



COACH CODE OF ETHICS

As an Independent OPTAVIA Coach, I agree to conduct my business according to the following principles:

I will conduct myself in such a manner as to reflect only the highest standards of integrity and responsibility, and will always attempt to serve others as I would have them serve me.

I will utilize strategies and practices that will reflect positively on myself and on **OPTAVIA** and, in all situations, strive to uphold the good name of the Company and pledge to be loyal by serving not only the letter but also the spirit and intent of its Policies and Procedures.

I will respect and honor the needs of my Clients at all times and I will accept and carry out the responsibilities of an **OPTAVIA** Coach by treating my Clients with sensitivity and confidentiality while striving to provide them with the best care, support, and training that I can deliver.

I will maintain a professional relationship and attitude towards my Clients, my fellow Coaches and to the competitors of **OPTAVIA** and, if I find in a dispute or divergent position with any person, I will conduct myself appropriately and attempt to settle the situation in a manner that is fair to all parties.

I will present **OPTAVIA**'s business opportunity to prospective Independent **OPTAVIA** Coaches in a realistic and honest manner and will only make such representations as are sanctioned in Official **OPTAVIA** literature. I will represent the Company's Compensation Plan completely and without exaggeration to all potential Independent **OPTAVIA** Coaches.

I will become familiar with and abide by all laws that may govern my independent business.

I will honestly abide by this Code of Ethics, and comply with all rules, regulations, Policies and Procedures, and those that may later be announced and published in Official Company publications.