



ADVERTISING AND PRODUCT REPRESENTATIVE PRINCIPLE

Principle Statement :

GTG's reputation as a responsible company extends to the products and services we offer and how we present them. GTG employees and any third party to which this Principle applies, must represent GTG's product and services truthfully, fairly, accurately and in a professional manner in all sales, advertising, packaging and promotional efforts. Management of every GTG business unit is responsible for having a process to ensure appropriate review of advertising and claims about its products and services.

Purpose :

Trust is the foundation on of GTG's business relationship with its customers, business partners and end users. GTG must communicate honestly and accurately about GTG's products and services. This Principle applies globally to all employees and may apply to third parties acting on behalf of GTG. See the Compliance Principle for information on when a third party might be covered by the Code of Conduct Principles.

Additional Guidance :

- Apply this Principle to all express or implied claims in advertising which includes product literature, labels, packaging, advertising copy, environmental claims, customer surveys and certifications, promotional materials, technical data sheets, product information sheets, user and maintenance manuals, videotapes, internet sites, social media and etc.
- Always represent GTG products and services truthfully, fairly, accurately and in a professional manner in emails, conversations, contracts, sales materials, advertising, packaging, promotions and all other communications.
- Substantiate claims, as appropriate through testing based on sound statistical and scientific principles or approved through the GTG business unit's claims approval process.
- Do not overstate a product's performance.
- Do not make claims that have not been approved or appropriately substantiated.
- Follow the procedures required by the business unit for review and approval of advertising. Often these procedures will require written approval from marketing, laboratory, technical service, clinical, quality, product responsibility, regulatory and toxicology and Legal Affairs.
- Avoid advertising or claims not consistent with GTG's corporate values.
- Do not engage in deceptive acts or practices or other unfair methods of competition.
- Do not make false or deceptive statements about GTG products or services.
- Do not make false or deceptive comparisons of GTG's and any competitor's products or services.
- Do not unfairly criticize or discredit a competitor or its products or services.
- Do not misrepresent the quality or effectiveness of a product or services.
- Do not pass off one's products or services as those of an other such as by simulating a competitor's packaging or trademarks.

Penalties :

Violations of the law and GTG's Code of Conduct will result in discipline, up to and including termination from employment.

