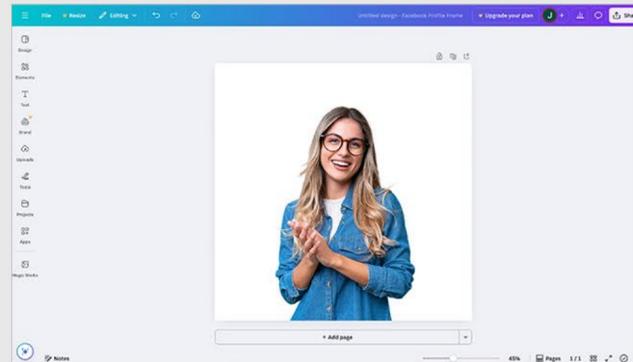


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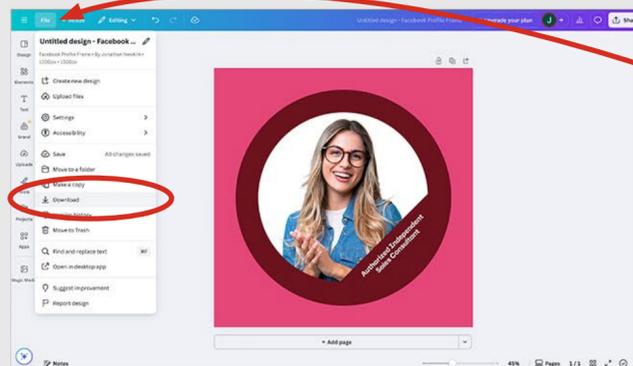
LinkedIn Profile Picture

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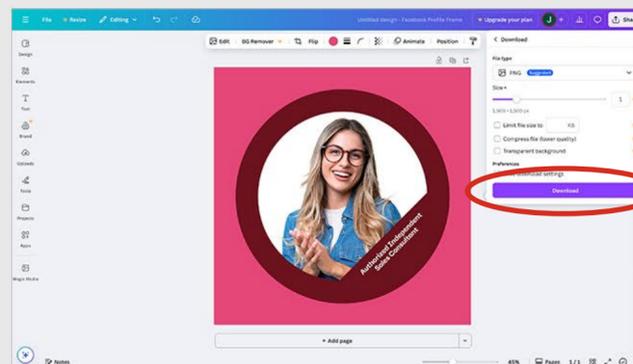


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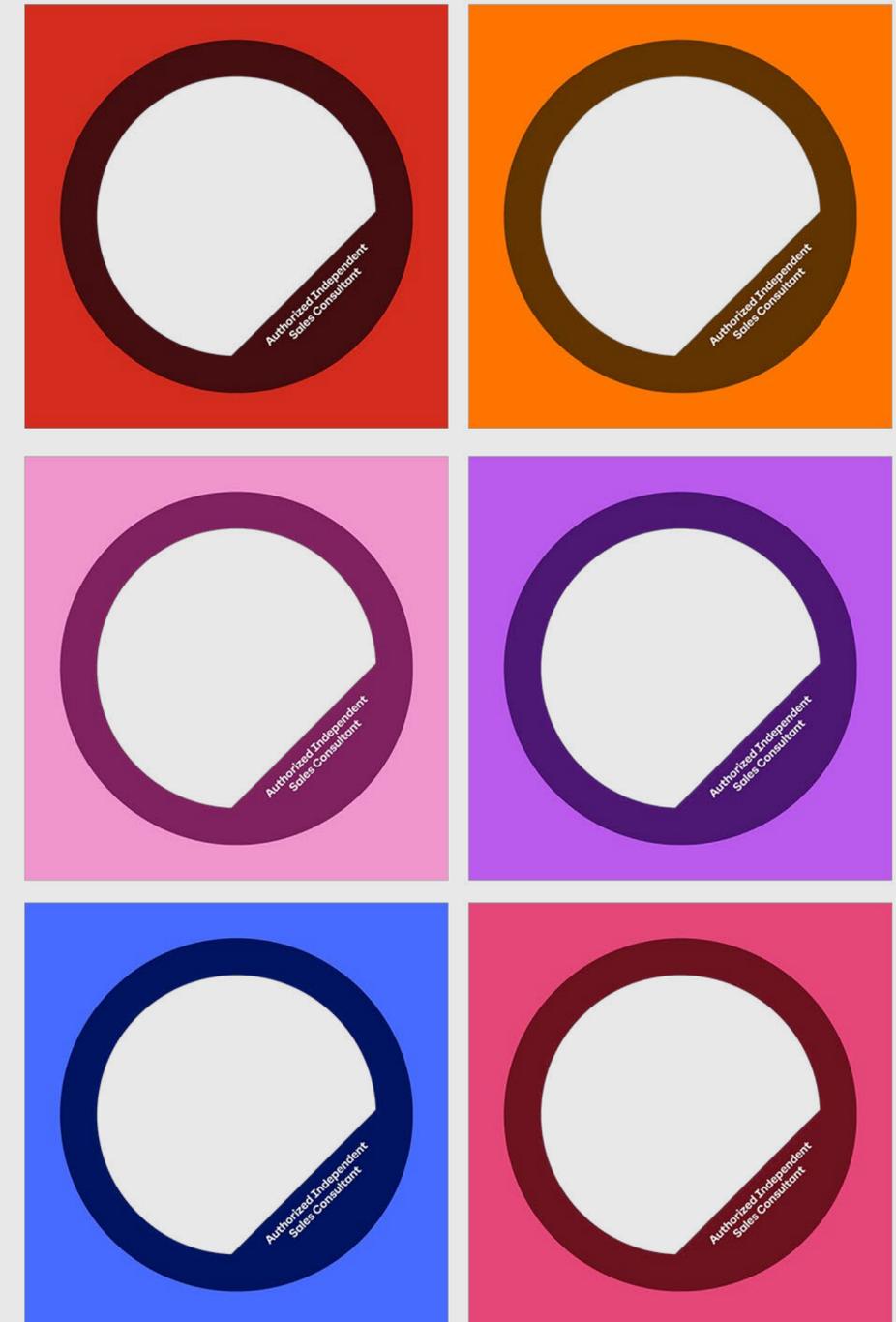
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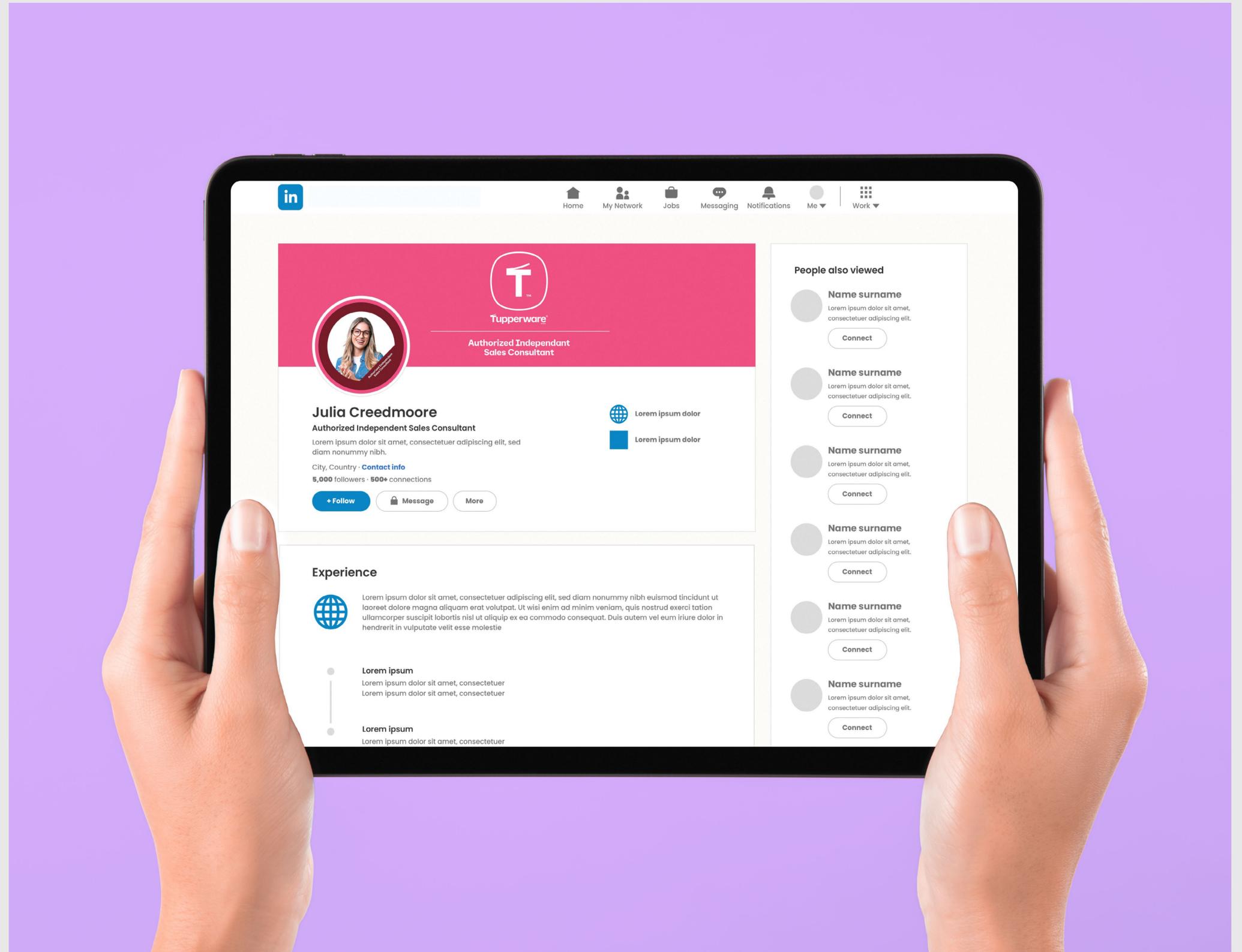


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LinkedIn Profile Example

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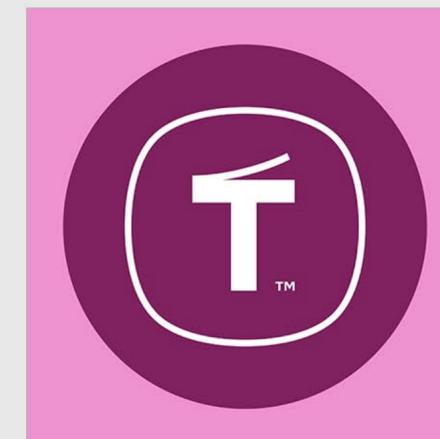
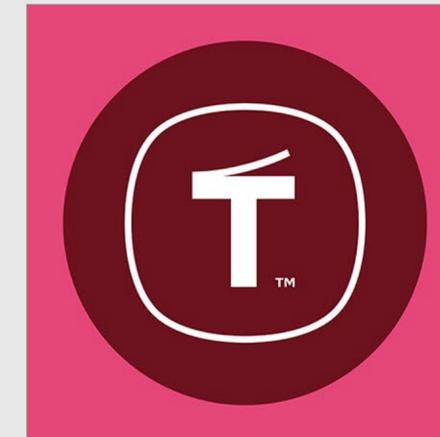
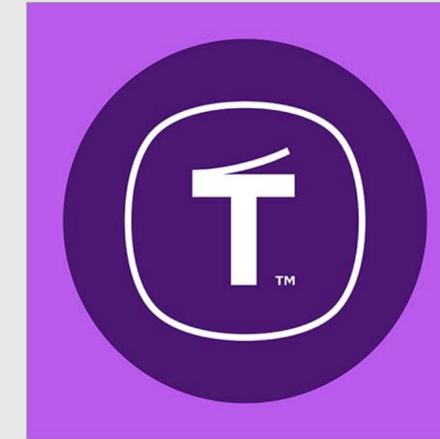
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TikTok Profile Picture

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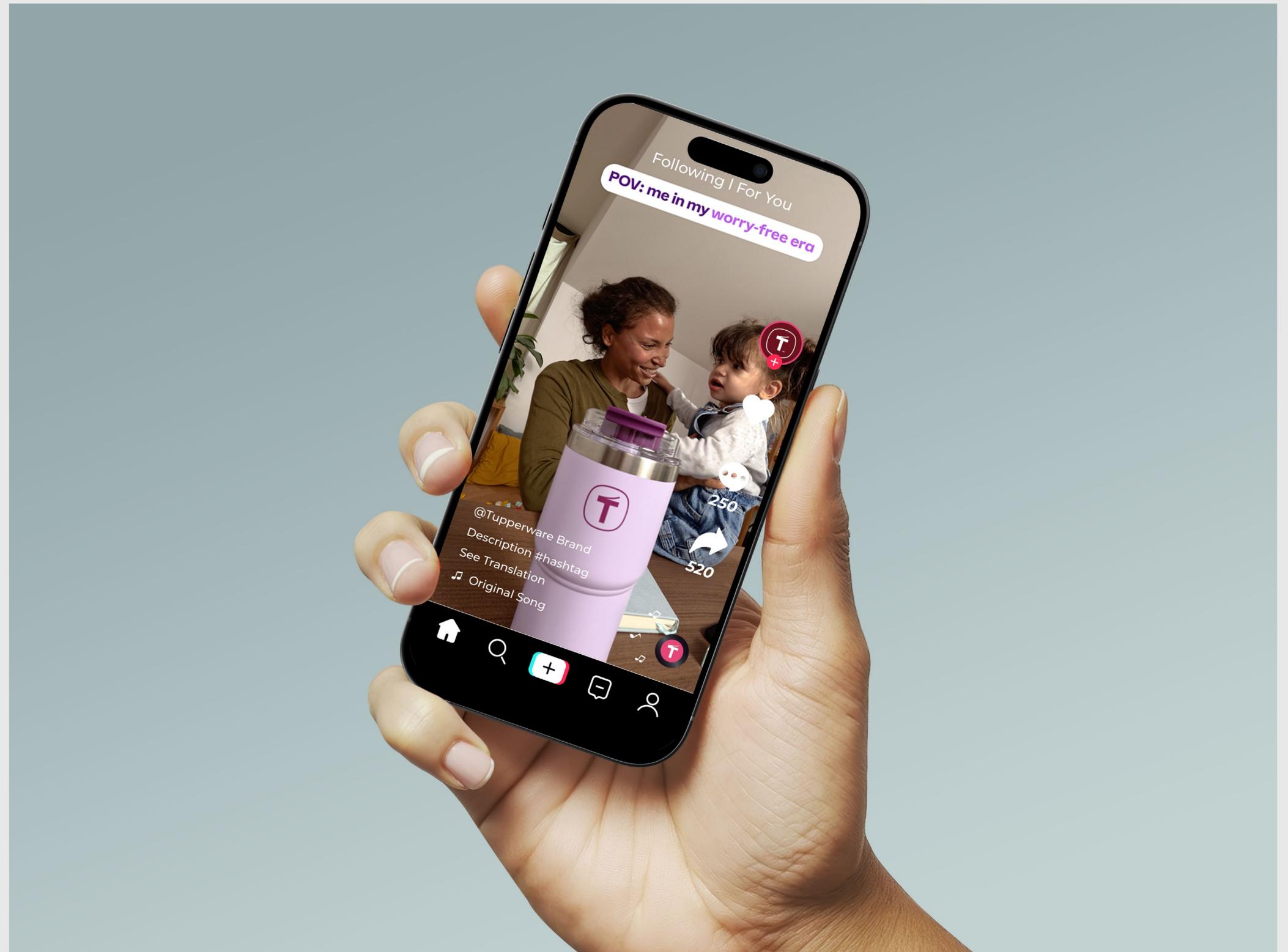
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TikTok Profile Example

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YouTube Banner

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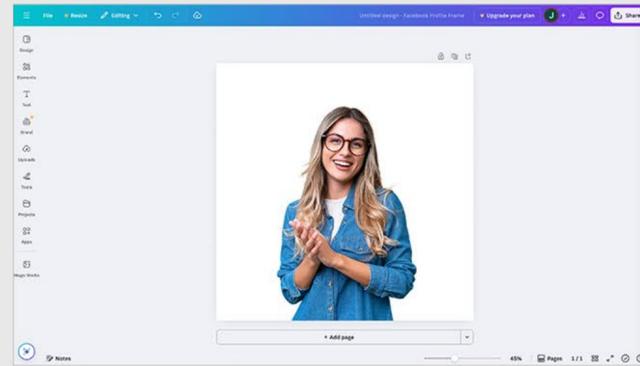


YouTube Profile

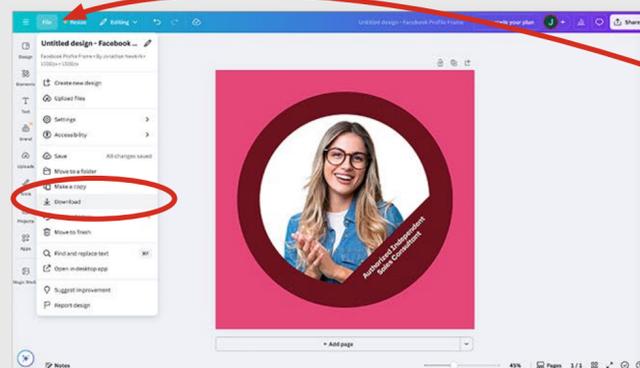
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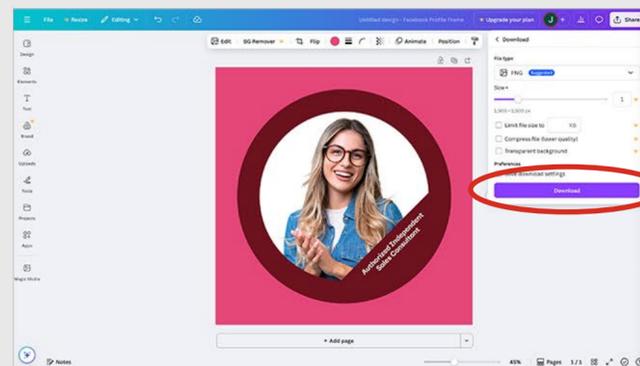
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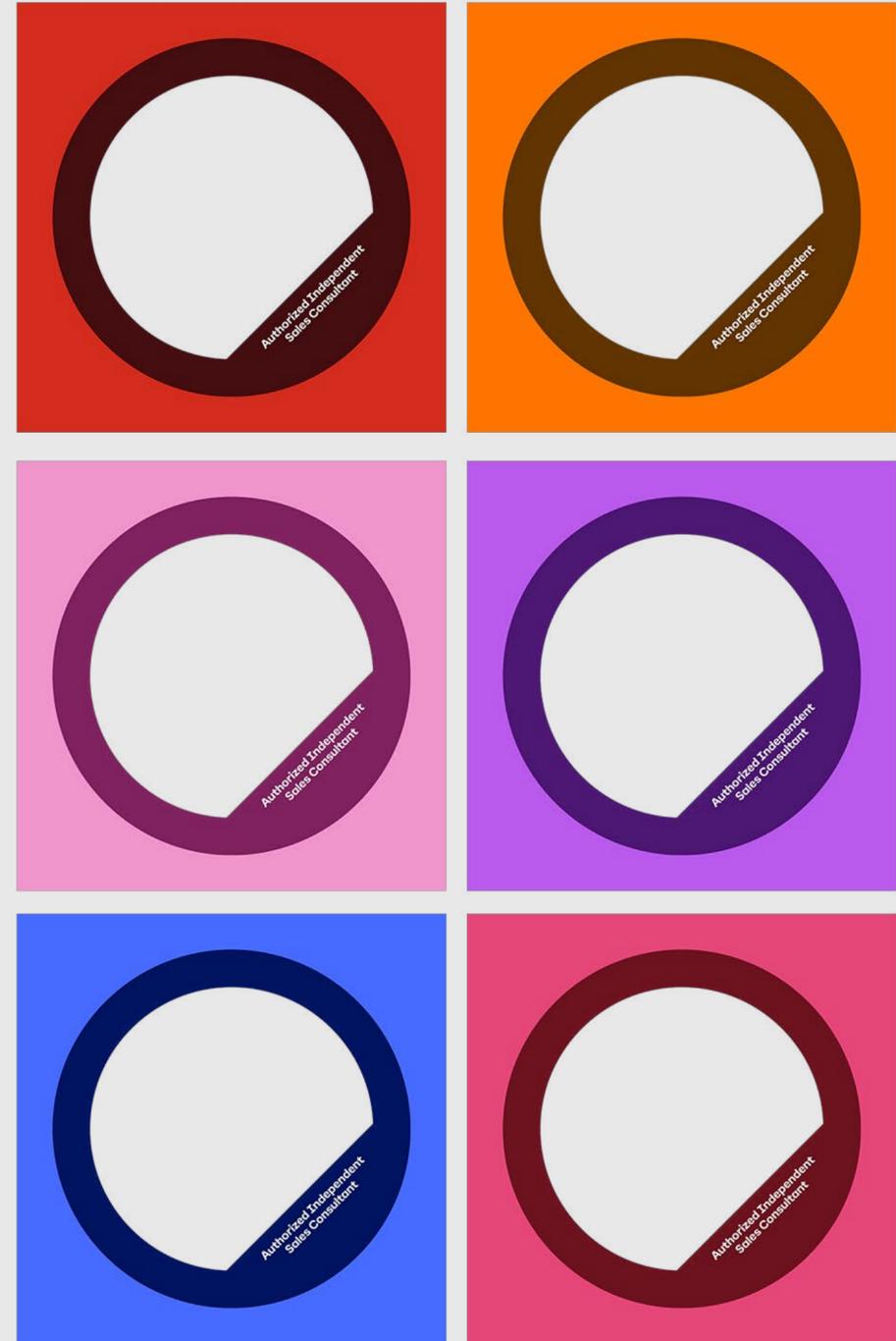
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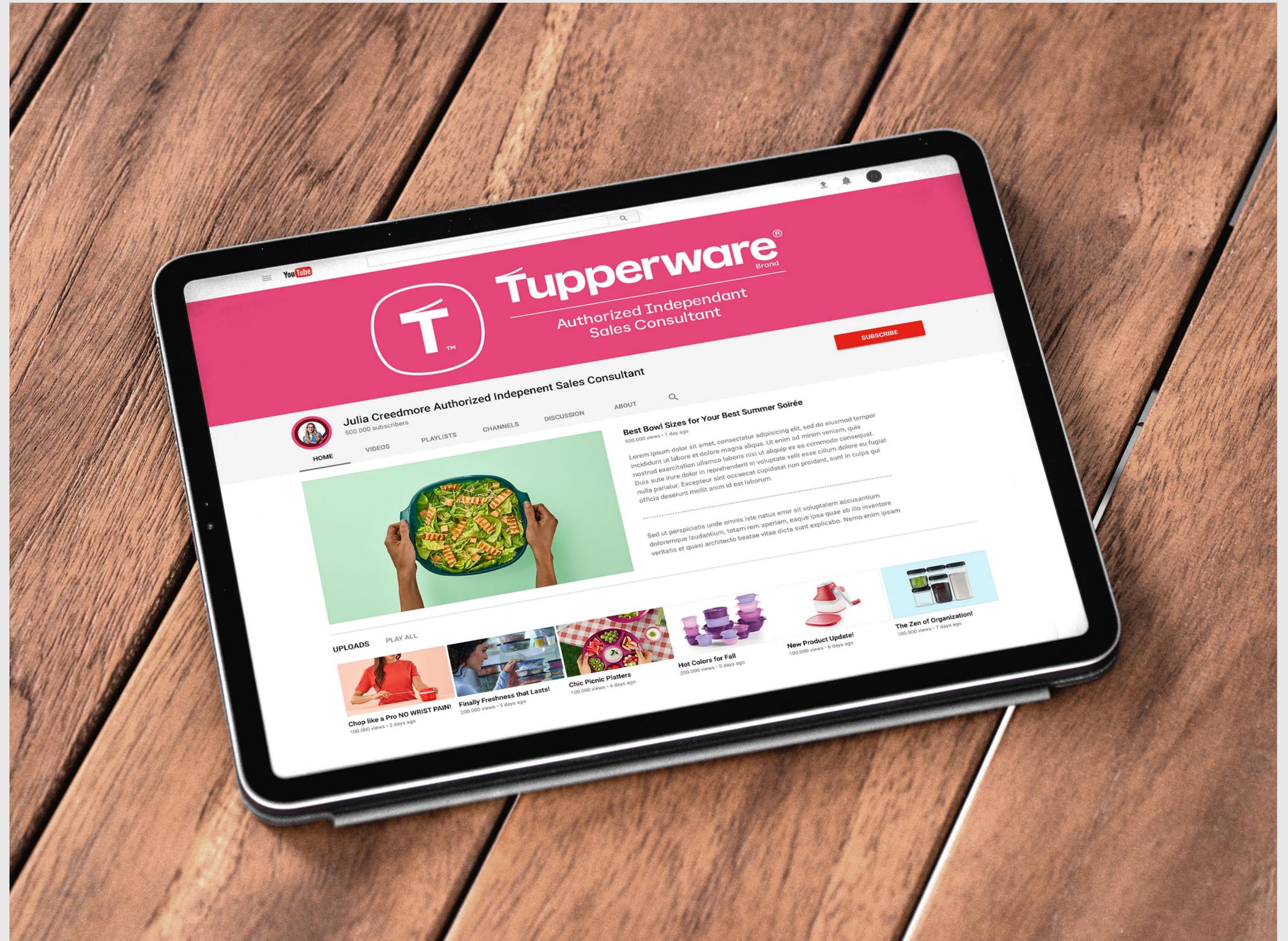
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YouTube Profile Example

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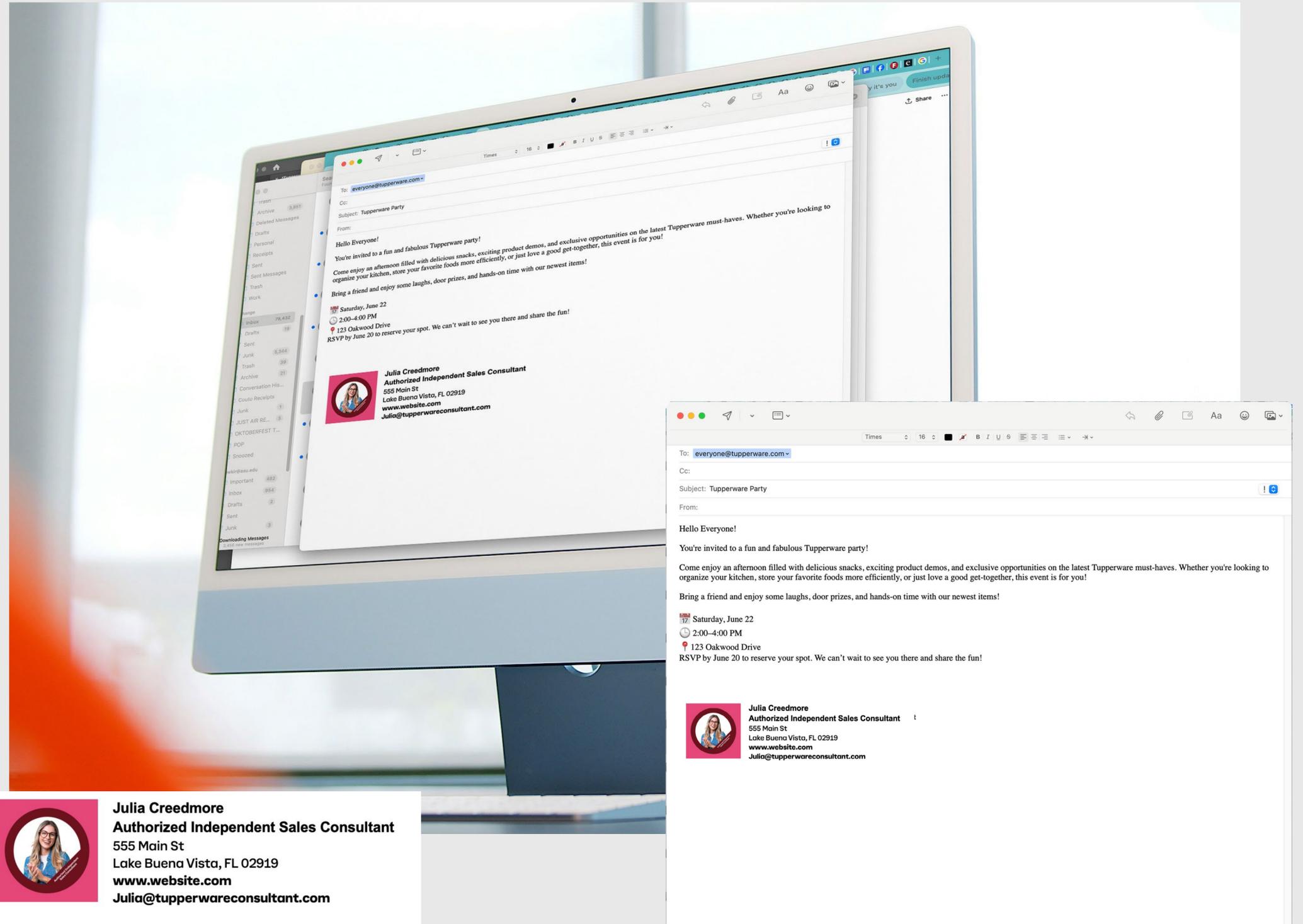


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Digital Signature For Email

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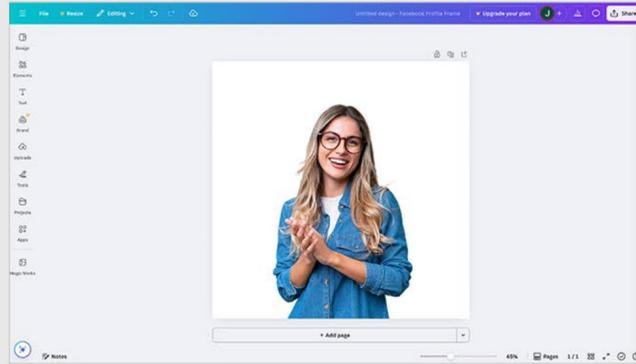
Julia Creedmore
Authorized Independent Sales Consultant
555 Main St
Lake Buena Vista, FL 02919
www.website.com
Julia@tupperwareconsultant.com

WhatsApp Profile

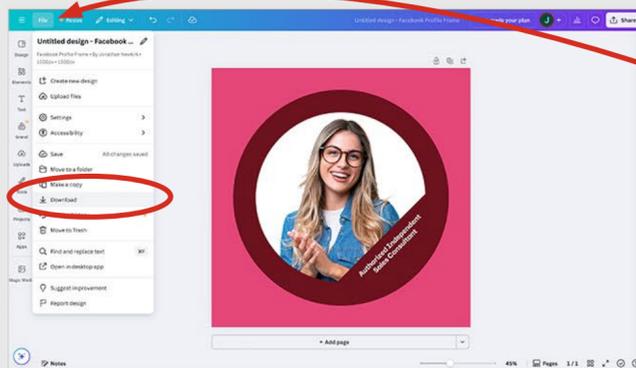
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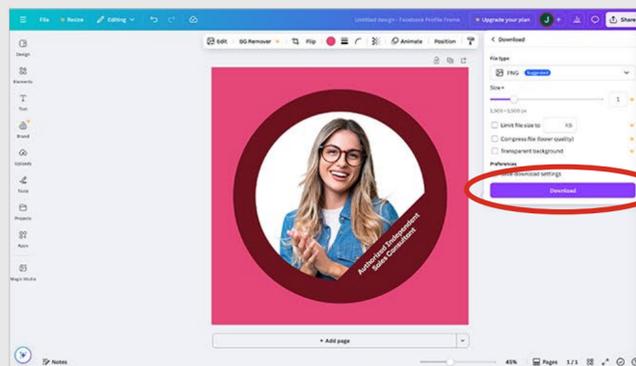
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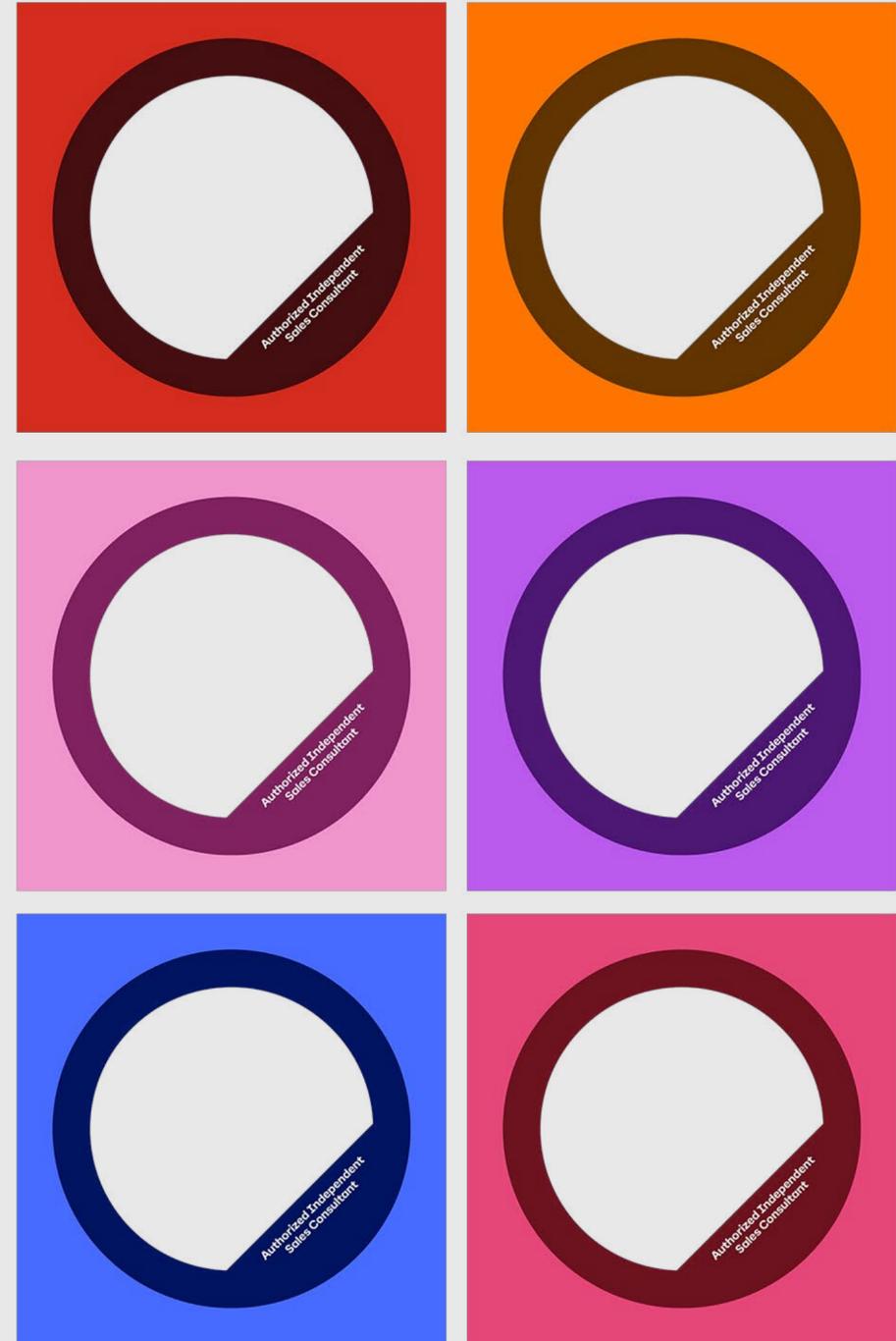
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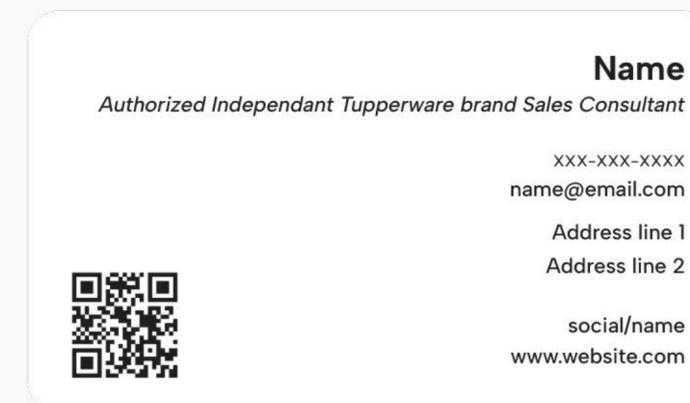
U.S. Market Business Cards

Find the approved file in the following [Link](#)

Customize QR Code on Vistaprint Website

Formatted for Vistaprint

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Business Cards

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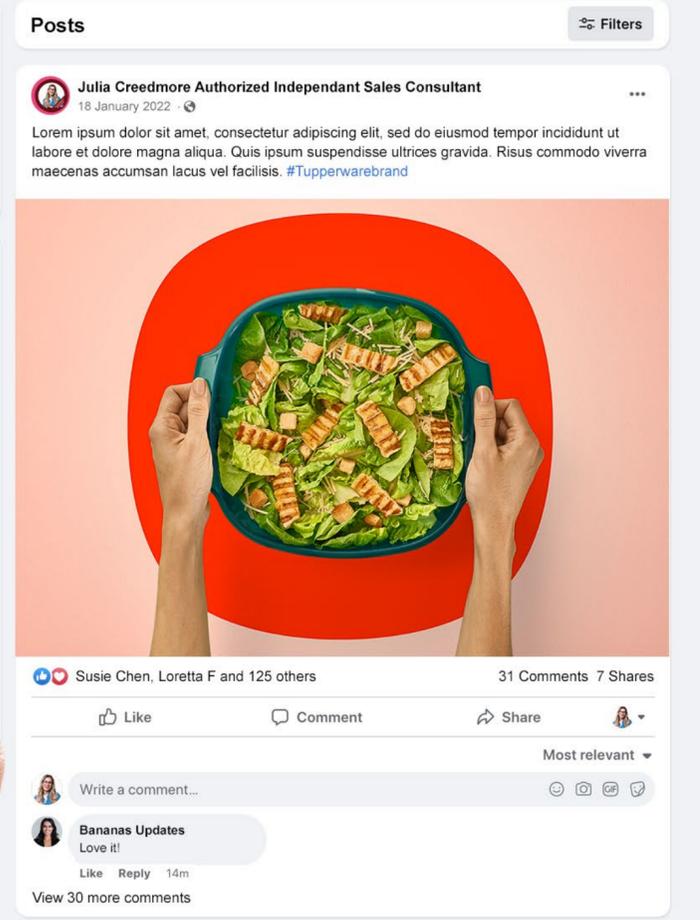
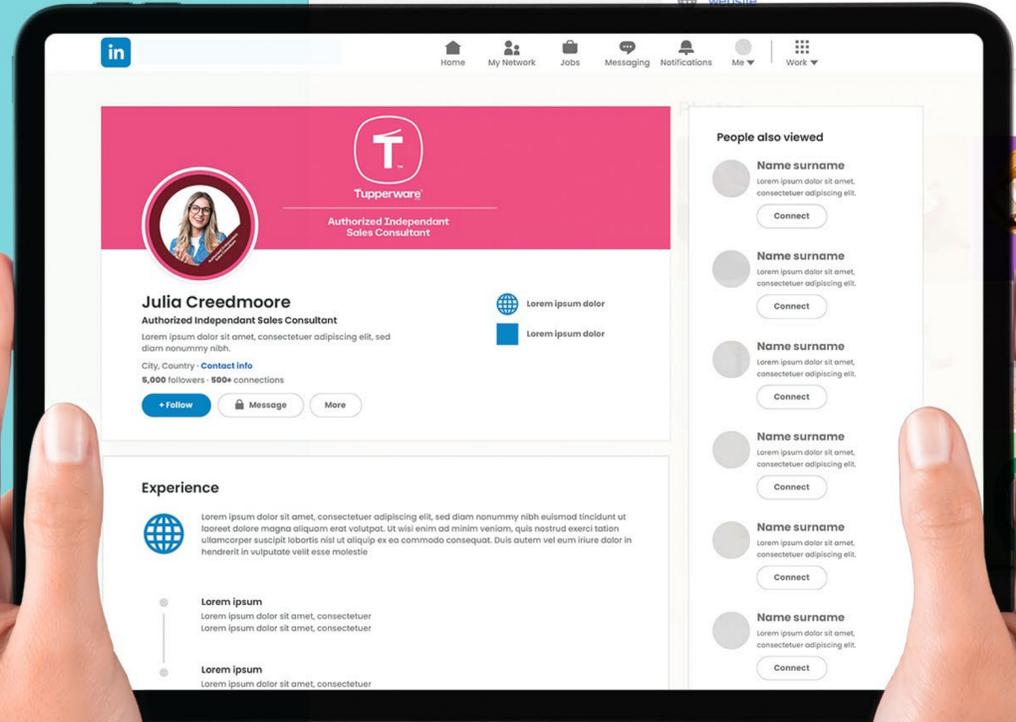
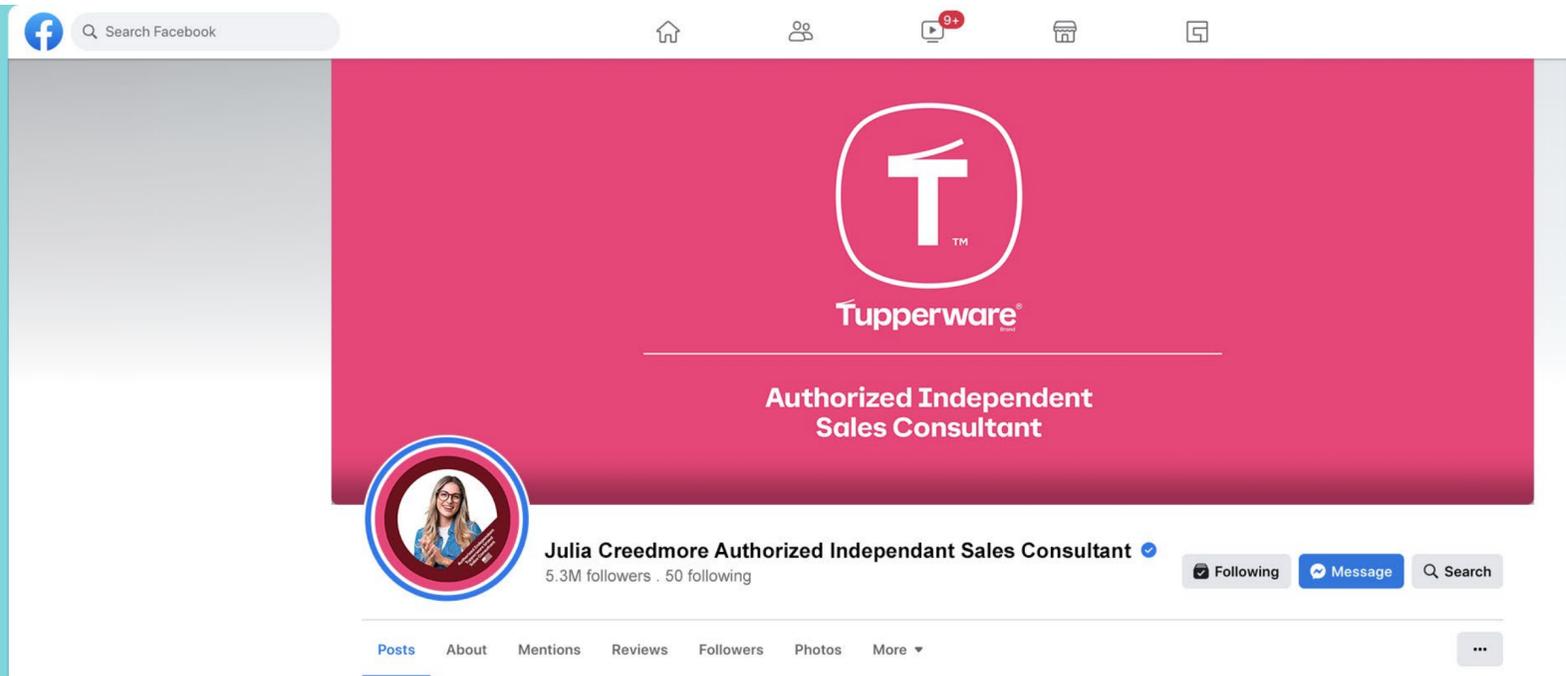


Name
Authorized Independent Tupperware brand Sales Consultant

xxx-xxx-xxxx
name@email.com

Address line 1
Address line 2

social/name
www.website.com



Canadian Market



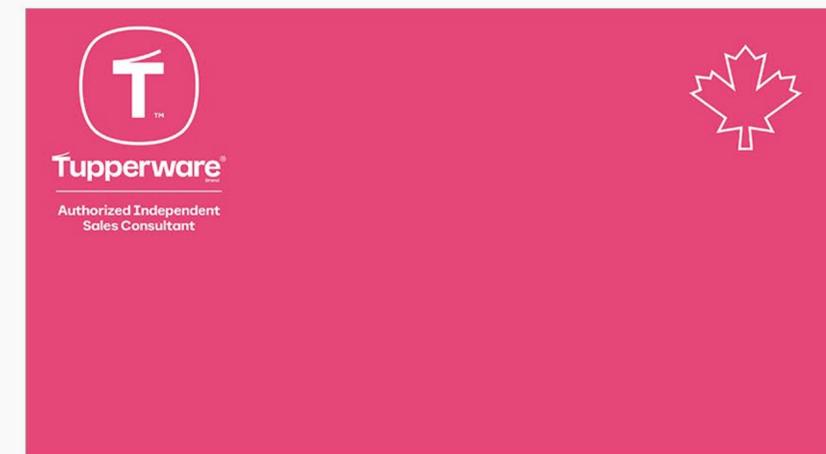
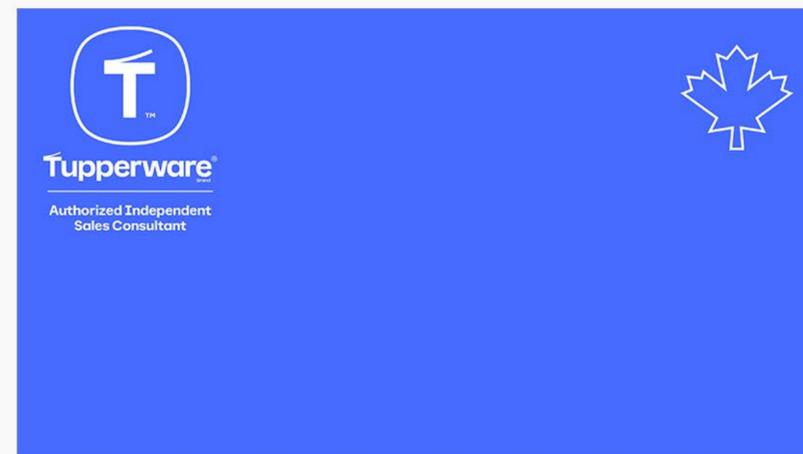
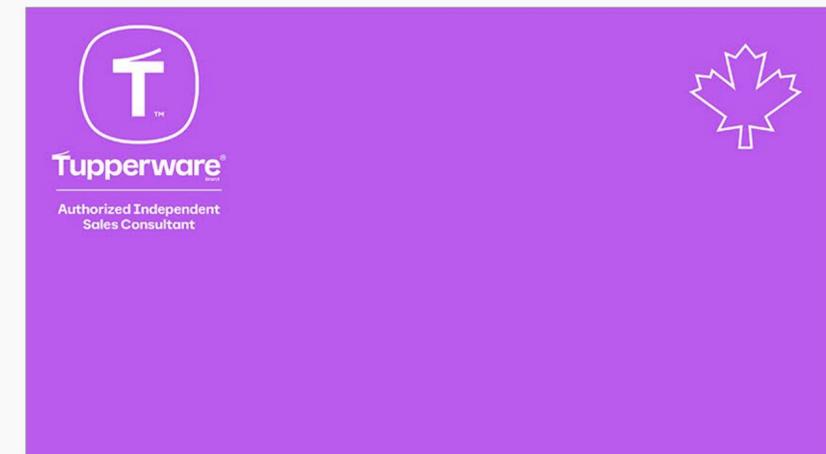
Digital Essentials



MS Teams Backgrounds

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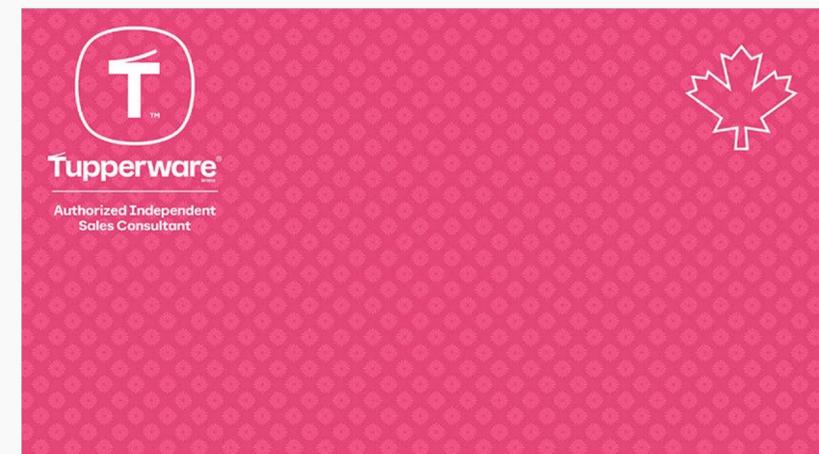
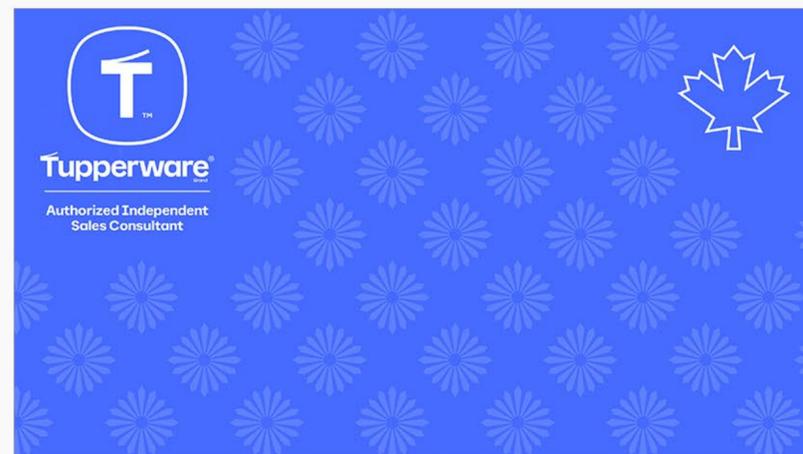
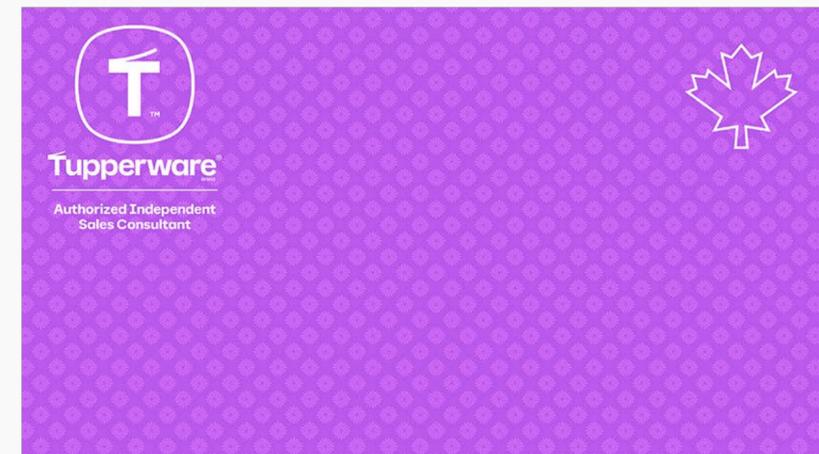
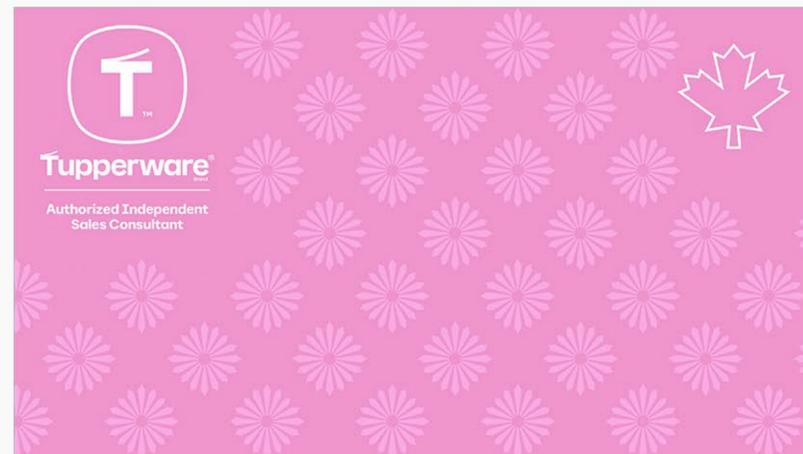
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MS Teams Backgrounds

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Canada Teams Backgrounds

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Canada Facebook Cover Photo

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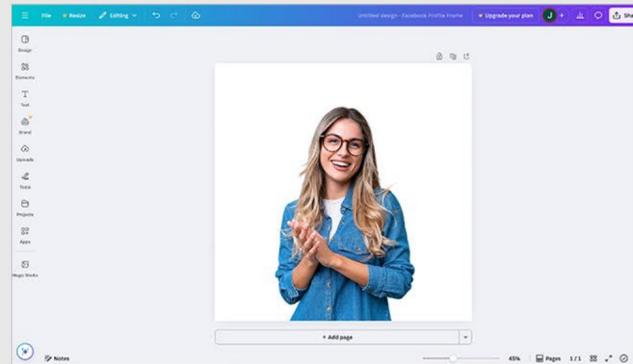


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Canada Facebook Profile Picture

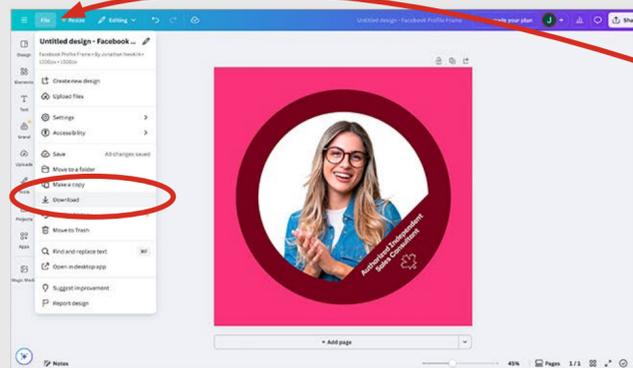
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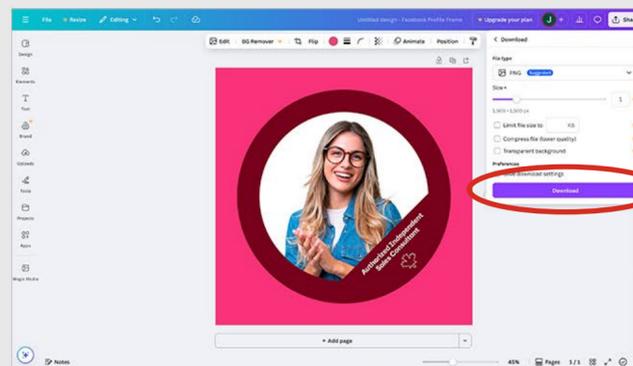
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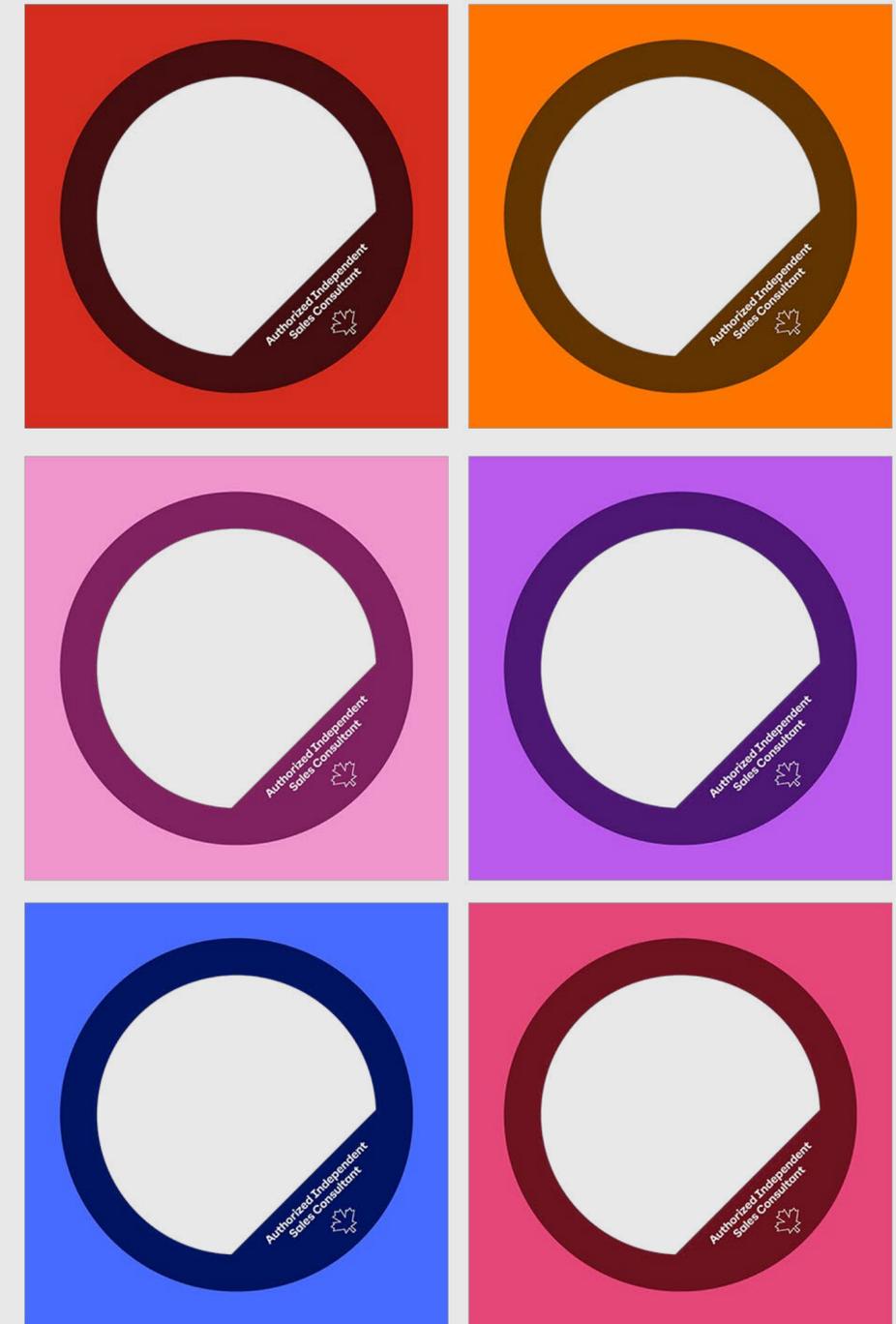


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5. Upload the downloaded file to Facebook.



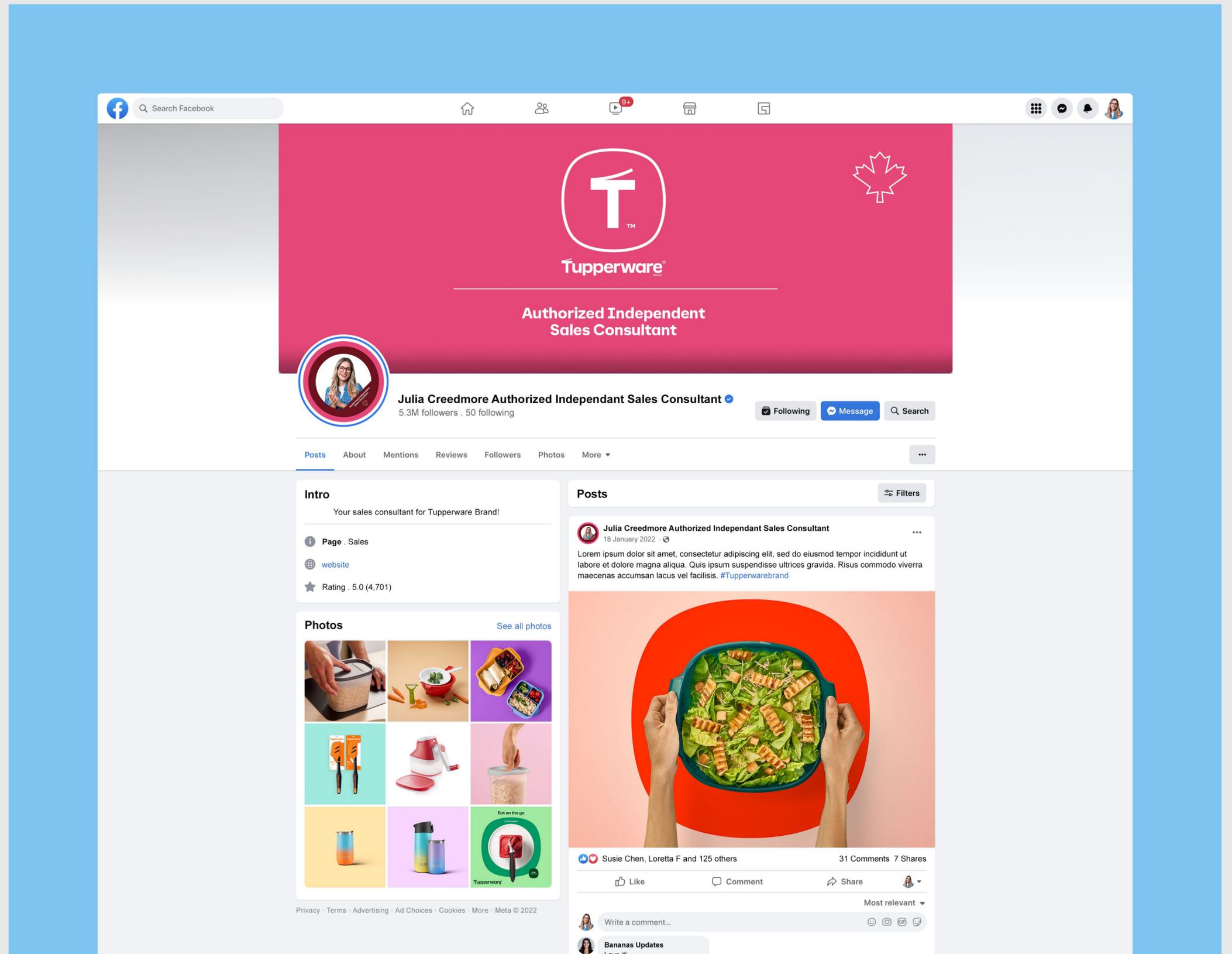
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Canada Facebook Example

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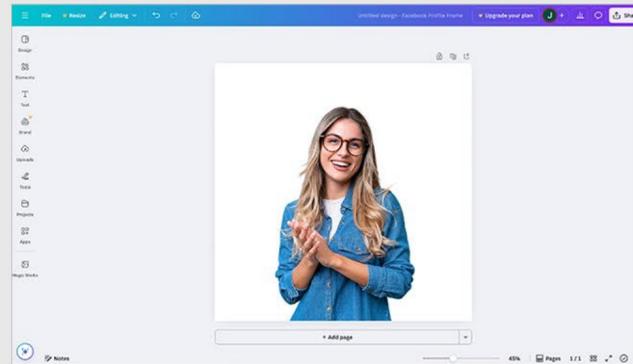


Canada Instagram Profile Picture

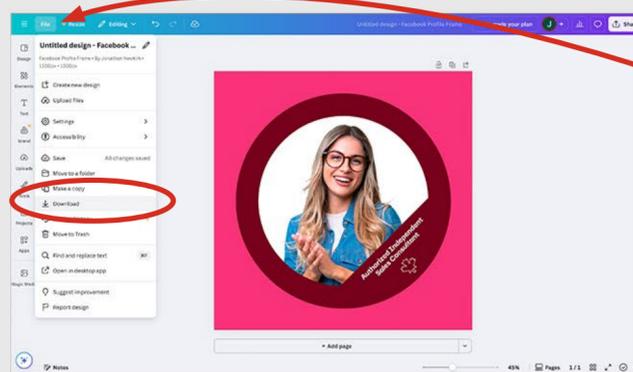
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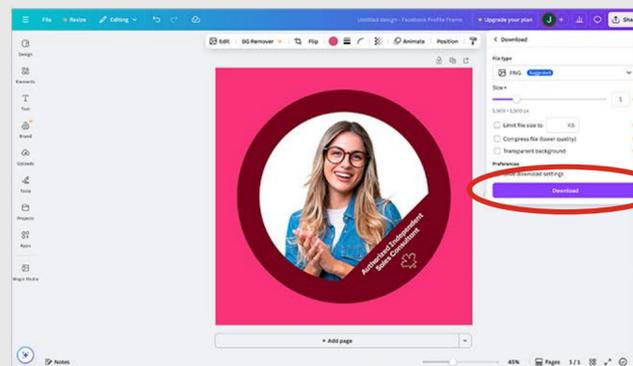


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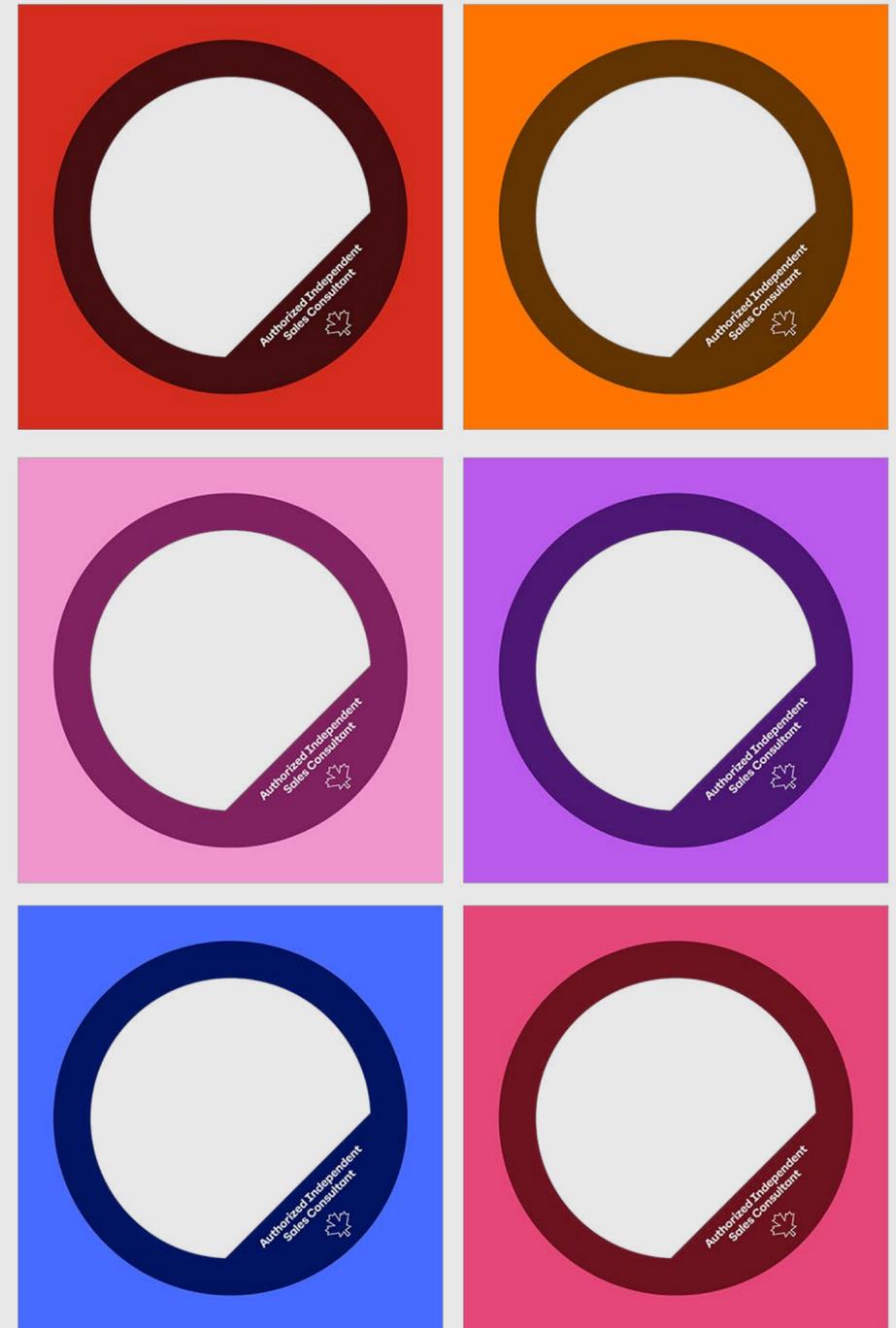
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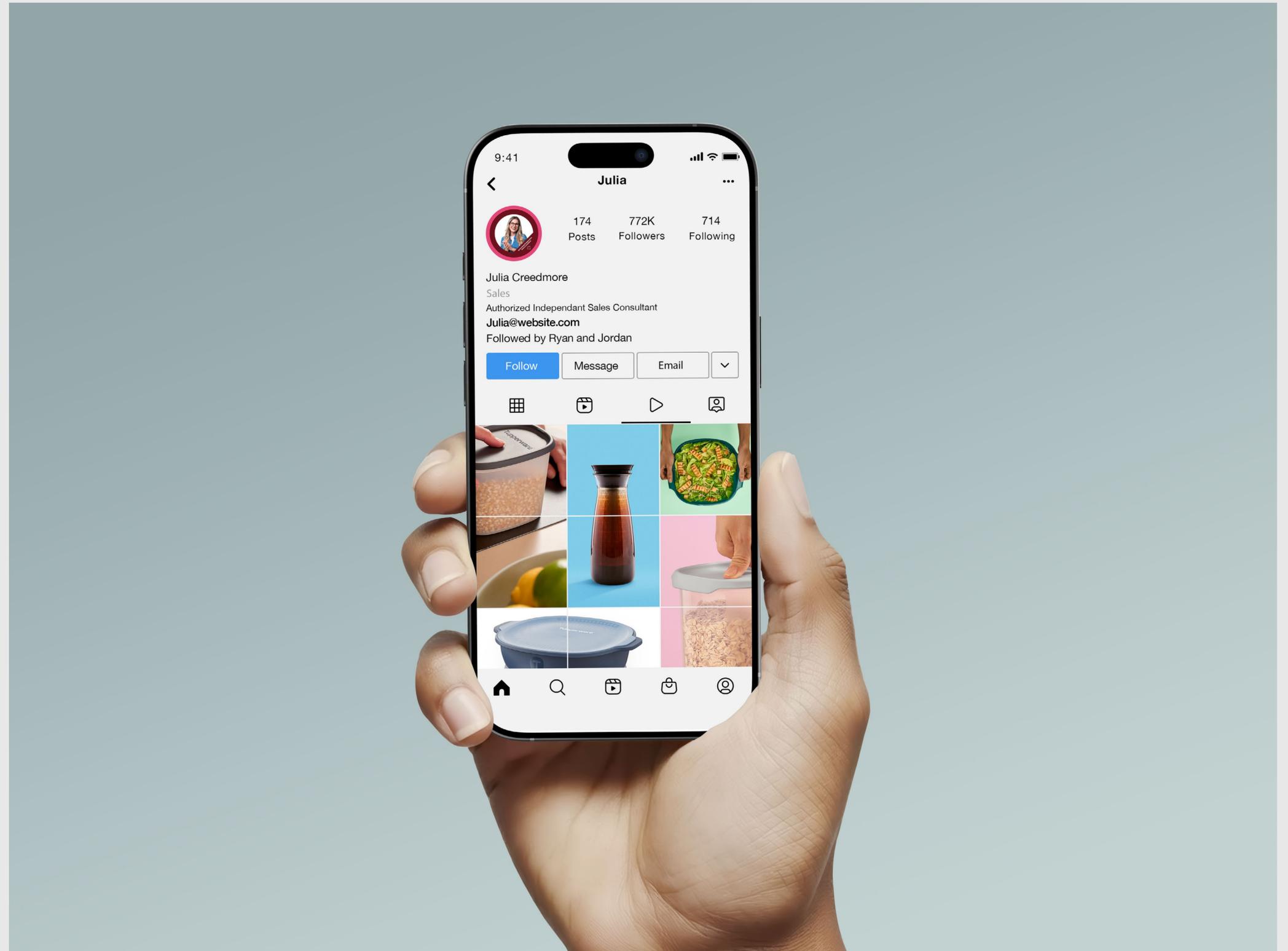
5. Upload the downloaded file to Instagram.



Canada Instagram Example

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Canada LinkedIn Banner

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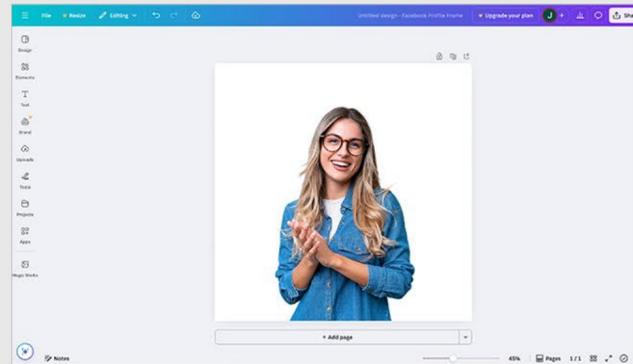
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Canada LinkedIn Profile Picture

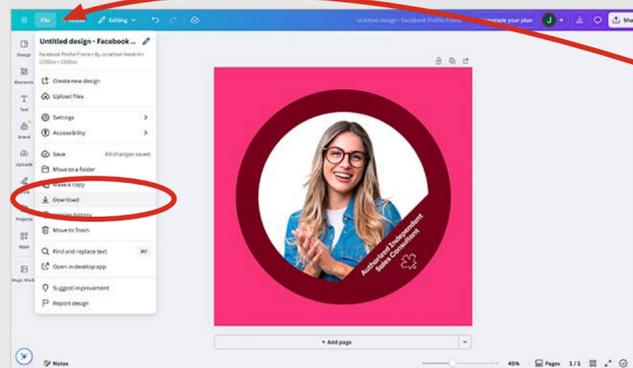
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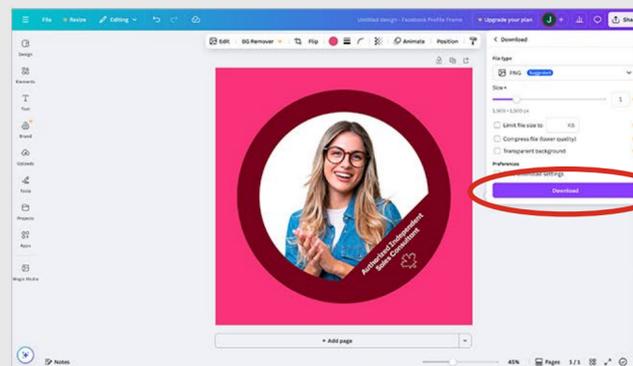


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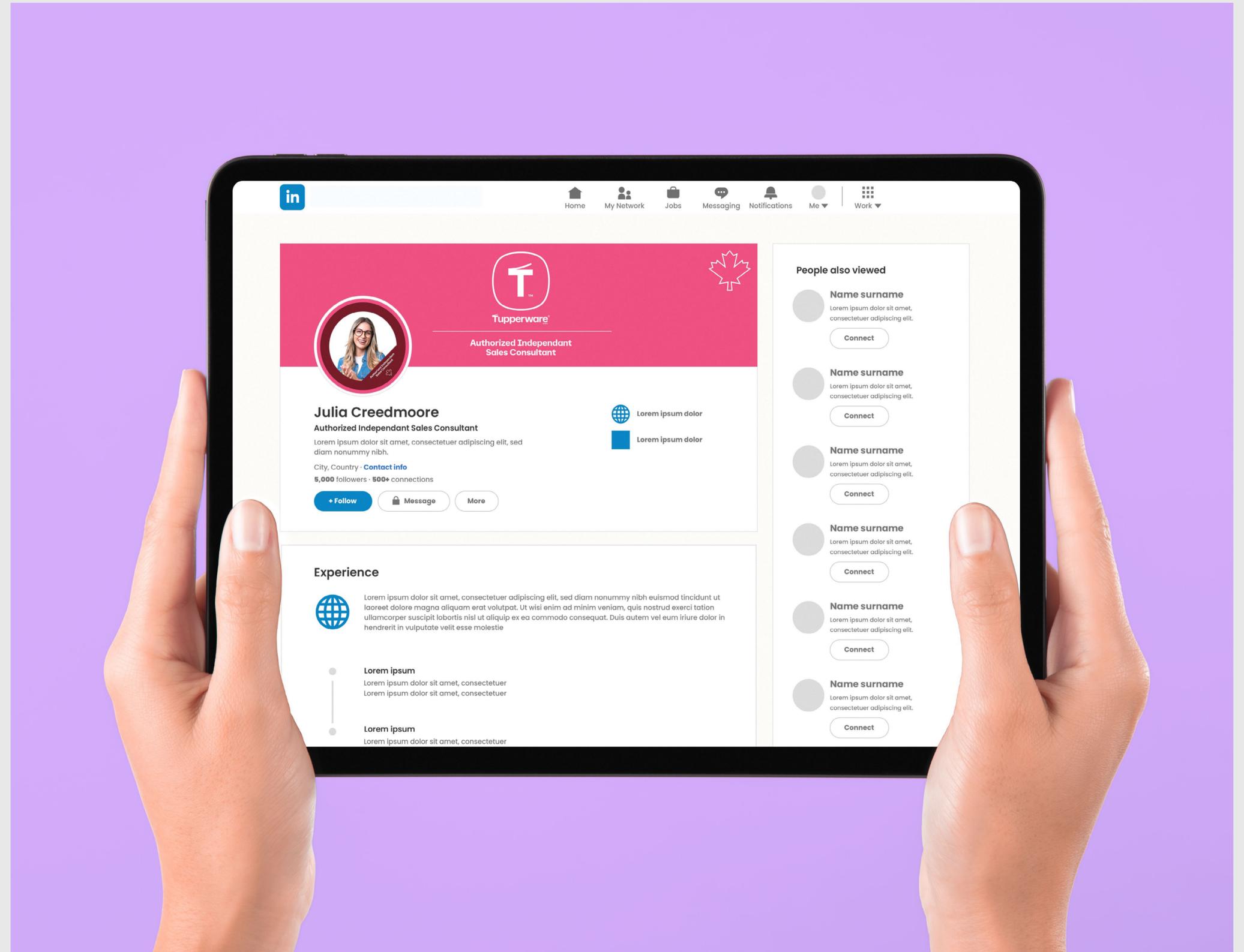
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Canada LinkedIn Example

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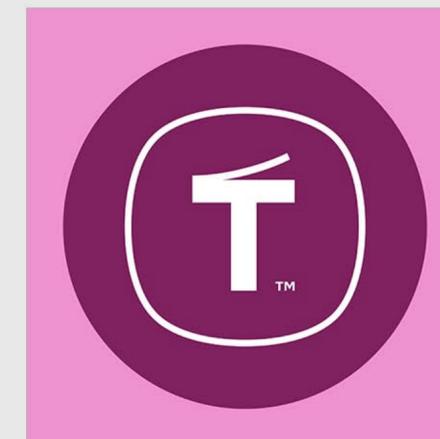
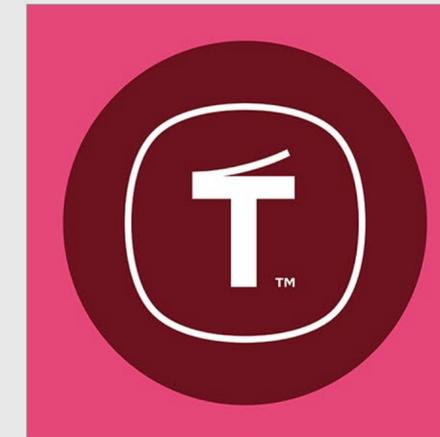
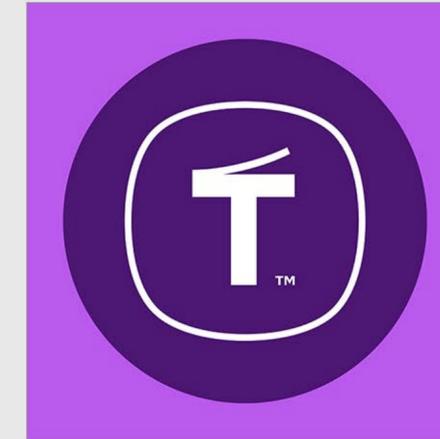
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TikTok Profile Picture

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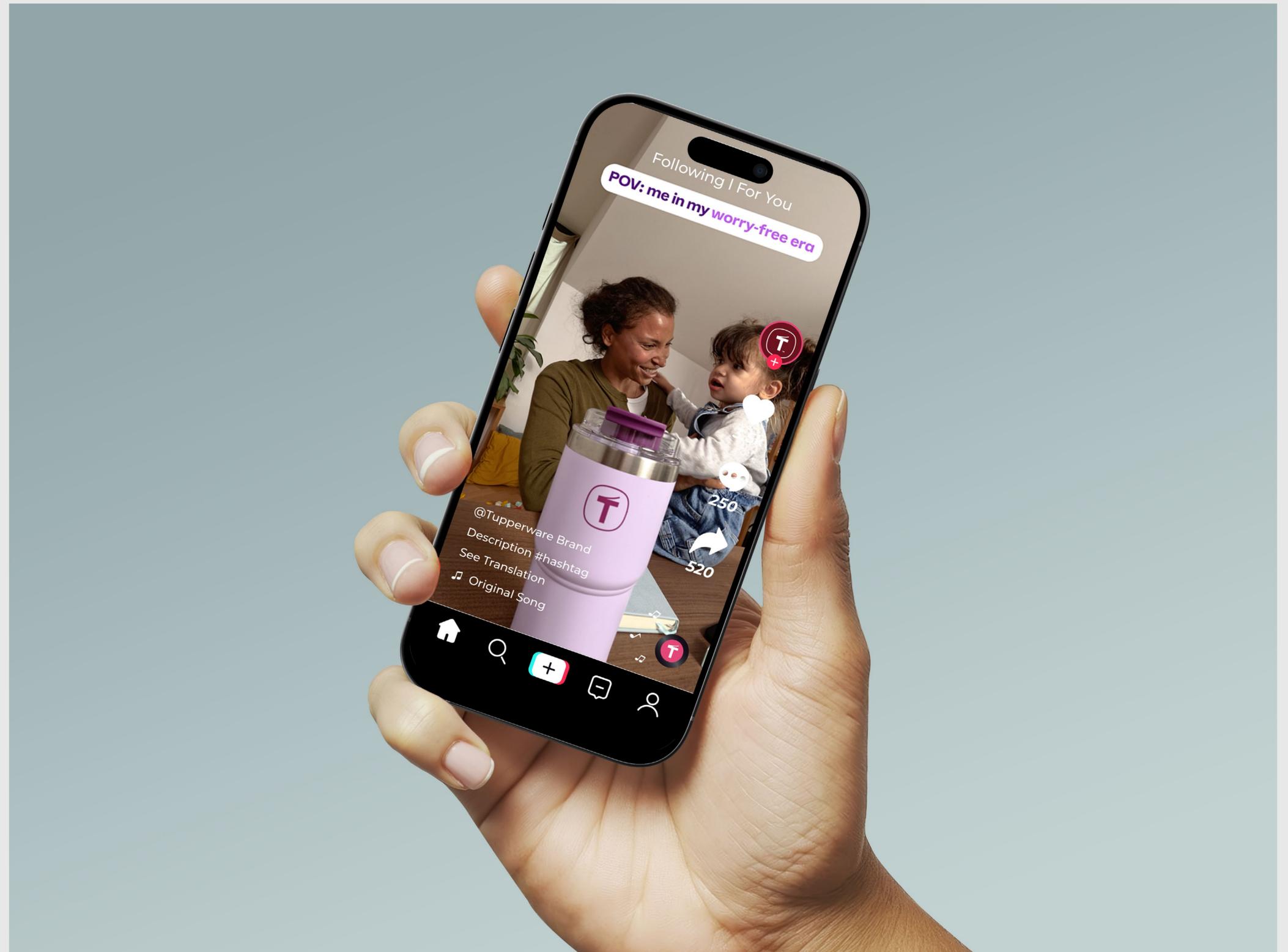
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TikTok Profile Example

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Canada YouTube Banner

Find the approved file in the following [Link](#)



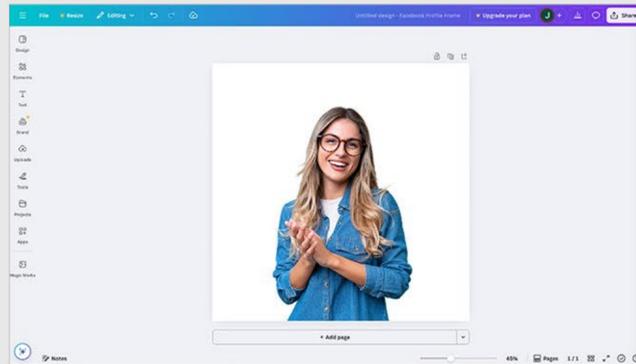
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Canada YouTube Profile

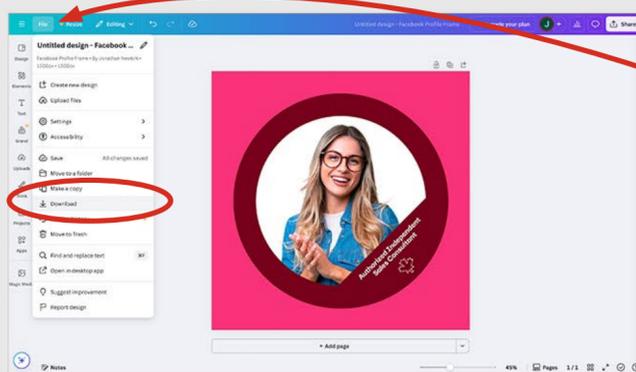
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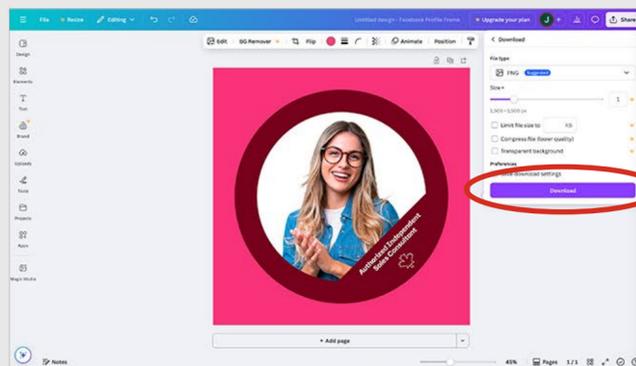
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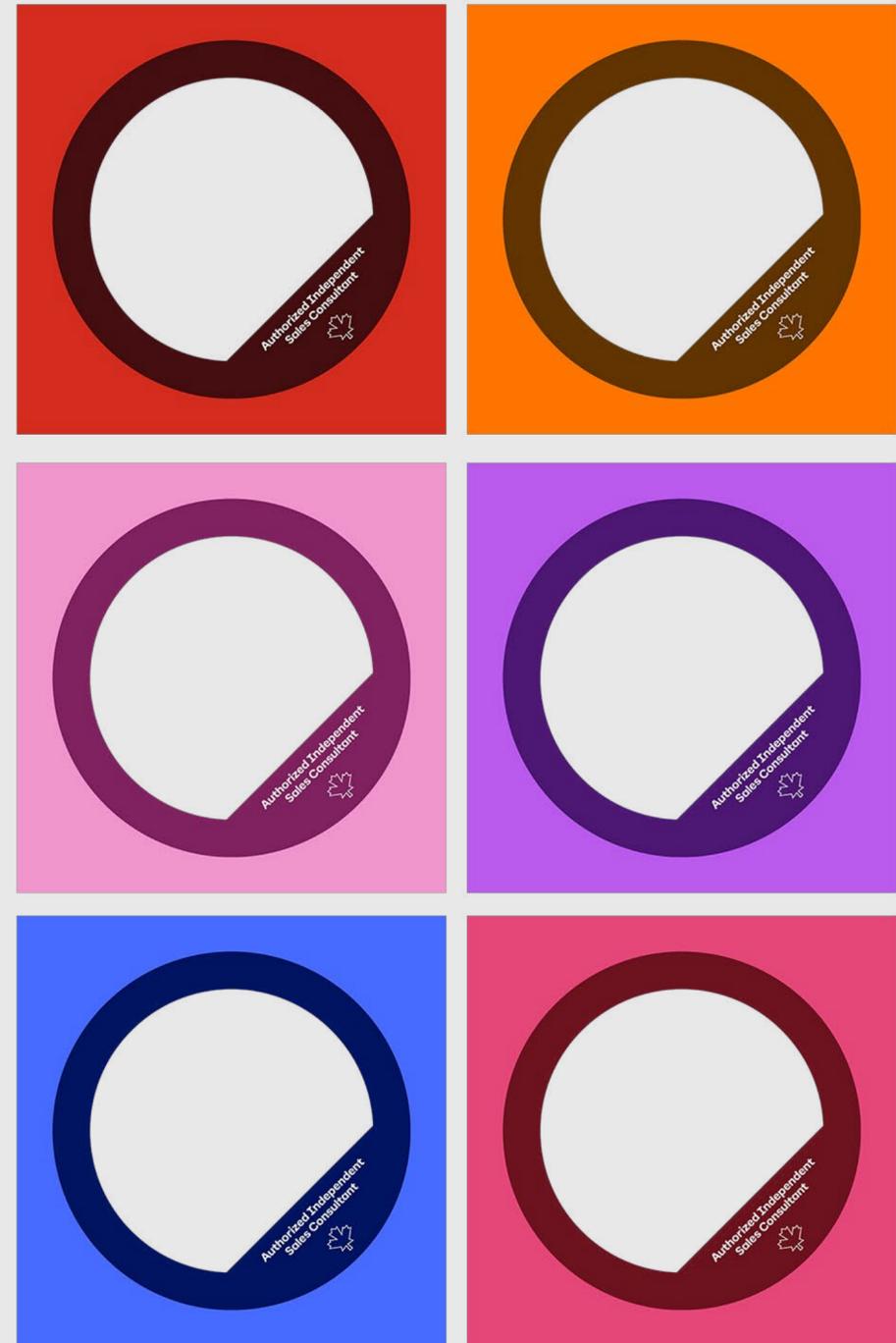
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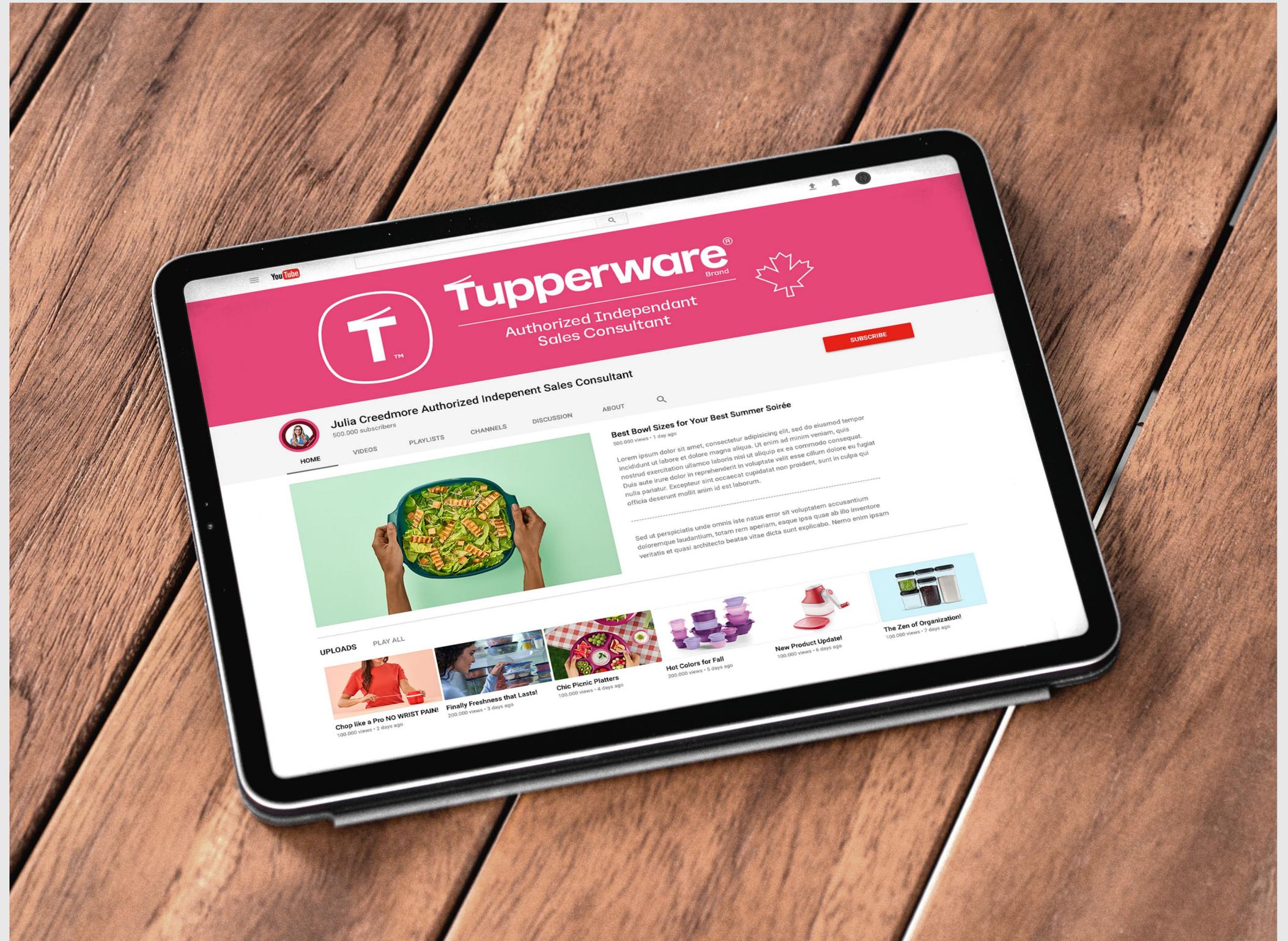
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Canada YouTube Profile Example

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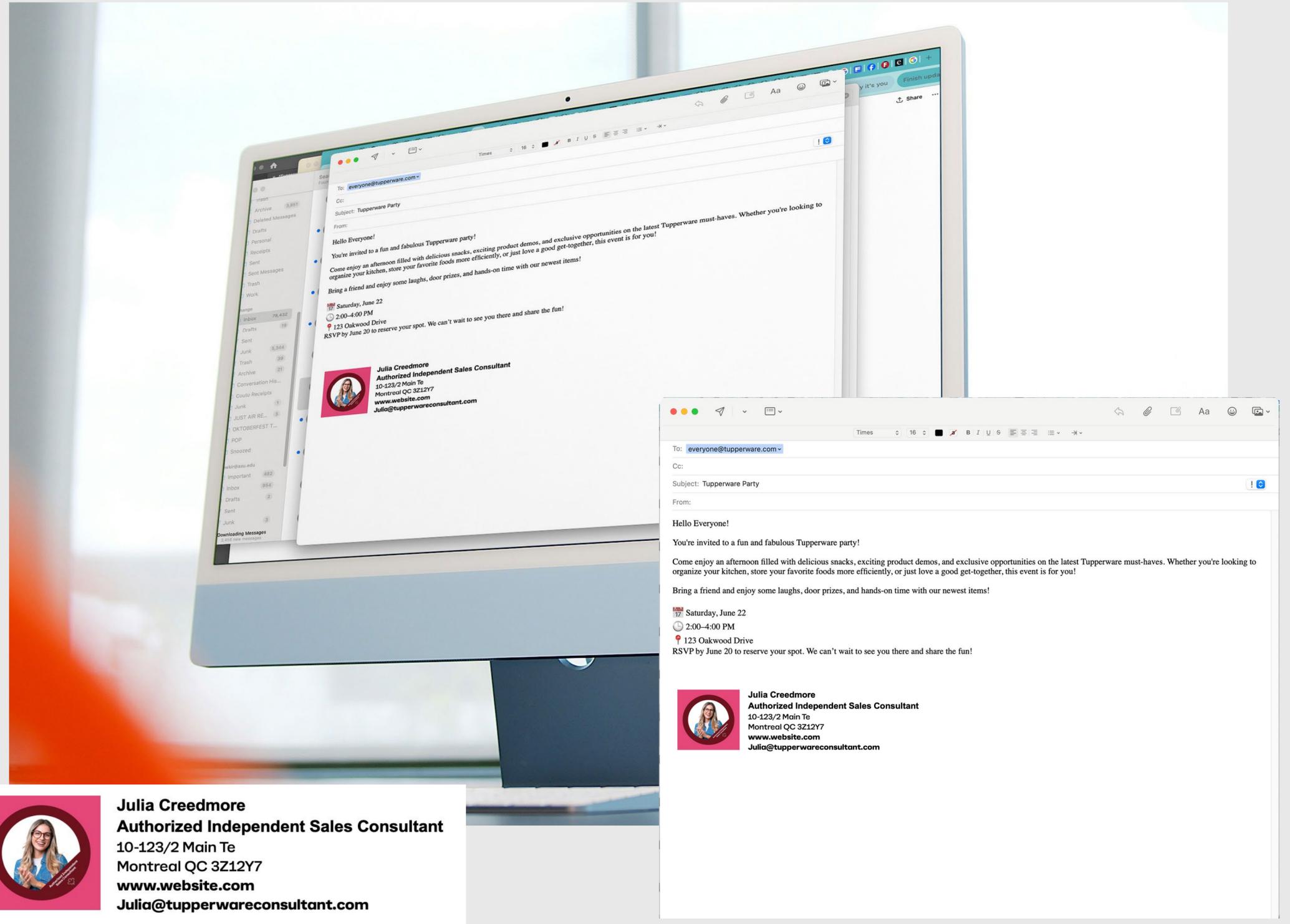


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Digital Signature For Email

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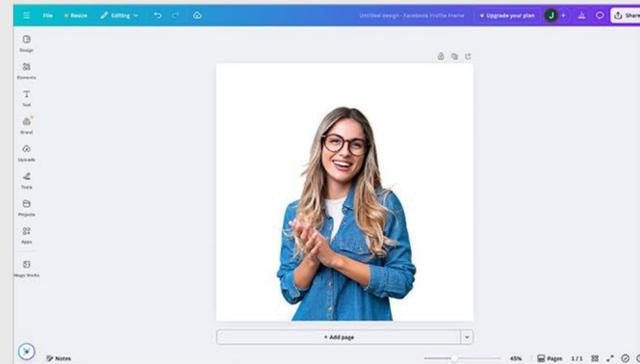
Julia Creedmore
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Montreal QC 3Z12Y7
www.website.com
Julia@tupperwareconsultant.com

Canada WhatsApp Profile

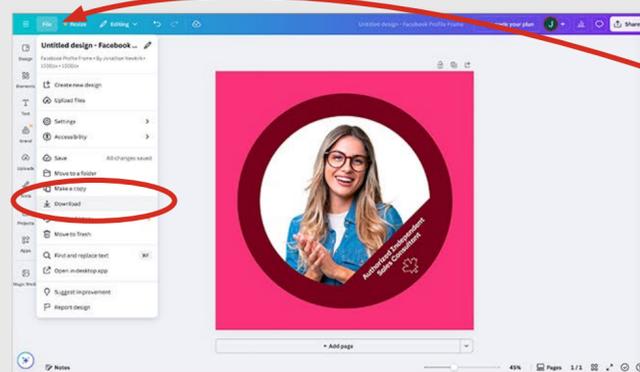
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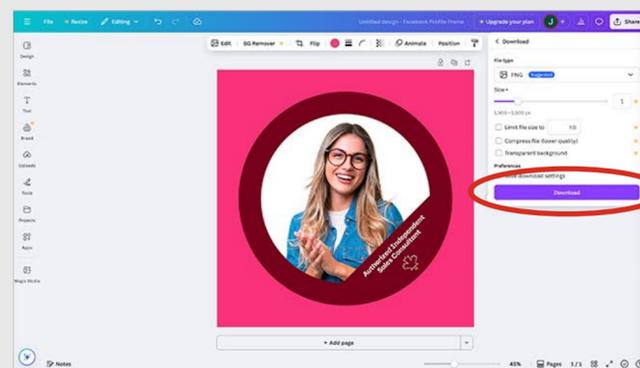
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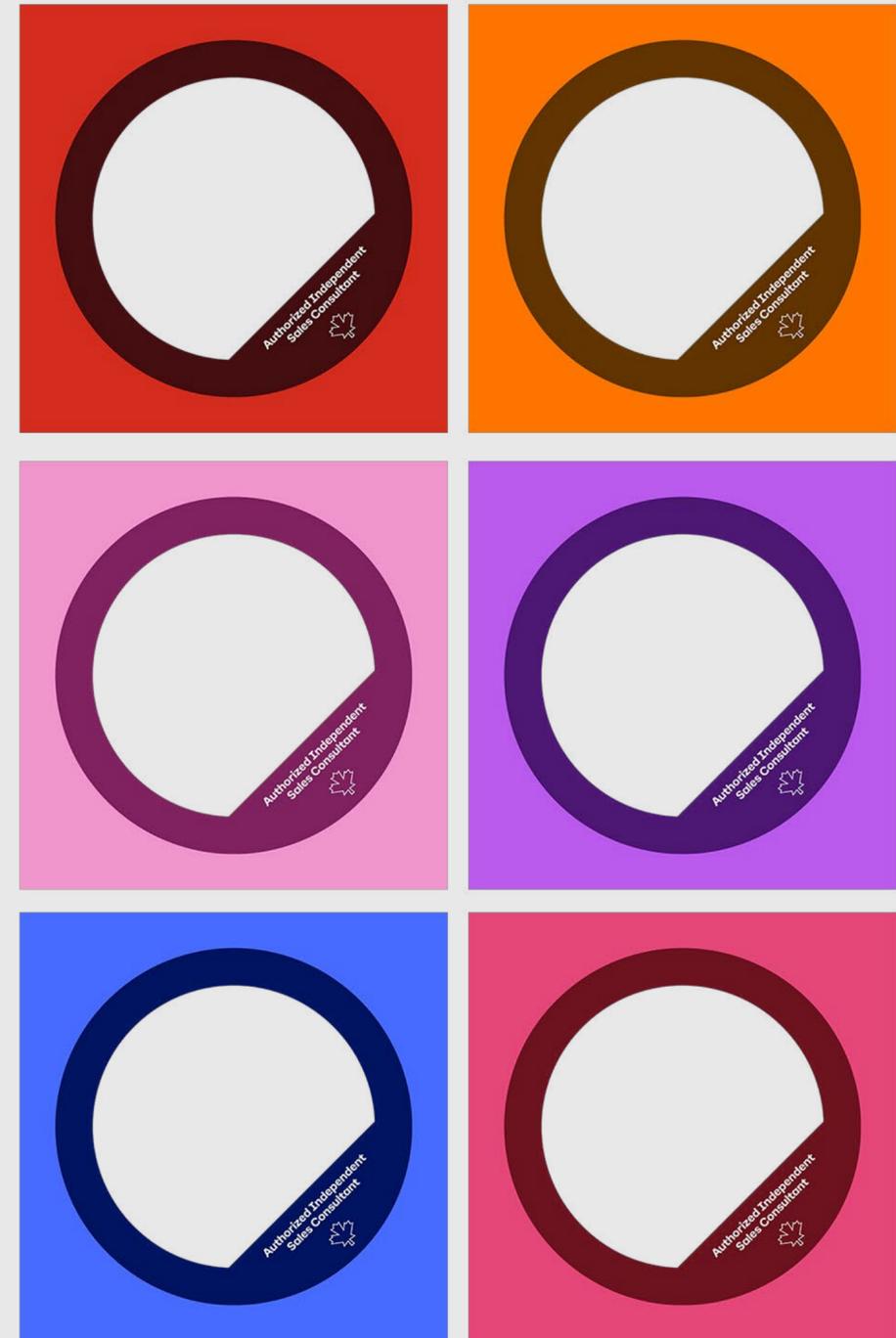
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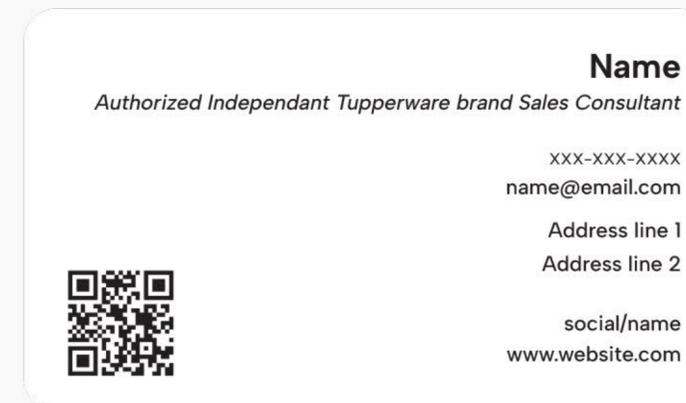
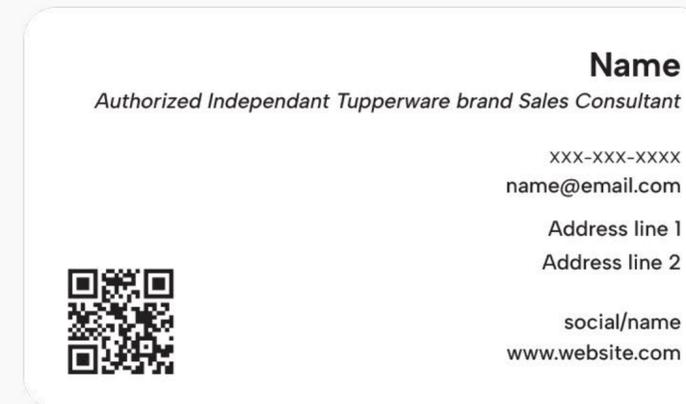
Canada Market Business Cards

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Customize QR Code on Vistaprint Website

Formatted for Vistaprint

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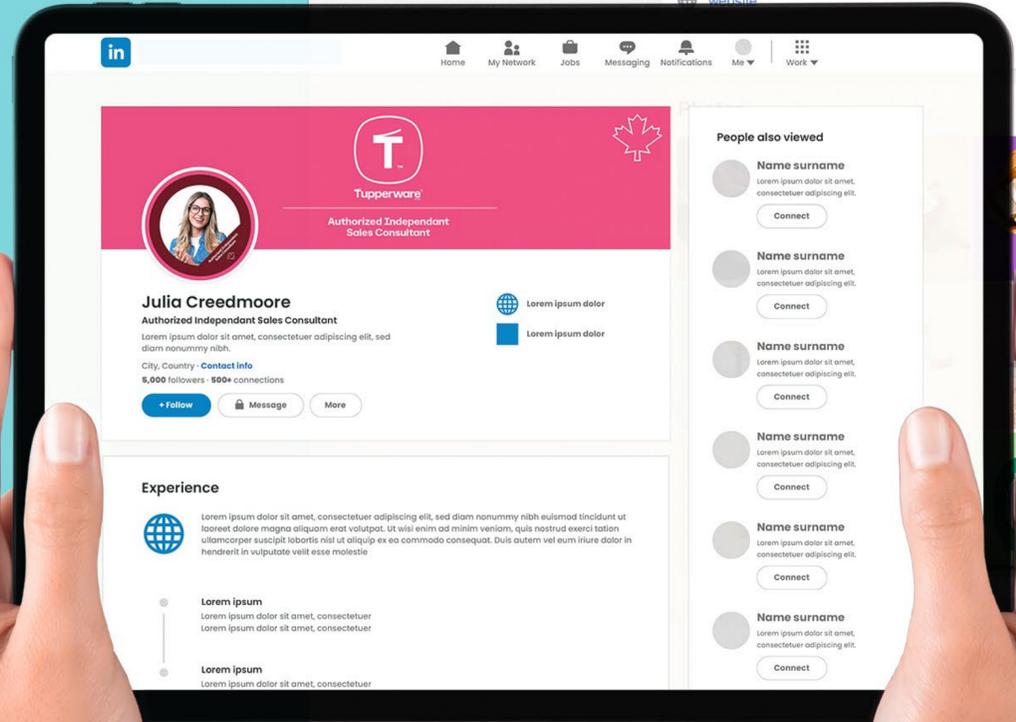
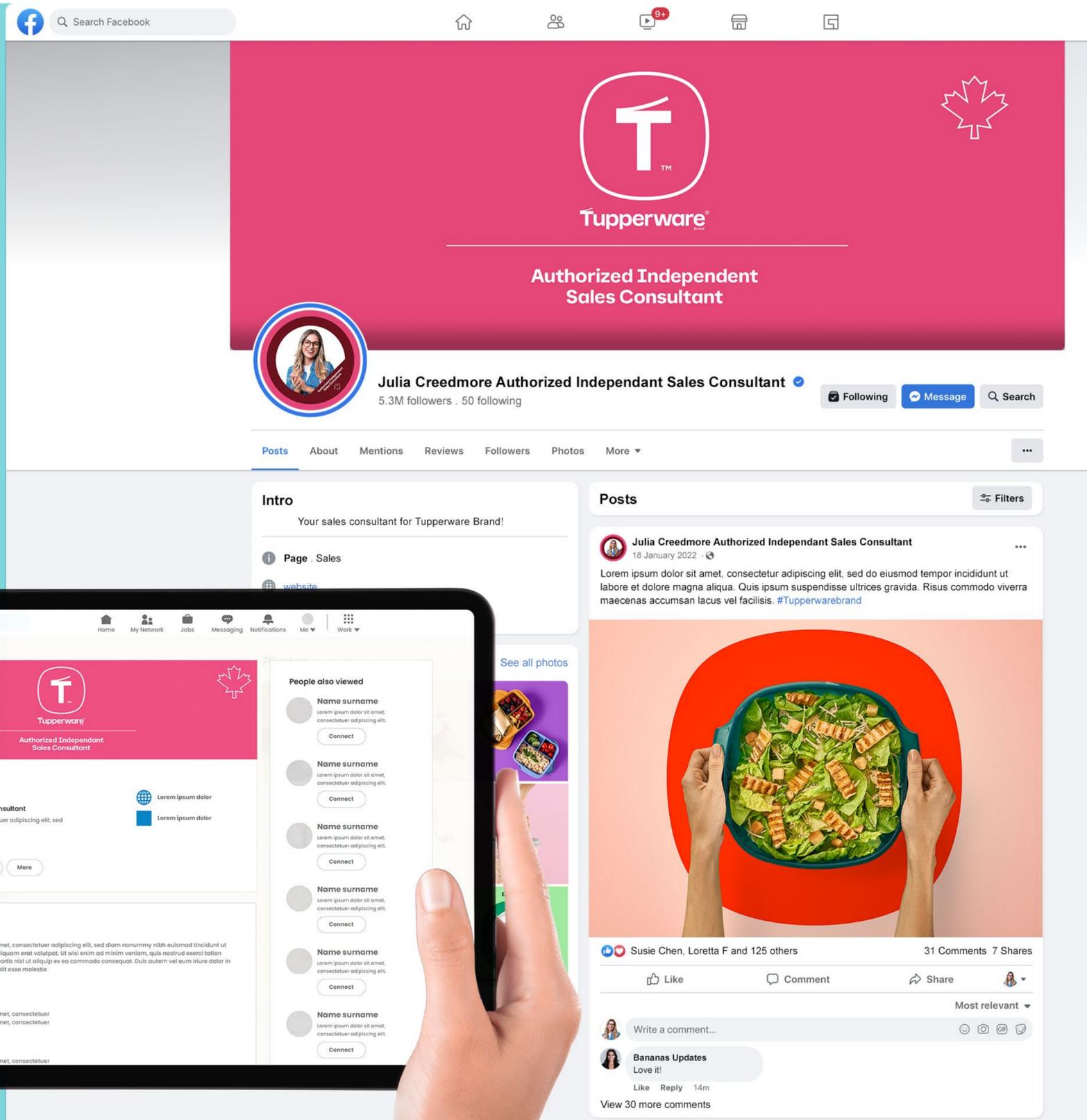
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Tupperware

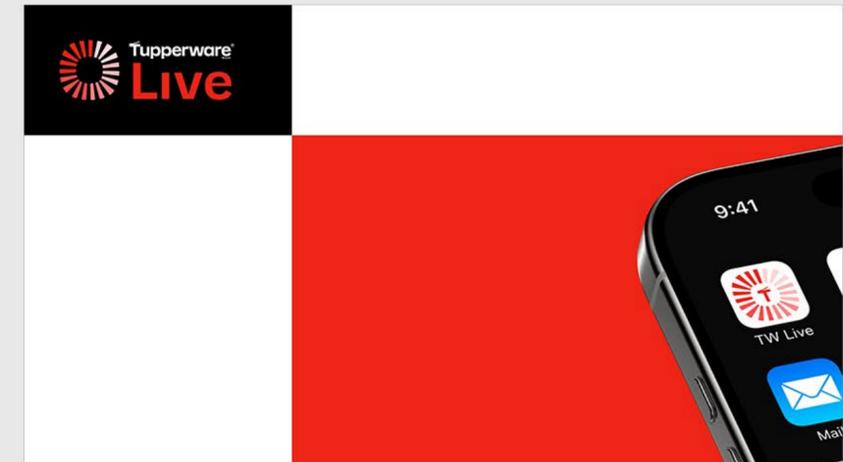
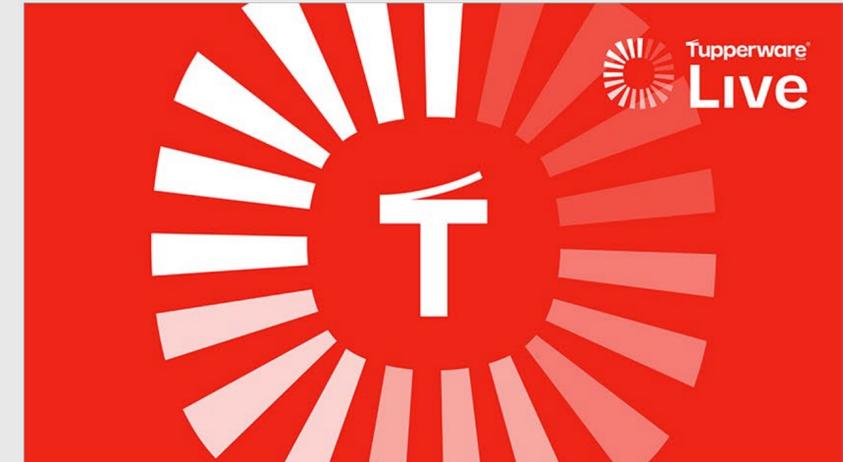
Live



Tupperware Live Backgrounds

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Tupperware Live Backgrounds

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Legal Guidance



Digital and Marketing Promotional Policy

Introduction

This Digital and Marketing Promotional Policy ("Digital Policy") is issued by Party US Operations LLC, on behalf of itself and its affiliates (collectively, the "Company") and outlines the guidelines and requirements for all independent sales consultants ("Independent Sales Consultants") regarding the promotion, marketing, and advertising of TUPPERWARE® brand products, particularly on digital platforms. This Digital Policy supplements, but does not replace, any existing agreement between the Company and Independent Sales Consultants.

Updated Apr 2025

1. Use of TUPPERWARE® Brand and Trademarks

Our brand is our most valuable asset. As an Independent Sales Consultant, you play a crucial role in maintaining its integrity and value. The following guidelines ensure consistent and appropriate representation of our brand across all platforms.



DO

- Use approved TUPPERWARE® logos, images, and marketing materials provided through official channels, such as:

TuppNow and _____

- Follow the Sales Force Brand Guidelines on TuppNow for proper colors, fonts, and visual presentation of the TUPPERWARE® brand.
- Use Company-provided digital assets for social media posts and online promotion.
- In your email address—you may use Tupperware, Tupper, Tupp or Tup before the @ symbol as long as your email signature clearly identifies you as an Independent Sales Rep.

Example: Tupsusie@gmail.com

- On Facebook – you may include Tupperware, Tupper, Tupp or Tup in your Facebook business page name, as long as your business page also clearly identifies you as an Independent Sales Rep.



DON'T

- Create, sell, or distribute merchandise featuring TUPPERWARE® logos or trademarks (other than products sold by our company).

- Alter, modify, or recreate TUPPERWARE® logos or trademarks. Use an email address that uses Tupperware, Tupp or Tup after the @ symbol

Example: Susie@topseller.com

- Use the words Tupperware, Tupper, Tupp or Tup in your user-name, handle or Web address (also known as domain name or URL).

Digital and Marketing Promotional Policy

2. Speaking on Behalf of the Brand

Clear communication about your relationship with the TUPPERWARE® brand and the Company helps maintain trust with customers. These guidelines ensure that your communications don't create confusion about who is speaking—you as an Independent Sales Consultant or the Company officially.



- **Clearly identify yourself as a TUPPERWARE® Brand "Independent Sales Representative" or "Independent Sales Consultant" in your bio, profile, email signature, etc.**

Example: Susie Smith, Tupperware® brand Independent Sales Consultant

- **In your social media profiles – you may describe yourself as an entrepreneur or independent business owner.**
- **Share official Company and TUPPERWARE® brand announcements and promotions as provided.**
- **Direct product or policy questions you cannot answer to official Company channels.**



- **Misrepresent yourself as the official account of the TUPPERWARE® brand (even for a certain area), an employee or official spokesperson of the Company.**
- **In your social media profiles, identify or enter TUPPERWARE® as your employer.**
- **Create content that could be interpreted as official Company statements on regulatory matters.**
- **Speak on behalf of Company regarding legal matters, controversies, or public issues.**

Digital and Marketing Promotional Policy

3. Required Disclosures

Transparency builds trust with your audience and complies with regulatory requirements. These disclosure guidelines help you maintain compliance with applicable regulations and industry best practices. The FTC in the United States and the Canada Competition Bureau in Canada are among the regulators who work to ensure that customers have a clear understanding of claims that companies and their sales representatives make regarding potential earnings, product performance and product results.

Key Regulatory Framework

Take time to familiarize yourself with the following guidelines and regulations so that you can ensure your activities as a Tupperware® brand Independent Sales Consultant always adhere to those requirements.

- The Tupperware® Independent Sales Consultants – Earnings Claim Policy Guide, which will help you determine whether a statement you are making would be considered an “earnings claim,” and if so, whether that claims is appropriate and whether it requires a reference to the TUPPERWARE® Brand Income Disclosure Statement (IDS) for your market.
- Section 5 of the FTC Act, which prohibits "unfair or deceptive acts or practices in or affecting commerce," including misleading endorsements.
- [FTC Endorsement Guides](#), which require disclosure of "material connections" between brands and endorsers.
- [FTC Trade Regulation Rule on Consumer Reviews and Testimonials](#), banning fake reviews and testimonials and those that fail to clearly disclose material connections between the reviewer and the brand.
- The Direct Selling Association’s Code of Ethics, which can be found at <http://www.dsa.org/consumerprotection/code-of-ethics>

Digital and Marketing Promotional Policy

Required Disclosures Continued...



- Clearly and conspicuously disclose your relationship with the Company in all promotional content and on each platform where you post content (including Stories, Reels, TikToks, etc.) that you are a TUPPERWARE® Brand "Independent Sales Representative" or "Independent Sales Consultant," including in your bio, profile and hashtags.
- When talking about how much you have earned or how much others may earn as an Independent Sales Consultant, follow the Earnings Claim Policy Guide.
- The first time that you post a video on each social media platform, introduce yourself as a TUPPERWARE® Brand "Independent Sales Representative" or "Independent Sales Consultant".



- Use vague or unclear language regarding your relationship with the Company, or assume your audience already knows about your status as a TUPPERWARE® Brand Independent Sales Consultant.
- Make claims about financial freedom or implying that a luxury lifestyle will be gained from becoming an Independent Sales Consultant.
- Post reviews of products you have not personally tried.

Digital and Marketing Promotional Policy

4. Product Marketing Guidelines

Effective product marketing is key to your success. These guidelines help you showcase our products accurately and authentically while avoiding claims that could mislead customers or create legal issues as you create and share content on your personal social media channels on approved social media platforms (such as Instagram, Facebook, TikTok, YouTube).



- Engage with potential customers through your personal social media accounts.
- Create authentic demonstration videos showcasing proper product use.
- Share personal experiences and testimonials about products you have personally used.
- Reflect your honest opinion, findings, belief, and experience with TUPPERWARE® brand products.
- Use approved product descriptions and specifications provided by the Company.
- Highlight key features and benefits as outlined in Company-provided materials.
- Promptly correct any false, inaccurate, or misleading information.
- Use Company-provided materials when talking about TUPPERWARE® brand promotions
- Promote the fact that the host of a TUPPERWARE party is eligible to receive a free gift or credits to purchase merchandise on [Tupperware.com / Tupperware.ca]
- You may (at your own expense) give away free gifts with purchase. Example: buy \$100 worth of product and I will send you a surprise free gift.



- Represent personal social media accounts as official TUPPERWARE® brand or Company accounts.
- Make claims about products that are not supported by Company materials or that would be false or misleading if the Company made them directly.
- Post reviews of products you have not personally tried.
- Misrepresent product capabilities, features, or benefits of TUPPERWARE® brand products.
- Use content that you find on the Internet, on social media, etc. and represent it as TUPPERWARE® brand or Company material.
- Compare TUPPERWARE® brand products to competitors' products in a misleading manner.
- Create your own catalogs with pricing information.
- Alter Company promotions or sales kits.
- Refer to host credits as a “shopping spree”.
- Create your own sweepstakes, bingo or other pay-to-play promotions. Example: buy \$50 worth of TUPPERWARE product and get a chance to win [X]

Digital and Marketing Promotional Policy

5. Digital Advertising Practices

Digital advertising can significantly expand your reach and business growth. These guidelines help you invest in effective advertising while protecting our brand and following platform-specific requirements.



- Invest in paid promotion of your original social media content via boosting your posts or putting paid media behind your product demonstration posts on social media platforms.
- When engaging in search engine marketing – follow Company best practices and guidelines.
- Use the negative keywords feature to make sure your ad does not appear in response to searches for the TUPPERWARE brand trademarks.
- You may bid on other keywords and keyword phrases such as “plastic products,” “storage containers,” “cake takers,” “cookware,” “kitchen gadgets” etc.
- In your advertising content, we strongly recommend that you use only Company provided marketing materials released assets from the Company, unedited and unaltered. But if you create your own demonstration videos, make sure that you are making only truthful statements about the product.
- Implement UTM parameters/tags (small pieces of code added to the end of a URL) in order to help TUPPERWARE track the performance of your marketing campaigns by identifying the source, medium, campaign name, term, and content of website traffic.
- Follow platform-specific advertising guidelines.
- Follow local laws (such as CAN-SPAM in the US and CASL in Canada) when conducting email marketing.



- Create advertisements that could be confused with official Company advertising.
- Engage in search engine marketing with the intent of “sniping” other consultants’ sales or cross selling or marketing to other distributors’ customers.
- Bid on TUPPERWARE brand marks for pay per click or search engine marketing, this includes Tupperware, Tupper, Tupp and Tup.
- Use AI-generated advertising content.
- Use misleading advertising techniques or clickbait.
- Be a spammer!

Digital and Marketing Promotional Policy

6. Digital Sales Channels

Our digital sales strategy is designed to provide a consistent customer experience while allowing you to build your business. These guidelines help maintain channel integrity while maximizing earning potential through approved platforms.



- Share your unique affiliate links that direct customers to the Company's official e-commerce platform.
- Direct customers to your personalized My.TUPPERWARE website/portal provided by TUPPERWARE for purchases.



- Set up your own e-commerce shops on Shopify, Amazon, TikTok Shop, or other platforms to sell TUPPERWARE® brand products.
- Sell TUPPERWARE® brand products through unauthorized third-party websites or platforms.
- Create alternative purchasing channels that bypass the Company's official sales systems.

7. Multi-Level Marketing

In your activities as a Tupperware® brand Independent Sales Consultant, be sure to follow the guidelines below to support ethical practices that sustain long-term business growth.



- Use only your Company-assigned Personal Website link when directing customers to Company platforms.
- Accurately explain the Company's compensation structure for Independent Sales Consultants by strictly following the Tupperware® Independent Sales Consultants – Earnings Claim Policy Guide.
- Honestly represent the work involved in building a successful sales business.
- Strictly adhere to Company guidelines, including the Tupperware® Independent Sales Consultants – Earnings Claim Policy Guide, when recruiting new Independent Sales Consultants and discussing potential income.



- Use multiple email addresses or accounts to manipulate the Company's commission system.
- Make specific income promises or guarantees to potential recruits.
- Misrepresent the effort required to achieve success as an Independent Sales Consultant.
- Focus primarily on recruitment rather than product sales.

Digital and Marketing Promotional Policy

8. Customer Data Management

Protecting customer data is not just good business practice—it's legally required. These guidelines are intended to help you handle customer information responsibly and in compliance with applicable privacy laws.



- Comply with all applicable privacy laws and Tupperware's privacy policy.
- Encourage customers to enter their necessary personal information directly into your My.Tupperware Personal Website in order to purchase product.
- Only collect customer's personal data that are necessary and legally permitted (e.g. name, email, address).
- Safeguard customer's personal data and retain it only for as long as necessary for business purposes. All Credit Card or other financial information should be destroyed immediately after use.
- Only use customer data for its intended business purpose.
- Provide privacy notices when collecting personal information.
- Securely delete all customer data when no longer required for intended business purpose.



- Avoid collecting sensitive personal information (for example credit card information), unless absolutely necessary and legally permitted.
- Share customer data with unauthorized third parties.
- Use customer data for purposes other than fulfilling orders or providing customer service.
- Retain customer data longer than necessary for business purposes.

Digital and Marketing Promotional Policy

9. Compliance and Enforcement

The Company reserves the right to monitor Independent Sales Consultants' digital marketing activities for compliance with this Digital Policy. We reserve the right to ask you to take corrective action or take down any content that the Company deems, in its sole discretion, to not comply with Company guidelines. Your failure to take such action within the timeframe contemplated in our notice may subject you to any of the enforcement actions below.

Violations may result in:

1. Warnings and required corrective actions.
2. Temporary suspension of selling privileges.
3. Your My.Tupperware account being placed on hold.
4. Termination of your agreements and status as an Independent Sales Consultant.
5. Legal action in cases of serious violations.

10. Digital Policy Updates

This Digital Policy may be updated periodically. The most current version will be available on the Independent Sales Consultant portal.

11. Questions and Support

For questions regarding this Digital Policy, please contact your upline Business Leader or Company Customer Care at [Customer Care email] or [Customer Care phone number].

Contact

For further information, please contact the Brand Management team for assistance. We also recommend visiting the Tupperware Bynder database to download brand resources, guidelines and find out more about the Tupperware® brand [Link](#)

GlobalBrandStandardsQA@tupperware.com

Please keep in mind that there are also legal guidelines for how to use the Company trademarks and when to use the trademark registration symbols.



Thank you

Tupperware[®]
Brand

www.tupperware.com

PARTY US OPERATIONS LLC

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