

Guthy-Renker Corporation

Guthy-Renker, LLC. ("GR" or "Guthy-Renker") is the marketer, exclusive licensee or owner of a variety of consumer products commonly sold on television, including, but not limited to, Proactiv, Youthful Essence, Anthony Robbins Get the Edge, Sheer Cover, Meaningful Beauty, and Dean Martin. Please refer to the following FAQs if you are a consumer concerned about an auction listing a Guthy-Renker product or if you are a seller whose auction or account was terminated by eBay for reported misuse of a Guthy-Renker trademark.

Frequently Asked Questions

Why was my auction suspended?

Your auction was most likely removed from eBay because it offered for sale unauthorized or counterfeit merchandise featuring one of our trademarks, or the auction misused our trademark or violated one of our copyrights. Guthy-Renker regularly monitors the Internet, including auction sites, in order to protect its rights and has a legal responsibility to defend against the misuse of its trademarks, copyrights, and intellectual property. This includes, but is not limited to, website copy, catalog descriptions, logos, and brand imagery—including box and bottle artwork.

Some of Guthy-Renker products include "over the counter" ingredients and other ingredients that are marketed in various countries under the laws and regulations of each country. GR has strict quality control on the grade of products we use and the expirations on each.

If your auction was terminated in response to a request from GR, it means that the item you were selling or the listing itself infringed an intellectual property right owned by Guthy-Renker, or the product authenticity was in question.

Is there an easy way to identify the authenticity of an auction or GR products?

Proactiv

Proactiv works because GR enforces strict quality controls during its manufacturing process to guarantee the end user has a product containing the freshest, purest ingredients. Legitimate Proactiv products containing active OTC ingredients will have an expiration date stamped on the bottle or tube, this includes all bottles in our 3-piece system. Sometimes a seller will indicate that the expiration date was left off at the factory. No bottle of our Proactiv 3-piece system will ever leave our warehouse for sale without a clearly-visible expiration date, factory seal, and **identifying lot code**.

Proactiv is generally sold in kits (as seen on our website and catalogs). We do not sell our products in bulk. Sometimes a seller will list auctions in odd combinations, sizes, or lots. Authorized sales of legitimate product are never sold in this fashion.

Due to international regulations and restrictions on some active ingredients, Proactiv is produced with different active ingredients for different countries. Some sellers will include bottles intended for distribution in another country. These bottles will sometimes have labels in a different language.

Sometimes a seller will display pictures of legitimate product but will later contact the winner of the auction by email and offer to sell them a "newer" or "limited edition" video containing all of the videos on one. These are inferior quality copies not produced by Guthy-Renker. Please report all such auctions to vero @ guthy-renker.com.

Why hasn't Guthy-Renker suspended all auctions selling infringing or questionable products?

Guthy-Renker has a proven track record of customer satisfaction selling quality products. Guthy-Renker uses a variety of tools to monitor and identify the sale of questionable products through unauthorized sources. Despite this, it is possible that some infringing auctions escape our attention. The fact that others may be selling questionable or infringing products does not give others the right to engage in the activity. Nor does it prevent GR from ending those auctions and pursuing legal action when it does become aware of infringement. If you wish to report an auction that has not yet been suspended, please include the seller ID and auction number in an email to vero @ guthy-renker.com. Please be aware that we may not be able to respond to all inquiries, but will investigate the complaint.

Why does Guthy-Renker care about small sellers on eBay?

Guthy-Renker has over 16 years of experience selling high quality products with a proven track record of customer satisfaction that consumers have grown to trust. We are proud of that record and will not allow that record to be tarnished by infringers selling unauthorized products of questionable ingredients or fit and finish. The sale of such products damages our reputation and leads to consumer complaints from customers who do not realize the inferior quality product was not purchased from Guthy-Renker. GR vigorously and aggressively enforces its intellectual property rights to the goodwill associated with our brand names by using all means available to us—including, but not limited to, suspension of auctions, reporting repeat violators to eBay for possible account termination, as well as both criminal and civil litigation against sellers peddling unauthorized products bearing our trademarks.

I thought the item was authentic when I purchased it. What if I bought it at a flea market? Why can I resell it?

Paying for a product does not automatically give you the right to resell it. The sale of infringing product is illegal. Period. You can be held liable. Furthermore, the sale of unauthorized OTC active ingredient products is regulated in many countries, including the United States. The efficacy of expired products is questionable, and counterfeit products could be harmful to the end user and illegal to distribute in the country of receipt. Knowledge is not required for a seller to be liable for damages under either the Federal Trademark Act or the Copyright Act. Guthy-Renker will act aggressively to protect its customers and trademarks.

Can I use the name of a Guthy-Renker product in my auction to sell another product?

Generally, no. Federal trademark law prohibits you from using the name of any of our products in such a way that potential buyers could become confused and come to believe that the product you are auctioning has been produced, authorized, or otherwise sanctioned by Guthy-Renker. If you use the name of a Guthy-Renker product in your auction, you are risking confusion and may be violating federal law.

Can I use either the Guthy-Renker logo or a Guthy-Renker brand logo (such as Proactiv) in my listings?

Generally, no. Federal trademark law prohibits you from using one of our logos in such a way that potential buyers could become confused and come to believe that the product you are auctioning has been produced, authorized, or otherwise sanctioned by Guthy-Renker. If you use a Guthy-Renker logo in your auction, you are risking confusion and may be violating federal law.

Can I sell international versions of Guthy-Renker products in another country?

No. Guthy-Renker has different formulations to comply with the regulations of active ingredients in each country. The import or export of those products may violate the laws of your country or another.

Can I become authorized to sell Guthy-Renker products on eBay?

No. In order to guarantee the quality of product received, products must ship directly from us. We do not authorize the redistribution of our products in the United States over the web. Guthy-Renker cannot guarantee the authenticity of products purchased through any other means nor warrant the efficacy of the product you receive. If you have any questions or problems with products received through unauthorized channels, you will need to contact the seller directly.

If you feel you have received counterfeit product or would like to report the misuse of Guthy-Renker trademarks or copyrights, please contact us at [vero @ guthy-renker.com](mailto:vero@guthy-renker.com). We will investigate all complaints, however, we may not be able to respond with the results of our investigation.

