



# Social Sharing Examples/FAQs





# Lifestyle

- ✔ Share your life - be authentic and personal
- ✔ Talk about having fun with the business-Share your WHY!
- ✔ Show YOU!—and how the business opportunity enhanced your life
- ✔ Emphasize the importance of developing customers and selling product



Hubby and I just finished our new patio!  
<3 What a great place to have backyard  
BBQs with the fam and training calls  
with my team. Want to join me?

#motivation #greatproducts #affiliate



If you would have told me that a simple post  
about toothpaste on social media would give  
me enough money to help pay for this  
amazing new patio \$\$\$, I wouldn't believe  
you!– believe it, and >>>YOU CAN TOO!<<<  
#askmehow #timefreedom #financialfreedom





# Income

- ✔ Talk about the success that can come through hard work
- ✔ Emphasize the importance of reselling the product
- ✔ Talk about our competitive and innovative compensation plan – Velocity!
- ✔ Follow the Opportunity Testimonial Guidelines



I'm so proud of the entrepreneur and strong woman that I have become. And it all started when a friend introduced me to a business opportunity sharing awesome products to help pay some monthly bills\*! Message me to hear my story!  
 #hustle #sponsored #nuproducts #timeflexibility  
**\*The average sales compensation paid to U.S. Active Brand Affiliates each month was \$160. On a monthly basis, an average of 19.04% of U.S. Active Brand Affiliates earned a sales compensation payment.**

*hustle  
 AND  
 heart  
 WILL SET YOU  
 apart*

SOULPOWERED.COM



MY BOSSBABES ARE!!... It's only the 4th of the month and we already sold 250 tubes of toothpaste! \$\$\$  
 It costs NOTHING to get started!  
 You're already on social media!  
 Super easy to make money day 1!  
 I will train you... JOIN MY TEAM!  
 #hustle #getahead #itspossible #easymoney





# Product

- ✔ Use claims found in approved Nu Skin marketing materials (Product Information Pages and other nuskin.com sources)
- ✔ Provide realistic and accurate benefits that consumers may experience
- ✔ Share positive personal testimonials that are consistent with approved claims
- ✔ Follow the Product Testimonial Guidelines

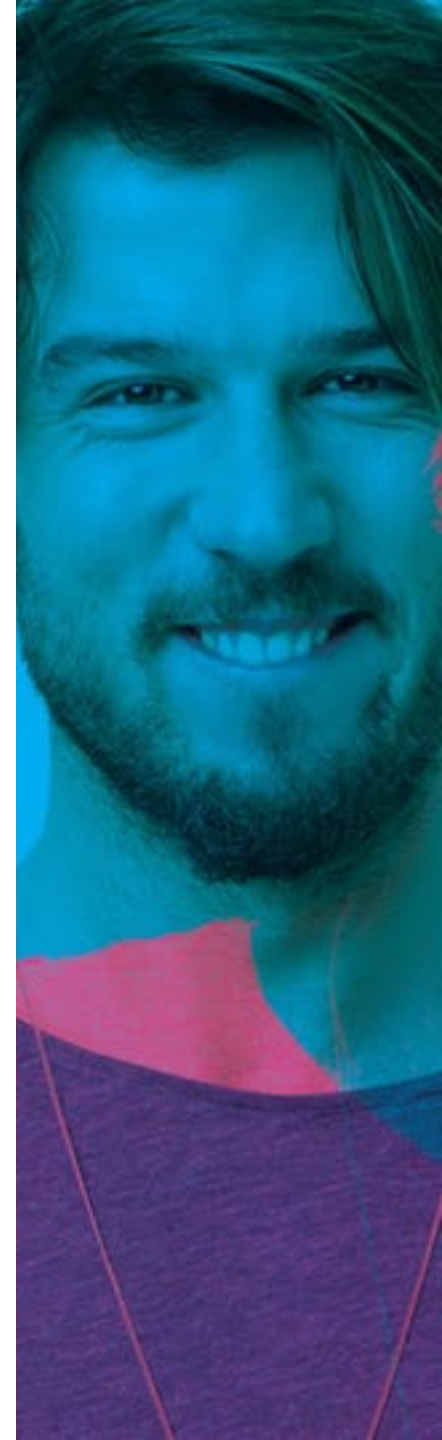


YAY-- the kids are in bed, so its  
momma's time!  
10 minutes with the facial spa, then the  
AgeLoc mask <3 <3 I once did a half  
face demo and the results were amazing-  
- my face looks so toned and hydrated!  
#affiliate #spalife #homebiz



Ending my Saturday night with my wrinkle  
iron! I LOVE THIS THING. It makes you look  
10 years younger in like 10 minutes!!  
Goodbye wrinkles and fine lines

Ask me how to GET YOURS!  
#spalife #pampered





# Marketing, Promotion, & Selling



## REFERRAL POST

Do you love white teeth??  
You post for me, you get a tube of toothpaste!  
I'll do the work, all you have to do is copy and paste a referral post on your wall <3 PM me!  
Thanks friends!!



## CONTEST ENGAGEMENT

📣 CONTEST TIME 📣 The first 3 who guesses right will get a prize from me!

😁 UPDATE: If no one 👍 can guess the amount correctly, I will do a drawing! 😁

👤 WHO CAN GUESS how much all these 6 products cost together?

- \*AP24 whitening toothpaste
- \*Curl and lash mascara
- \*Polishing peel
- \*Lip plumping balm
- \*POWERlips fluid in Maven
- \*Sunright Instaglow sunless tanner

🤖 RULES: TAG one of your BFFs and make your guess!! ✌️

👉 HINT: All of the items below are OVER \$15 each 👍



## REFERRAL POST

Wanna try before you buy?  
I'm offering whitening AP24 toothpastes in exchange for a post on your wall. It's super easy and I'll do all the work!  
Comment "ME" below & I'll send you more deets!  
#entrepreneur #affiliate #whiteteeth #referral



**APPROVED**

## CONTEST ENGAGEMENT

WHO LOVES FREE STUFF? :-)) \$\$\$ ☺  
THE FIRST 5 people to comment will enter a contest to win a tube of WHITENING TOOTHPASTE and get to be a product tester. <3 <3 #contest #giveaway #AP24 #toothpastemoney #freeproduct

I'm looking for 5 people who has never tried our WHITENING TOOTHPASTE! Who wants a FREEEEEEEE one! #freepaste #messageme





# Frequently Asked Questions



**Q: Is it okay to talk about and teach duplication?**

A: “Duplication” is the concept of teaching, coaching, and encouraging others to become successful using the same principles that contributed to your own success. Teaching and following this principle can be a powerful part of your business and is encouraged. However, “duplication” cannot be used to talk about guaranteed systems, specific timeframes, or to emphasize recruiting over product sales and sound business practices.

**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 description, benefits, and ingredients. You may not post any promotional, training or recruiting 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: Can I use services like PayPal, Square, and Venmo?**

A: Yes, Brand Affiliates can use payment gateways to accept credit cards and authorize/process payments at their discretion, subject to assumption of any risk or liability arising from compliance with Payment Card Industry (“PCI”) standards, including all applicable data, privacy, and security laws. Brand Affiliates may not promote or facilitate installment payments or recommend third-party services that do.

**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, 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, AdWords ads, and Cost per Mile).

**Q: Is Search Engine Optimization (SEO) permitted?**

A: SEO features in any form are prohibited and cannot be used. Keywords used in the page title, meta description, ALT tags, and/or in the pages body content that would otherwise be used to directly attract customers are prohibited.

**Q: Can I use automated messaging and chatbots?**

A: Automated messaging and chatbots are permitted, but limited to targeting only people who follow/like your page or who actively engage with you on your page (e.g. likes a post or makes a comment).



**Q: Can I recruit online?**

A: It is prohibited to actively recruit in public forums, such as discussion groups, message boards, blogs, comment sections, and employment-based websites. You may, however, actively recruit in personal social media platforms as well as private forums, such as closed groups, when such recruiting does not violate the admin/moderator rules or terms and conditions of such group or site.

**Q: How does Nu Skin ensure a level playing field for social sellers?**

A: Selling sites, including business entities, electronic storefronts, “boutiques,” and any other similar entity, are limited in size to less than 10 employees and total revenue of less than USD \$50,000 monthly from sources other than Nu Skin.

**Q: Why can't I do raffles or contests to engage my followers?**

A: Games of chance are highly regulated by state and federal governments and many social media platforms have very detailed policies, as well. As a result, contests, sweepstakes, etc. are strictly prohibited. The Company will only permit referral posts (e.g., someone gives you a referral, you give them a tube of toothpaste). Brand Affiliates are responsible for ensuring that any referral posts comply with applicable platform rules.

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

A: Please reference additional documents in the Compliance Corner 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](mailto:nacompliance@nuskin.com).  
[https://www.nuskin.com/content/nuskin/en\\_US/corporate/compliance-corner.html](https://www.nuskin.com/content/nuskin/en_US/corporate/compliance-corner.html)

The company, in its sole discretion, can prohibit the use of any social sharing platform that does not meet the parameters of these Social Sharing Guidelines and applicable law.

