

# Advertising and Product Representation Policy

## Applies To

This document applies to all employees and may apply to third parties acting on behalf of 3M.

## Introduction and Background or Purpose

Around the world, governing organizations at the National, State, and/or Local level have set forth requirements to ensure companies fairly represent their products and services in the marketplace. This includes all sales, advertising, packaging and promotional efforts.

## Requirements or Expectations

Overall responsibility for compliance to 3M's Advertising and Representation Policy is assigned to the Business Unit Marketing organization that is creating or publishing the product representation or claim. This policy sets the rules to ensure business units do not engage in deceptive acts or practices and other unfair methods of competition.

Due to variations in laws around the world, Management of every 3M Business Unit (legal entity) must have a process to ensure appropriate review of advertising and claims about its products and services. The process must include all claims, express or implied, 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, and social media. 3M products and services must be presented truthfully, fairly, accurately, and in a professional manner in emails, conversations, contracts, sales materials, advertising, packaging, promotions, and all other communications.



### Resources

The Business Unit review process may include, as necessary under the circumstances to meet these requirements, consultation or review from marketing, laboratory, technical service, clinical, quality, product responsibility, regulatory and toxicology, and Legal Affairs.

Failure to comply with these requirements may result in discipline, up to and including termination of employment.