

As a global business opportunity, Nu Skin is committed to protecting consumers and adhering to applicable laws and regulations in all of the nearly 50 markets in which we do business. To this end, it is critical that we continue to take steps to protect and enhance our reputation – both as individual Brand Affiliates and as a global company.

At this time, one of the most meaningful ways that we can achieve this is to ensure that we are appropriately promoting the Nu Skin opportunity and products. As you are aware, sharing inappropriate claims about the business opportunity and products is not fair to consumers and can put the company – and your own business - at great risk. Furthermore, given the continued global pandemic at hand, it is important to remember that our actions as a company and Brand Affiliates are subject to a heightened level of scrutiny by both regulators and the general public.

In accordance with our policies, as well as guidance from regulators and consumer protection advocates in several markets, we wish to remind of a few important principles to keep in mind while promoting the Nu Skin business and products. Please note that these principles apply to all platforms and formats, including social media posts, online videos, and one-on-one interactions.

- Do not state or imply that Nu Skin products, in any way, prevent or reduce the risk of COVID-19.
- Do not, either directly or indirectly, reference COVID-19 when talking about our products. Such references imply the same inappropriate claims mentioned above, and can include language such as “Given the outbreak,” “Under the current circumstances,” or “In times like these.”
- Do not reference COVID-19 or the economic impact of the pandemic in marketing materials or promotion of the business opportunity.
- Do not promote that our products have been designated as "essential."

To view our full COVID-19 Business Advisory, please click here <https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/Business-Advisories-HM-Eng.pdf>.

Please see below several examples of what NOT to say, as well as some examples of what you CAN say.

DON'T SAY:

- *“I’ve just heard that a lot of people have lost their jobs due to the recent economic impact of the virus. How lucky I am to have a business that allows me the flexibility to work from my phone! If you or someone you know has been affected, let’s talk!”*

INSTEAD, YOU CAN SAY:

- *“I love that I have a business that allows me the flexibility to work from my phone! If you or someone you know may be interested, let’s talk!”*

DON'T SAY:

- *"It's Flu season and the Coronavirus is lurking around. You need the highest immunity to protect yourself and your family. Our Immune Boost Package is on sale right now!"*

INSTEAD, YOU CAN SAY:

- *"Summer is here! If you're interested in health and wellness and looking your best, check out our family of LifePak and nutritional products."*

DON'T SAY:

- *"Given the current situation, many traditional businesses are hurting, and a lot of people are uncertain about their financial future. Join me tonight on my weekly Live video to hear about how you can not only survive the crisis – but emerge a winner!"*

INSTEAD, YOU CAN SAY:

- *"Have you ever thought about owning your own business? Join me tonight on my weekly Live video to hear about our best-in-class products and how you can start a business of your own."*

DON'T SAY:

- *"Given the current situation around the world, Nu Skin's Pharmanex line of essential products like TeGreen, and ReishiMax are the perfect way to boost immunity and avoid sickness."*

INSTEAD, YOU CAN SAY:

- *"Want to help take control of your health and wellness? It's easy with our best-selling Pharmanex line of products. Scientifically-backed and refined after decades of manufacturing best practices, you can count on products like Ai/E10, TeGreen, and ReishiMax!"*

We thank you for your cooperation and assistance in protecting our reputation and for setting the standard for marketplace trust as we continue to be a force for good throughout the world.

If you have any questions regarding this notice, please don't hesitate to contact your Executive Partner or call (852) 2837-7700 to contact Business Conduct Compliance Department.