

# Social Sharing Guidelines

Our business model is based on person-to-person selling—leveraging the power of word of mouth.

While technology keeps changing, people sharing their enthusiasm for Nu Skin will continue.

Nu Skin supports and will continue to support active participation in social media. As a Brand Affiliate, you represent Nu Skin. It is imperative for social media use to be consistent with Nu Skin's image and brand standards and policies.

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TO BOTH PROTECT AND ENHANCE NU SKIN'S REPUTATION WHEN USING SOCIAL MEDIA, FOLLOW THESE BASIC GUIDELINES AS WELL AS OUR DETAILED POLICIES AND PROCEDURES. PLEASE ONLY POST AND ENGAGE WITH CONTENT THAT MEETS THESE GUIDELINES.



# KEY PRINCIPLES ARE THE SAME— NO MATTER THE PLATFORM

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...

“Too good to be true”

KEEP IT REAL  
be straightforward  
and don't overstate



“Too little information”

BACK IT UP  
Provide specifics that  
alleviate concerns



“Too much too soon”

EASE THEM IN  
Meet your audience  
where they are today



# SOCIAL SHARING DOs AND DONTs

## INSTAGRAM

## FACEBOOK

## YOUTUBE

## TWITTER

**DO:** share positive personal experiences, product science, and testimonials that are consistent with approved claims

**DO:** talk about having fun with the business and the success that can come through hard work and patience

**DO:** talk about Velocity – Nu Skin’s competitive and innovative sales performance plan

**DO:** share photos and videos regarding your personal experience at Nu Skin success trips and events

**DO:** direct customers to your personal selling site or a company selling platform

**DO:** disclose your relationship with Nu Skin as a Brand Affiliate, e.g. #ad, #sponsored, #NSbrandaffiliate, #affiliate

**DON'T:** claim or imply that our products treat, cure, or prevent any disease, or that the product helped cure your own ailment – even if true

**DON'T:** make lifestyle or income claims that exceed those of the average Brand Affiliate or are false or misleading

**DON'T:** offer or imply any guarantee of success or income, including guarantees related to following a system

**DON'T:** state or imply that company sponsored success trips or other incentives are “free” or easy to achieve

**DON'T:** promote the products using contests, raffles, sweepstakes, or games of chance

# OPPORTUNITY/LIFESTYLE CLAIMS

## APPROPRIATE



Dropped the kiddos off at school, spent a couple hours at the gym and now running errands... Now...down to business  
<3 <3  
#workfromhomemom  
#lovinlife #affiliate

## INAPPROPRIATE



I never would have thought this crazy toothpaste biz would buy me my **dream car**... ASK ME about how I make **CRAZY money** on social media...**\$\$\$\$**  
Seriously, you have SO MUCH to gain!  
**#toothpastemoney**  
**#nuover #nuocar**



I <3 mid-week brunch specials! Seriously, you guys. It was amazing!! I absolutely LOVE what I do and would love to share it with you!  
#askmehow\_  
#workanywhere  
#affiliate  
#timeflexibility



My beautiful team is totally on their way to **financial and time freedom!!** We are **making money while we sleep**, so now we SHOP... SO EXCITED to help **build an empire** for you and your families!  
Congratulations for joining me <3 **#luxlife #imhiring #replacementincome**

For more examples, please click [here](#).

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted** words and terms that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.

## OPPORTUNITY/LIFESTYLE CLAIMS

### APPROPRIATE



I LOVE being able to spend more time with my daughter at the pool.

I can work at my own pace from home– If you're like me and want to push yourself to learn new things, make amazing friends, and earn a little extra \$ selling great products, let's talk!

#familytime #workhard  
#affiliate #timeflexibility

### INAPPROPRIATE



This could be YOUR life! Are you looking to make **replacement and recurring income**? Do you want to **pay off debt**? Make **home and car payments**? You ready to live life on your terms? CALL ME!  
**#makemoney**  
**#financialfreedom**  
**#debtfree** **#residualincome**  
**#timefreedom**



Who wants the opportunity to make a little extra money! When I was asked that 6 months ago, I was excited!!! Here I am today still rocking the biz and I would love for you to rock it with me!! And yes, it's totally free to join.

**Who wants to earn \$100 to \$500 just by posting on Facebook? No strings attached, 100% FREE!!**

**CALL ME!!! Help pay student debt, groceries, and a car payment!!!**  
**#guaranteedincome**  
**#homebusiness**  
**#monthlyincome** **#free**

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted** words and terms that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.

# PRODUCT CLAIMS

## APPROPRIATE

I just LOVE my Tegreen! It has potent antioxidants - contact me for more info!  
[#amazingproducts](#)



## INAPPROPRIATE



Of all the AMAZ-ing products... MY FAV is the toothpaste! Look at MY results! This opportunity keeps me smiling every day!  
[#whitening](#) [#brightsmile](#)  
[#amazingbiz](#) [#ad](#)



OMGGGG! You have to get your hands on this **MAGIC** toothpaste!  
I've sold over 100 tubes this month **\$\$\$**. Get in on my next order! [#whiteningtoothpaste](#)  
[#freebusiness](#) [#immediateresults](#) [#ap24money](#)

# SOCIAL MEDIA PLATFORMS

## APPROPRIATE

[360° UV protection with SUNRIGHT®]

The SUNRIGHT® family has many a member "Body & Family SPF50+ PA++++" 😊 You can provide effective UV protection for your body skin anytime, anywhere with it! Not only the texture is refreshing, but it can also soothe and moisturize the skin. Highly recommend to those outdoor activities lovers like you.

- ▲ It is recommended to apply it 20 to 30 minutes before sun exposure
- ▲ Remember to apply on your nape and ears which are easily overlooked
- ▲ re-apply every 2 hours

I love Sun Cushion 😊 the best. Its texture is **light** and moisture. It is suitable for using over makeup and has a tone-up effect. It is especially suitable for the days when you wear a mask and sweat. My hubby loves Sun Stick, which is light and easy to apply.

Learn more or purchase at: <https://nskin.co/uYxxxx>

#Sunright #Light

**SUNRIGHT® 曬唔曬防曬系列 NEW!**

**身體防曬乳液 SPF50+ PA++++**  
為身體肌膚提供高效的紫外線防護，適合戶外活動時使用。乳液質地輕盈不黏膩，防曬同時更有助紓緩及滋潤肌膚。

**保濕防曬乳液 SPF43 PA+++**  
• 100% 純物理防曬  
• 水潤同時能緩減曬後不適  
• 敏感肌膚適用

## INAPPROPRIATE

**carousell**

11月優惠 NOV PROMOTION

- Hydro-Surge Mask Set: Nuskin ageLOC 速效深層... HK\$450
- Prostate Formula: Nuskin nu skin prostate f... HK\$225
- Rejuvenating Cream: Nuskin nu skin rejuvenat... HK\$230
- 4th Generation Spa Machine: Nu skin 第4代spa機 HK\$3,500

## Marketplace 和其它買賣平台

**Marketplace**

whitening toothpaste

LEBANON MO 100% YARDSALE SITE .. 88 miles

FREE

Wynnesville, MO

I am local to FLW,mo but I am able to ship :)

I'm a believer 🙏

I love this Whitening Paste... See More

IF YOU LOVE WHITE YOU REALLY NEED TO GET THIS

## SUCCESS TRIPS

### APPROPRIATE



So excited for all the hard work me and my team have put into our businesses to earn success trips to beautiful locations! It's so much fun to celebrate with my team and make new friends! <3 #friends #funlife #cheers #freeopportunity In Hong Kong & Macau, approximately 0.6% of average Active Brand Affiliates during 2019 qualified for an incentive trip.



Me and my team having a great time in the Southern Caribbean! I get to earn trips, help others, work hard and start qualifying for Sydney! Join our team! #hardwork #mybusiness #mylife In the HM, almost 0.6% of average Active Brand Affiliates during 2019 qualified for an incentive trip.

### INAPPROPRIATE



COME TRAVEL WITH ME FOR **FREE!**  
... I'm 3 months into this amazing biz ---  
I've hired a superstar team of bossbabes, **quit my job**, taken my daughter on an **all-expenses paid** trip to ICELAND, and am going to BERMUDA soon, too! Curious about what I do?!  
**#messageme #bossbabes #freebiztravel**



**I WON A FREE CRUISE!!** Me and my husband are going to these places for **FREE!** :-)  
I'm looking for 3 more people to come with me on 2 trips a year **#buildinganempire #freetrips #money #privilegedlife #guaranteedtrip**



# SOCIAL SHARING FAQ

**Q: Why am I only allowed to share average results about the products and opportunity?**

A: Because others may decide to purchase products or join the business based on the experiences you share with them, it's important to make sure prospects have accurate information and realistic expectations. Although many Brand Affiliates and customers have experienced extraordinary results, many have not. Because of this, all representations must be consistent with approved product benefits and average compensation figures. Just because something is true doesn't mean you can say it.

**Q: Do I need to use a disclaimer when talking about income/lifestyle potential?**

A: Yes. Please see the Opportunity Testimonial Guidelines for required disclaimers and when to use them.

**Q: Why do I need to use a disclaimer when talking about success trips?**

A: Because incentives you receive from Nu Skin (including trips) are considered compensation, it's important to provide the right context to avoid confusion as to the number of Brand Affiliates who actually earned them. When talking about success trip qualification, this disclaimer must be used: *"In Hong Kong & Macau, approximately 0.6% of average Active Brand Affiliates during 2019 qualified for an incentive trip."*

**Q: Why do I have to disclose that I am a Brand Affiliate?**

A: US Federal Trade Commission guidelines state that disclosure needs to be given whenever a company provides compensation. Disclosure must be clear, prominent, and in close proximity to the post, not in a general "about" section, overwhelmed by other content/text, or in a hyperlink.

**Q: How does the return policy work with social selling?**

A: All Brand Affiliates who choose to use social media platforms must disclose to customers and adhere to Nu Skin's product refund and exchange policy for retail customers. The Company reserves the right to refund retail customers, in its sole discretion, if it determines that its refund/exchange policies have not been followed, and bonus commission deductions will be withheld from the selling Brand Affiliate.

**Q: Why can't I sell on online marketplaces (Facebook Marketplace, Yahoo, Carousell, etc.)?**

A: The Company believes the use of social media is simply an extension of the one-to-one direct selling relationship. Products promoted in brick and mortar stores and online marketplace sites are just the opposite and do not support interaction with the customer.

**Q: Am I allowed to show product names on social media platforms and selling sites?**

A: Company tradenames, product names, and Company pictures may be used in individual posts. Company tradenames, product names, or logos cannot be used when naming or branding a Brand Affiliate's social media platform or selling site.

**Q: Can I publicly share product prices, discounts and promotions?**

A: Although product prices can be included on your selling site, you may not promote or share specific pricing or discounts on social media. You may, however, highlight promotions on your social media pages (for example, "Great holiday promotion now - see my selling site for more details", "Half-off special promo for the month of December! Click here to check out my site").