

Social Sharing Guidelines

Our business model is based on person-to-person selling—leveraging the power of word of mouth.

While technology keeps changing, people sharing their enthusiasm for Nu Skin will continue.

Nu Skin supports and will continue to support active participation in social media. As a Brand Affiliate, you represent Nu Skin. It is imperative for social media use to be consistent with Nu Skin's image and brand standards and policies.

TO BOTH PROTECT AND ENHANCE NU SKIN'S REPUTATION WHEN USING SOCIAL MEDIA, FOLLOW THESE BASIC GUIDELINES AS WELL AS OUR DETAILED POLICIES AND PROCEDURES. PLEASE ONLY POST AND ENGAGE WITH CONTENT THAT MEETS THESE GUIDELINES.



Nu Skin Key Messaging Principles

TODAY'S AUDIENCES CAN BE SKEPTICAL ABOUT PRODUCT CLAIMS, OPPORTUNITY CLAIMS, THE DIRECT SELLING INDUSTRY AS A WHOLE, AND THEIR ABILITY TO THRIVE IN THIS BUSINESS MODEL.

KEEP THEIR PERSPECTIVE IN MIND WHEN COMMUNICATING WITH THEM.

BECAUSE THEY OFTEN THINK MESSAGES ARE...

ALWAYS TAKE CARE TO...

“Too good to be true”

KEEP IT REAL
Be straightforward and don't overstate



“Too little information”

BACK IT UP
Provide specifics that alleviate concerns



“Too much too soon”

EASE THEM IN
Meet your audience where they are today



SOCIAL SHARING DOs AND DONTs



DO: share positive personal experiences and testimonials that are consistent with approved claims

DO: talk about having fun with the business and the success that can come through developing skills, hard work, and commitment

DO: talk about Velocity – Nu Skin’s competitive and innovative sales performance plan

DO: share appropriate photos and videos regarding your personal experience at Nu Skin success trips and events

DO: direct customers to your personal selling site or a company selling platform

DO: clearly and unavoidably disclose your relationship with Nu Skin #nuskinbrandaffiliate #ad

DON'T: claim or imply that our products treat, cure, or prevent any disease, or that the product helped cure your own ailment – even if true

DON'T: make lifestyle or income claims that exceed modest supplemental income (US\$200), that are false or misleading, or that are based on retail profit

DON'T: offer or imply any guarantee of success or income, including guarantees related to following a system or providing hypothetical earnings or copies of checks

DON'T: make comparisons related to specific competitors, products, or business opportunities

DON'T: state or imply that company sponsored success trips or other incentives are “free” or easy to achieve

DON'T: promote the products using contests, raffles, sweepstakes, or games of chance

OPPORTUNITY/LIFESTYLE CLAIMS

APPROPRIATE



I've been able to earn up to \$200 a month to help cover household expenses.* Contact me about selling our amazing health and wellness products...and no start-up fees!

*In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

[#nuskinbrandaffiliate](#) [#opportunity](#) [#supplementalincome](#)
[#yourbusinessyourway](#)

INAPPROPRIATE



I never would have thought this crazy toothpaste biz would buy **my dream car**... ASK ME about how I make **CRAZY money** on social media... **\$\$\$\$** Seriously, you have SO MUCH to Gain!
[#toothpastemoney](#) [#nuover](#) [#nuicar](#)

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted** words and terms that are particularly problematic. On the other hand, we want you to use words and concepts that are underlined.

OPPORTUNITY/LIFESTYLE CLAIMS

APPROPRIATE



I've been able to earn a little extra cash each month to help with my house payment!*_ Want to learn more? Contact me about an amazing sales opportunity!

*In 2023, only 19.27% of Active U.S. Nu Skin Brand Affiliates earned sales compensation, and 6% earned \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

[#nuskinbrandaffiliate](#) [#supplementalincome](#)
[#yourbusinessyourway](#) [#opportunity](#)

INAPPROPRIATE



This could be YOUR life! Are you looking to make **replacement and recurring income**? Do you want to **pay off debt**? You ready to live life on your terms? CALL ME!

#makemoney #financialfreedom #debtfree #residualincome #timefreedom

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HOLIDAY OPPORTUNITY/LIFESTYLE CLAIMS

APPROPRIATE



Earn some extra Christmas cash! Message me to learn how to make an extra \$200.*

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#nuskinbrandaffiliate #opportunity
#beautyandwellness #empowerme
#supplementalincome

INAPPROPRIATE



Hey—shout out to my girl Ashley! Just in time for the holiday season she started her own business selling beauty products to make an extra \$1200 and pay for her family's **WHOLE Christmas!** See her promotion of Lash + Brow Serum —stuff WORKS!

#nuskinbrandaffiliate #opportunity
#beautyandwellness

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PRODUCT CLAIMS

APPROPRIATE

I just LOVE my Tegreen! It has potent antioxidants - contact me for more info!
#amazingproducts #ad



INAPPROPRIATE



Of all the AMAZ-ing products... MY FAV is the toothpaste! Look at MY results! This opportunity keeps me smiling every day!
#whitening #brightsmile
#amazingbiz #ad

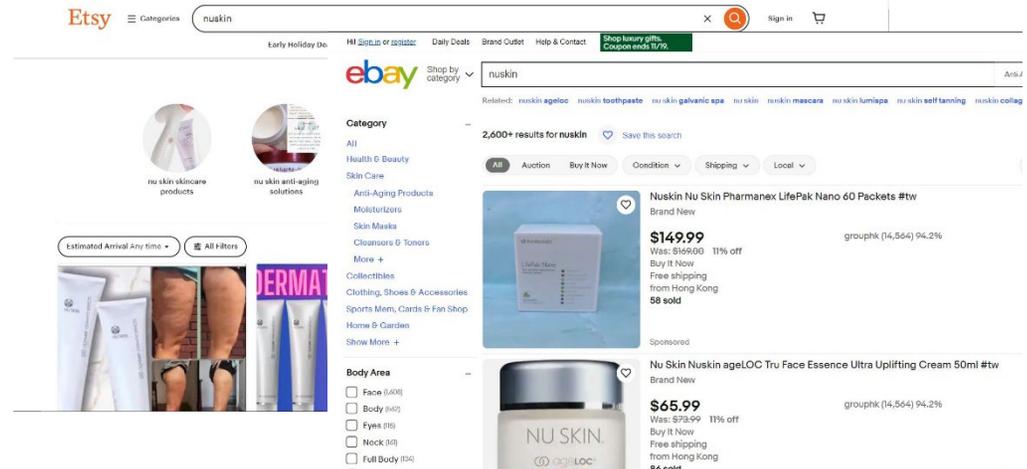
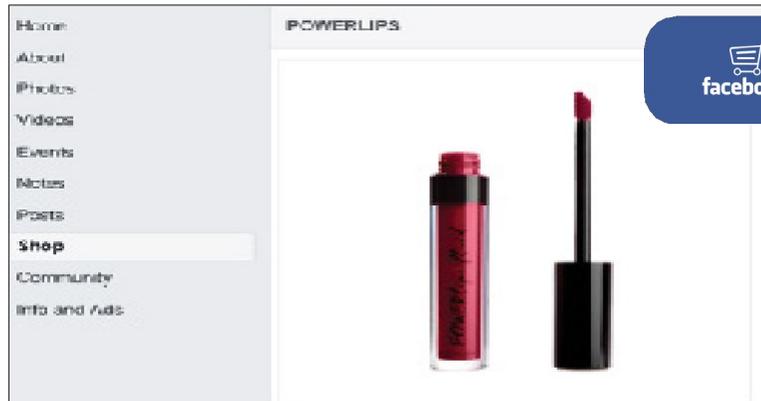
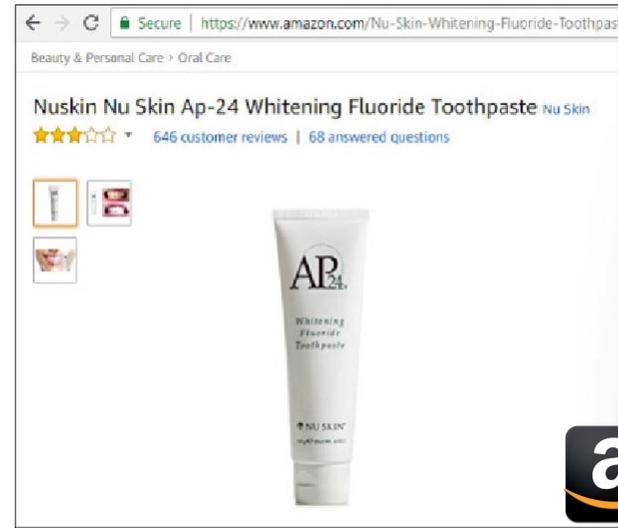
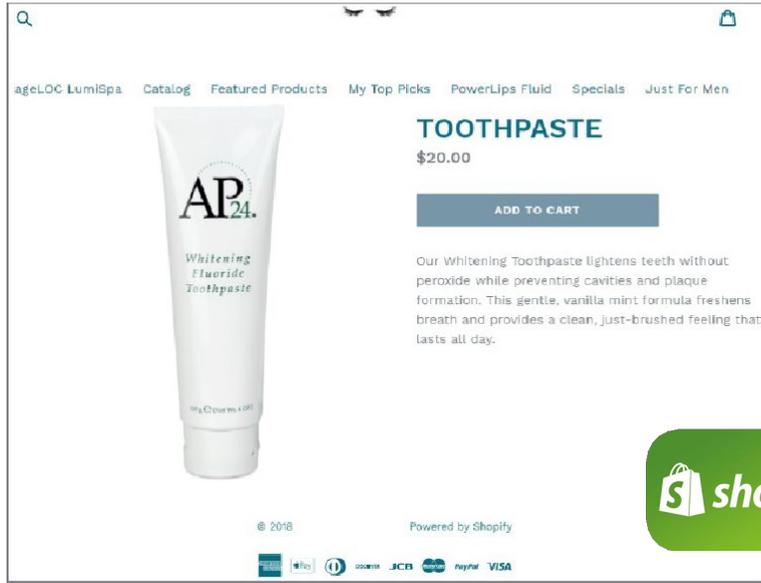


OMGGGG! You have to get your hands on this MAGIC toothpaste!
I've sold over 100 tubes this month \$\$\$. Get in on my next order! #whiteningtoothpaste
#freebusiness #immediateresults #ap24money

MARKETPLACE SITES

APPROPRIATE

INAPPROPRIATE



Permitted on personal selling sites/shops

Prohibited on online marketplace sites, including Facebook Buy/Sell Groups, eBay, and Etsy

SUCCESS TRIPS

APPROPRIATE



So excited for all the hard work me and my team have put into our businesses to earn and qualify for success trips to beautiful locations! It's so much fun to celebrate with my team and make new friends! <3 #nuskinbrandaffiliate #funlife #cheers #freeopportunity
In the US, approximately 1% of average Active Brand Affiliates qualified for an incentive trip during 2023.



Me and my team having a great time in the Southern Caribbean!
I get to earn for trips, help others, work hard and start qualifying for Sydney! Join our team!
#nuskinbrandaffiliate #hardwork #mylife
In the US, approximately 1% of average Active Brand Affiliates qualified for an incentive trip during 2023.

INAPPROPRIATE



COME TRAVEL WITH ME FOR **FREE!**
... I'm 3 months into this amazing biz ---
I've hired a superstar team of bossbabes, **quit my job**, taken my daughter on an **all-expenses paid** trip to ICELAND, and am going to BERMUDA soon, too! Curious about what I do?! #messageme #bossbabes #freebiztravel #nulife



I WON A FREE CRUISE!! Me and my husband are going to these places for **FREE!** :-)
I'm looking for 3 more people to come with me on 2 trips a year #buildinganempire #freetrips #money #privilegedlife #guaranteedtrip

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SOCIAL SHARING FAQ

Q: How do I promote the Nu Skin business opportunity?

A: See the [Opportunity Testimonial Guidelines](#) to understand how to appropriately promote the earnings opportunity.

Q: Why do I need to use a disclaimer when talking about success trips?

A: Because incentives you receive from Nu Skin (including trips) are considered compensation, it's important to provide the right context to avoid confusion as to the number of Brand Affiliates who actually earned a trip. When talking about success trip qualification, this disclaimer must be used: "In the US, approximately 1% of average Active Brand Affiliates qualified for an incentive trip during 2023." The disclaimer must be clear and conspicuous and presented in a way that makes it unavoidable. The disclaimer should use the same font size and color as used in the main post.

Q: Why do I have to disclose that I am a Brand Affiliate?

A: FTC regulations specify that if someone is paid to promote a product or has a material connection with a company, they must disclose that relationship. Disclosure must be clear, unavoidable, and in immediate proximity to a post. Not in comments or a general "about" section, included with other content/text, or in a hyperlink. For social media posts, use hashtags to disclose your relationship with Nu Skin (e.g., #ad, #nuskinbrandaffiliate). All social media posts should follow the FTC's [Endorsement Guides](#) and [Frequently Asked Questions](#).

Q: How does the return policy work with social selling?

A: All Brand Affiliates who choose to use social media platforms must disclose to customers and adhere to Nu Skin's product refund and exchange policy. The Company reserves the right to refund customers, in its sole discretion. If the Company determines that its refund/exchange policies have not been followed, bonus commission deductions will be withheld from the selling Independent Brand Affiliate.

Q: Why can't I sell on online marketplaces (Facebook Marketplace/buy-and-sell sites, eBay, Amazon, Etsy, etc.)?

A: The Company believes the use of social media is simply an extension of the one-to-one direct selling relationship. Products promoted in brick-and-mortar stores and online marketplace sites are just the opposite and do not support interaction with the customer. As a result, Brand Affiliates can only sell products via platforms that support the one-to-one direct selling relationship, including selling sites (e.g., Shopify).

Q: Am I allowed to show product names on social media platforms and selling sites?

A: Company tradenames, product names, and Company pictures may be used in individual posts. Company tradenames, product names, or logos cannot be used when naming or branding a Brand Affiliate's social media platform or selling site.

Q: Can I publicly share product prices, discounts and promotions?

A: Although product prices can be included on your selling site, you may not promote or share specific pricing or discounts on social media platforms. You may, however, highlight promotions on your social media pages (e.g., "Great holiday promotion now - see my selling site for more details").

SOCIAL SHARING FAQ (cont.)

Q: What information should I include on my selling site?

A: In order to support the sale of products to customers, you may include information about the products, such as descriptions, benefits, and ingredients. You may not post any training, recruiting, or opportunity content on selling sites. In addition, all selling sites must include the following disclaimer: **“Independent Brand Affiliate Produced Website - This website is not produced or approved by Nu Skin Enterprises, Inc. or its affiliated companies.”**

Q: I have friends all over the world, can I sell products to friends in other markets?

A: Brand Affiliates may only sell products purchased from the market where the Brand Affiliate resides. Online customers are only permitted to purchase and receive product(s) from the market in which the customer resides. Brand Affiliates may sell products to customers residing in another market only through Company-produced tools and platforms.

Q: Is paid advertising permitted?

A: Paid advertising must be directed only to people who like your page or engage with you (e.g. a Boosted Facebook post to followers). Brand Affiliates may not use any other form of paid advertising, referrals, media, or other means to target specific demographics or aggregate/drive traffic to a social media platform or selling site (e.g. banner/pop-up ads, paid influencer posts, Google ads, or Cost-per-Mile).

Q: What if I have questions about what is or isn't allowed?

A: Please refer to additional documents in the Reputation section of the Nu Skin website referenced below. If you have additional questions, please don't hesitate to contact the US Compliance team at nacompliance@nuskin.com.

https://www.nuskin.com/content/nuskin/en_US/corporate/compliance-corner.html

Q I have experienced extraordinary results with the Nu Skin opportunity and products – why can't I share them?

A: Although many Brand Affiliates and customers have experienced extraordinary results, these results are not typical and, even if true, they may not be properly substantiated or comply with company policy. Because of this, all representations must be consistent with approved product benefits and modest supplemental income. **Just because something may be true doesn't mean you can say it.**

SOCIAL MEDIA PLATFORMS RULES

Many social media platforms have established policies or community guidelines regarding prohibited content and other restrictions related to their platforms. Below are some relevant restrictions associated with several popular platforms based on their specific policies and guidelines. Please note that this list is not all-inclusive, and that Brand Affiliates are ultimately responsible for complying with any/all Nu Skin policies and platform-specific rules.

TikTok:

Brand Affiliates may not promote the business opportunity through the TikTok platform, including, but not limited to, posts about Nu Skin related events, incentive trips, or Affiliate promotions. Brand Affiliates can only use TikTok to promote company products as long as content does not violate Nu Skin's Policies and Procedures. See TikTok's Community Guidelines for more details.

WhatsApp for Business:

The policies for the WhatsApp Business app and WhatsApp Business Solution, prohibit businesses from transacting in products or services related to multi-level marketing. Consistent with this policy, any Brand Affiliates utilizing the standalone WhatsApp business application or tools may not promote the Nu Skin products or business opportunity using the business platform.

Pinterest:

Pinterest's Advertising Guidelines prohibit users from posting certain types of advertisements, including those related to multilevel marketing models. These guidelines further prohibit all content related to weight loss from being posted/shared, including advertisements. As a result, Brand Affiliates can in no way use advertisements on Pinterest to promote the Nu Skin business opportunity, products, or weight management programs – even advertisements only directed at people who have engaged with you. However, Brand Affiliates may continue using pins to share information about the products and business opportunity, in accordance with Nu Skin's Social Sharing Guidelines. See Pinterest's Paid Partnership Guidelines for more details.

Etsy:

Etsy's Seller Policy prohibits users from posting certain types of items. Specifically, Etsy states that it is "a unique marketplace. Buyers come here to purchase items that they might not find anywhere else. Everything listed for sale on Etsy must be handmade, vintage, or a craft supply." As a result, Brand Affiliates cannot sell or promote Nu Skin and/or Pharmanex products on Etsy. Moreover, any handmade item that incorporates Nu Skin intellectual property must first be approved by the company. Any handcrafted item that is listed in violation of Nu Skin policy will be immediately reported to Etsy as a violation of its Intellectual Property Policy and Nu Skin will ask that the content/material be immediately removed.

Facebook/Instagram (Meta):

Meta's Advertising Standards (Unrealistic Outcomes) state that ads must not contain promises or suggestions of unrealistic outcomes for health, weight loss, or economic opportunity.

"Misleading business models - Ads promoting income opportunities must fully describe the associated product or business model, and must not promote business models offering quick compensation for little investment, including multi-level marketing opportunities."