



NU SKIN EVENT SPEAKER GUIDELINES

PRODUCT, OPPORTUNITY, LIFESTYLE, AND INCOME CLAIMS

Our products are truly unique and innovative, and there is tremendous excitement about the results that sales leaders and consumers experience with our products and business opportunity. As you have been asked to present during a Nu Skin event, please remember that claims and statements that are not in harmony with applicable laws and our Policies and Procedures could put the company and/or sales leaders at risk. Please carefully review the following reminders:

PRODUCT

- **DO** be truthful and not misleading
- **DO** only claim benefits consistent with Nu Skin’s substantiated and approved product benefits (text or photo)
- **DO** refer to Nu Skin marketing materials and Product Information Pages as a guideline for product claims
- **DO** provide a realistic portrayal of the benefits that *most consumers may experience*, including photos
- **DO NOT** claim that a product will treat, cure, or prevent any disease or health condition (including COVID-19 or other viruses) or that the product cured your own ailment—even if true
- **DO NOT** claim results that are outrageous, extreme, or “too good to be true” as they may not be substantiated or reflect a typical consumer’s experience
- **DO NOT** make references to COVID-19 or other viruses when talking about the products, including indirect references (e.g., "in times like these," "given the outbreak")

OPPORTUNITY / LIFESTYLE / INCOME

- **DO** be truthful and not misleading; claims must not imply the opportunity can help pay for groceries, children’s activities, medical expenses, car/house payments, or childcare
- **DO** emphasize the importance of developing customers and selling product to create a sustainable business
- **DO** share personal feelings about the integrity of Nu Skin and its uplifting culture
- **DO** share your story and describe how the Nu Skin business has positively impacted your life
- **DO** talk about the success that can come through hard work and patience; the roles of a balanced business must be accurately explained (retail sales, personal use, and sponsoring). You can also share statements of income potential that do not exceed the averages found in the Sales Compensation Summary, as long as the proper disclosure(s) are used
- **DO NOT** make claims regarding the amount of time required to reach specific pin titles, success trips, or compensation levels
- **DO NOT** encourage people to quit jobs or school, take out loans, or incur debt
- **DO NOT** make claims or representations of retail profit, total sales revenue, or gross sales
- **DO NOT** make claims or imply luxury cars, homes, travel, etc. were earned solely through the Nu Skin business
- **DO NOT** offer or imply any guarantee of success or income, including related to following a system
- **DO NOT** represent that Nu Skin sales leaders are compensated for recruiting other sales leaders
- **DO NOT** use the following terms, or terms with similar meaning: passive income, residual income, replacement income, financial freedom, time freedom, or recurring income
- **DO NOT** express personal beliefs that are derogatory (i.e. against education, traditional employment, etc.)
- **DO NOT** use COVID-19 or the economic impact of the pandemic to promote the business opportunity

By signing my name below, I certify that I have read, understand, and agree to comply with the Event Speaker Guidelines above as well as Nu Skin’s Policies & Procedures, Opportunity Testimonial Guidelines, and Product Testimonial Guidelines.

Printed Name _____

Date _____

Signature _____

Date _____