

# Opportunity Testimonial Guidelines



# WRITTEN OPPORTUNITY TESTIMONIALS

Generally speaking, an opportunity testimonial is any claim that conveys or implies a specific level or range of actual/potential sales or income, lifestyle purchases that are related to income earned, or an announcement of compensation describing the earnings of any current or past salesperson. For a more comprehensive definition of what constitutes an opportunity testimonial (or Earnings Representation), please visit the official DSA website at [dsa.org](http://dsa.org).

Opportunity testimonials should not make or imply any claims regarding the income opportunity that are false or misleading or that are otherwise in violation of our policies and procedures.




\* Opportunity testimonials should describe how the Nu Skin business has positively impacted your life, while following these guidelines:

1. Include your name and market
2. Disclose that you are a Nu Skin distributor
3. Provide the company's most recent Distributor Compensation Summary with any explicit or implied claims regarding lifestyle or income
4. Comply with all requirements of the Policies and Procedures
5. Be on point and concise

# 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...
<p>“Too good to be true”</p>	<p><b>KEEP IT REAL</b> be straightforward and don't overstate</p> 
<p>“Too little information”</p>	<p><b>BACK IT UP</b> Provide specifics that alleviate concerns</p> 
<p>“Too much, too soon”</p>	<p><b>EASE THEM IN</b> Meet your audience where they are today</p> 

# WRITTEN OPPORTUNITY TESTIMONIALS

OPPORTUNITY TESTIMONIALS THAT ARE TRUTHFUL AND **COMPLY** WITH OUR POLICIES AND PROCEDURES

I love my life as a Nu Skin Distributor because I've gained FREEDOM! -freedom to do what I like when and where I want to.



Do you want the FREEDOM to work from home? Do you want to spend more time with your family? Do you want to be able to work when and where you want to? DOUBLE TAP if YES!

OPPORTUNITY TESTIMONIALS THAT MAY BE TRUTHFUL BUT **VIOLATE** OUR POLICIES AND PROCEDURES



Nu Skin has allowed me to complete my collection of dream cars!



Only 3 years in the business and look what I've got!

# LIFESTYLE AND INCOME CLAIMS

To provide complete information and realistic expectations concerning the income opportunity associated with being a distributor, all claims regarding income must comply with these guidelines:

1. Claims must be accurate and not misleading.
2. Claims must be based on your experience and actual lifestyle or income, or that of your immediate upline or downline, or use company approved materials.
3. Any compensation information must be stated in a monthly or annual amount.

4. You must provide the most recent Distributor Compensation Summary in immediate proximity to any explicit or implied claims regarding lifestyle or income. Alternatively, you may provide the company-approved disclaimer below with a link to the most recent Distributor Compensation Summary.

Generating meaningful compensation as a Distributor requires considerable time, effort, and commitment. This is not a get rich quick program, there are no guarantees of financial success and results will vary widely among participants.

A complete summary of earnings at each level in the Sales Compensation Plan can be found at:

[https://www.nuskin.com/content/dam/office/gc/HK/zh/CSELB\\_rule/2019\\_hkmc\\_ba\\_sales\\_compensation\\_summary\\_eng.pdf](https://www.nuskin.com/content/dam/office/gc/HK/zh/CSELB_rule/2019_hkmc_ba_sales_compensation_summary_eng.pdf)

5. These appropriate disclosures must be provided in connection with meeting presentations, social media posts, PowerPoint presentations, and any other place where the income opportunity is discussed or otherwise presented.

# LIFESTYLE AND INCOME CLAIMS

6. Any claims regarding “income” or “profit” rather than “bonuses” or “compensation” must either net out the expenses incurred in generating such income or disclose the amount of expenses incurred in generating such income.

7. **DO NOT** make any claims regarding the amount of time required to reach specific pin titles or compensation levels.

8. **DO NOT** exhibit actual or facsimile checks from Nu Skin.

9. **DO NOT** provide or imply any guarantee of success or income, including guarantees related to following a system.

## APPROVED LIFESTYLE CLAIM



I love that I have the time to spend summer vacation with my family

## IMPROPER LIFESTYLE CLAIM

Wanna drive a McLaren's MP4-12C Spider?  
1) Yes  
2) No  
3) Maybe

See Translation

A photograph of a bright yellow McLaren MP4-12C Spider sports car parked on a grassy area near a body of water. The car is shown from a front-three-quarter view.



# LIFESTYLE AND INCOME CLAIMS

**DO NOT** use images of yachts, private planes or jets, high-end luxury cars, homes, or similar items to make or imply claims regarding lifestyle or income, even if they are truthful, as only a few distributors earn enough to afford these items solely through the Nu Skin income opportunity.

Discussions of the Nu Skin income opportunity **should emphasize** the importance of developing customers and selling product to create a sustainable business.



**DO NOT** encourage people to quit jobs or school, take out loans, or incur debt.

**DO NOT** make the business seem easier than it actually is.

**DO NOT** discount the time it takes to do the business.

**DO NOT** reshare, retweet, or “like” items inconsistent with these guidelines.

# LIFESTYLE AND INCOME CLAIMS

The following terms, and terms with similar meaning, **may** be used in compliance with these guidelines and in a context that is not misleading:

- flexible schedule
- time flexibility
- supplemental income
- work on your own terms

The following terms, and terms with similar meaning, **may not** be used in relation to the income opportunity:

- passive income
- residual income
- replacement income
- financial freedom
- time freedom
- recurring income
- no income ceiling
- unlimited income potential
- leveraged income



# LIFESTYLE AND INCOME CLAIMS

## APPROVED INCOME CLAIM



"Nu Skin has brought such quality values into my life. It has opened the path to personal and social growth. I see so much sense in our daily work; we help people feel better and look better, and we help them to be more successful. It is real and it happens every day."

## IMPROPER LIFESTYLE CLAIM

