

LEAN GREENS

Ambassador Programme Guide

Everything you need to know

Welcome

Thanks for being part of this. Lean Greens has been running since 2012 — we've never had a huge marketing budget, which means people recommending us genuinely has always mattered more than paid ads. That's what this programme is.

This document covers how the programme works, what we pay, what we ask of you, and what happens if things go wrong. Read it once properly. You're agreeing to all of it by participating.

Questions? Email us: affiliates@leangreens.com

How It Works

When you join the programme, we give you a unique referral link. Anyone who buys through that link earns you a commission. Simple.

Your Commission

Rate	10% of qualifying revenue
Qualifying revenue	Gross order value, minus VAT, shipping charges, and any discounts applied at checkout
What's excluded	VAT, shipping, discount codes, and any refunded or charged-back orders
Minimum threshold	£20 — commissions accumulate until you hit this before we pay out
Payment method	Bank transfer or PayPal — you choose when you sign up
Payment timing	Monthly, on the last working day of the month, for the prior month's confirmed orders
Refunds	If a customer returns an order, the commission on that order is deducted from your next payment

We reserve the right to change commission rates or payment terms. If we do, we'll give you at least 30 days' notice by email before any change takes effect. Your continued participation after that point means you've accepted the new terms.

Your Referral Link

You get one link. One account. That's it.

Applying for multiple links — or using someone else's — will get your account terminated immediately and any unpaid commissions forfeited. If you want your link changed (say, you've rebranded), just email us and we'll sort it.

One person. One link. One account.

If something's gone wrong or you need your link updated, just email us. We'd rather fix it than lose you.

Promoting Lean Greens

We don't micromanage how you promote us — you know your audience better than we do. There are a few things we do ask, and a few things we won't allow. Here's both.

What we ask

- Be honest. Only recommend us if you actually rate the product. If it's not working for you, tell us — don't just keep promoting it.
- Be clear that you earn a commission. UK advertising regulations (ASA/CAP) require you to disclose paid or incentivised promotion — use #ad, #affiliate, or equivalent wherever required. This is your legal responsibility, not ours, but it reflects on both of us.
- Keep it relevant to your audience. A greens powder recommendation that comes out of nowhere will convert badly and undermine your credibility.

What's not allowed

The following will result in your account being reviewed, suspended, or terminated:

- × Reusing Lean Greens content (images, copy, video) without our permission.
- × Posting your link on coupon sites, deal forums, Reddit, or any public discount aggregator.
- × Running paid ads that bid on Lean Greens brand keywords (e.g. Google Ads targeting 'Lean Greens' or 'leangreens.com').
- × Promoting your link on our own social accounts or in the comments of other ambassadors' content.

- × Making false or misleading claims about our products — including health claims that aren't substantiated.
- × Using inappropriate language, discriminatory content, or anything that would embarrass the brand.
- × Disparaging Lean Greens, our products, or our team — in public or in private with other ambassadors.
- × Contacting our team on personal social media accounts. Use affiliates@leangreens.com.

If you're unsure whether something is allowed, just ask before you do it. A quick email is easier than dealing with the fallout.

What We Provide

- Your unique referral link, set up and tracked through our affiliate platform.
- A private channel (Discord or similar) where we share updates, new product info, content assets, and any changes to the programme.
- Access to approved creative assets — product images, copy, and any campaign materials we produce.
- A monthly commission report showing your clicks, orders, and earnings.

We'll keep the private channel updated with anything relevant to how you promote us. You're expected to keep an eye on it — if a rule changes or a new campaign launches and you missed the announcement, that's on you.

Confidentiality

As an ambassador, you may come across information that isn't public — upcoming products, pricing changes, supplier details, campaign plans, or anything else we share in the private channel or directly.

Don't share it. Not publicly, not with competitors, not with other people outside the programme. This applies while you're in the programme and after you've left it.

If you're unsure whether something counts as confidential, assume it does and ask.

Your Responsibilities

By joining the programme, you confirm:

- You are 18 years of age or older.
- You have the legal right to enter into this agreement.
- Your promotion of Lean Greens will comply with all applicable UK laws and advertising regulations, including ASA/CAP guidelines on disclosure of commercial relationships.

- You won't infringe the intellectual property or privacy rights of any third party in connection with your participation.
- You are responsible for declaring any income earned through the programme to HMRC. We don't deduct tax from commission payments — that's your responsibility.
- You are an independent contractor, not an employee or agent of Lean Greens. You're not entitled to holiday pay, sick pay, pension contributions, or any other employment benefits.

Leaving the Programme

You leaving

You can leave at any time. Email us at affiliates@leangreens.com and we'll deactivate your link. Any commissions you've earned up to that point will be paid out in the next regular payment run, provided the orders haven't been refunded or charged back.

Us ending your participation

We can terminate your participation at any time. In most cases we'll tell you why — usually it's a breach of these terms. In some cases (for example, fraud or serious misconduct), we may terminate immediately without notice.

If we terminate your account due to a breach of these terms, we reserve the right to withhold any unpaid commissions that relate to the period of the breach. We'll tell you if that's the case.

If we end your participation for reasons unrelated to any breach on your part, we'll pay out any earned commissions in full.

Disputes

If you have a problem — with a payment, a decision we've made, or anything else related to the programme — email us first. Most things can be sorted without escalating.

If we can't reach an agreement, either party may refer the matter to a UK-based mediator, with costs split equally. If mediation fails, any legal proceedings will be subject to the laws of England and Wales and the exclusive jurisdiction of the courts of England and Wales.

Changes to This Guide

We'll update this document as the programme evolves. When we do, we'll post the updated version in the private channel and send you a notification. Changes to commission rates or payment terms come with 30 days' notice. Other changes (like clarifications to permitted usage) may take effect sooner.

Your continued participation in the programme after a change is made means you accept the updated terms.

One Last Thing

We're a small team. We don't have a legal department or an automated affiliate system that runs itself. When something goes wrong, a real person looks into it.

We want this to work well for you. The rules above aren't there to catch you out — they're there so that when someone promotes us, it's done in a way that's honest, sustainable, and doesn't create problems for either of us.

If something's unclear, just ask. affiliates@leangreens.com

Tim Goodwin — Co-founder, Lean Greens

Acceptance

By participating in the Lean Greens Ambassador Programme, you confirm that you have read and understood this guide, and that you agree to be bound by its terms.

Name: _____

Signature: _____

Date: _____

Referral link / username: _____