

# ageLOC®

## WellSpa iO™

# Product Sharing Guidelines

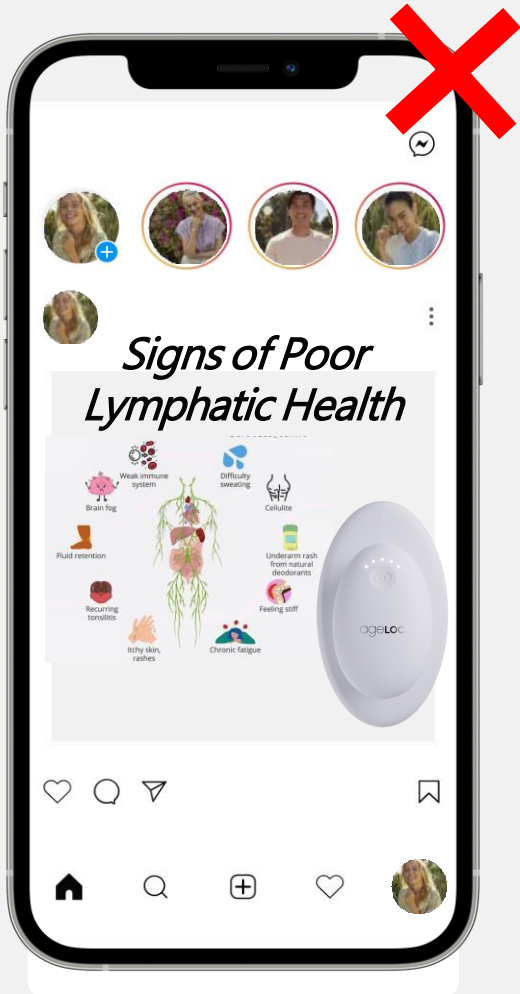
Nu Skin is excited to welcome the ageLOC WellSpa iO to our line-up of beauty device systems! These guidelines have been created to ensure that all messaging is consistent with official content and company-approved claims to support Brand Affiliates in the sharing and promotion of this revolutionary device!



# WellSpa iO DOs and DON'Ts

- **DO:** share appropriate claims and personal testimonials that are consistent with the approved benefits found in the ageLOC WellSpa iO [Product Information Page](#) for your market
- **DO:** provide a realistic portrayal of the benefits that consumers may experience
- **DO:** promote products that are sold in your market only
- **DO:** follow guidance found in your market's [ageLOC WellSpa iO User Manual – Product User Manual](#)
- **DON'T:** claim that ageLOC WellSpa iO will treat, cure, or prevent any disease or health condition or that the product cured your own ailment - even if you've experienced it
- **DON'T:** make ANY claims that ageLOC WellSpa iO promotes weight loss, lymphatic detoxification, impacts immune health, or provides additional unapproved health benefits not contained in the Product Information Page.
- **DON'T:** claim results that are outrageous, extreme, or “too good to be true” as they cannot be substantiated or reflect a typical consumer's experience
- **DON'T:** promote/demonstrate use of ageLOC WellSpa iO on the back, neck, or chest – follow the User Manual
- **DON'T:** promote use on children

# INNAPROPRIATE PRODUCT CLAIMS



The WellSpa iO is an amazing wellness device that we can use ourselves at home!

WellSpa iO can help to

- ~~Reduce pain and swelling in limbs~~
- ~~Improve lymphatic drainage~~
- ~~Detoxify the body~~

#Nuskin #WellSpaiO #~~Lymphaticsystem~~

Been using the WellSpa iO for 2 weeks, and I still can't believe I already ~~lost more than 2cm off my arms!~~

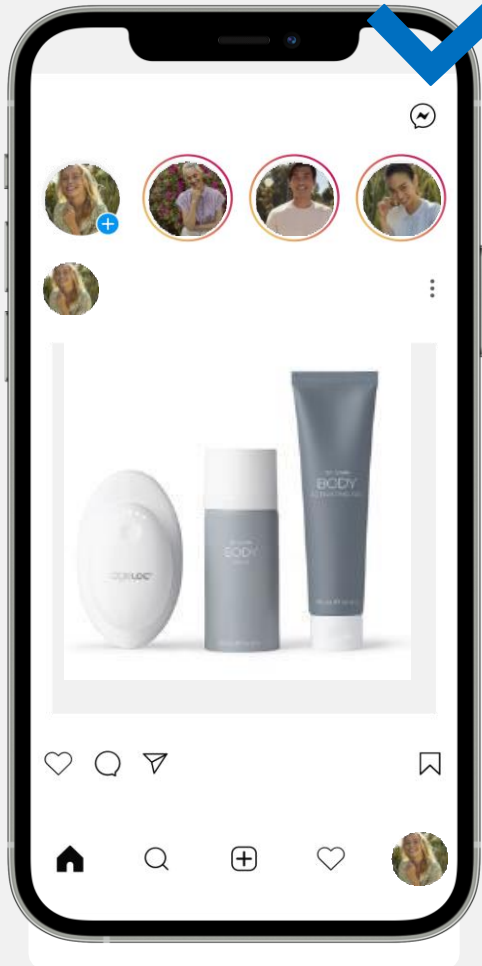
Troubled with cellulite and sagging skin?

Fret not! WellSpa iO is a game-changing device that will help you ~~firm sagging skin, loose inches of your arms and melt away stubborn fat that causes cellulite!~~

**INAPPROPRIATE** claims and keywords to **AVOID**

- X Lymphatic drainage/massage
- X Boost immune system
- X Detoxify the body
- X Reduce pain/swelling
- X Reduce inflammation
- X Melts/Metabolize Fat
- X Reduce cellulite
- X Promotes weight loss

# APPROPRIATE PRODUCT CLAIMS



Was excited to try the new ageLOC WellSpa iO after a long, tiring week.

It helped me to **feel more relaxed**, and **more energized** the next day!

I hear that it also **reduces the appearance of puffiness and refreshes the skin!** Can't wait to use this amazing device more often!

ageLOC WellSpa iO is a beauty & wellness device from the World's #1 Beauty Device System brand!

Restore your wellbeing, and revitalize your skin's appearance with these amazing benefits:

- **Reduce appearance of dimpled, cellulite skin**
- **Firm and tighten skin**
- **Hydrate and smoothen skin**

## APPROPRIATE claims and keywords to **USE**

- ✓ Stimulates skin to reduce appearance of puffiness
- ✓ Improve fluid movement
- ✓ Reduce appearance of dimpled/cellulite skin
- ✓ Firms & tightens skin
- ✓ Hydrates and nourishes for smoother, healthier skin
- ✓ Helps invigorate muscles and support increased mobility
- ✓ Stimulate sore muscles & help body feel more relaxed
- ✓ Great post-workout massage

# BEFORE & AFTER PICTURE / TESTIMONIALS

By posting your own Before and After images on social media, you agree that you have not manipulated your images in **any** way, and you have not undergone a cosmetic procedure while demonstrating the benefits of the WellSpa iO.

## General Guidelines

- Before and after images must comply with Nu Skin's [Product Testimonial Guidelines](#).
- All images must depict at least four weeks of using WellSpa iO as directed.
- All posts must include the product used (i.e. ageLOC WellSpa iO device and relevant consumables) and how long and how often the product was used to achieve the results depicted.
- All images must align with the claims and product benefits found in your market's [Product Information Page](#).
- Images cannot depict weight loss or other implied claims not contained within your market's Product Information Page.

## Photo-Taking Best-Practices

- ✓ Use good, even lighting.
- ✓ Use a neutral, solid background
- ✓ Ensure that photos have the same, consistent lighting, position, and background.

Sample Before & After Photo

Revitalize Your Appearance Regimen



Subject used:

1. ageLOC Body Polish, *3x per week*
2. ageLOC WellSpa iO + ageLOC Body Serum, *3 minutes, 3x per week*
3. ageLOC Dermatic Effects, *2x daily*

Baseline      Week 12