

# ageLOC® WellSpa iO™ Promotional Guidelines

Nu Skin is excited to welcome the ageLOC® WellSpa iO™ to our line-up of beauty device systems! Because our Brand Affiliates are excited to begin promoting this revolutionary device, we have created these guidelines to ensure that all messaging is consistent with official content and company-approved claims.



# ageLOC® 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

**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 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

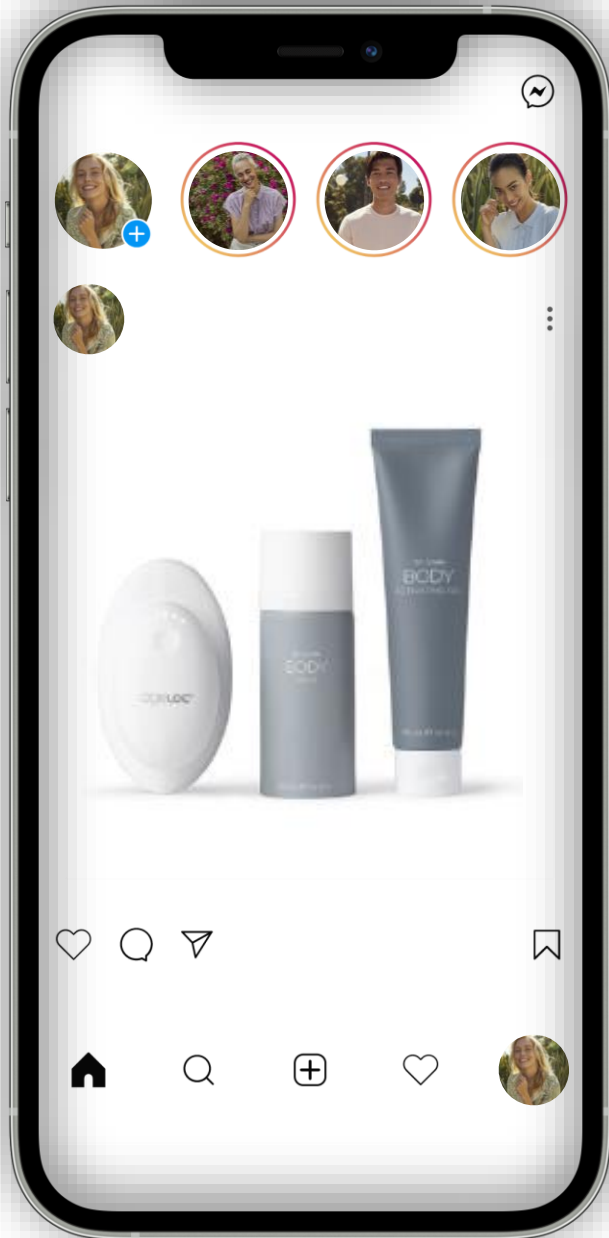
**DON'T:** make ANY claims that ageLOC® WellSpa iO™ promotes weight loss, lymphatic detoxification, impacts immune health, or provides additional health benefits

**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

# INAPPROPRIATE PRODUCT CLAIMS



This is #AgeLoc #WellSpaIO – an amazing wellness device that we can use ourselves at home!

WellSpa IO helps

- Support overall health – cancer, skin, weight loss
- Lymphatic drainage

#Nuskin #WellSpaIO #Lymphaticsystem

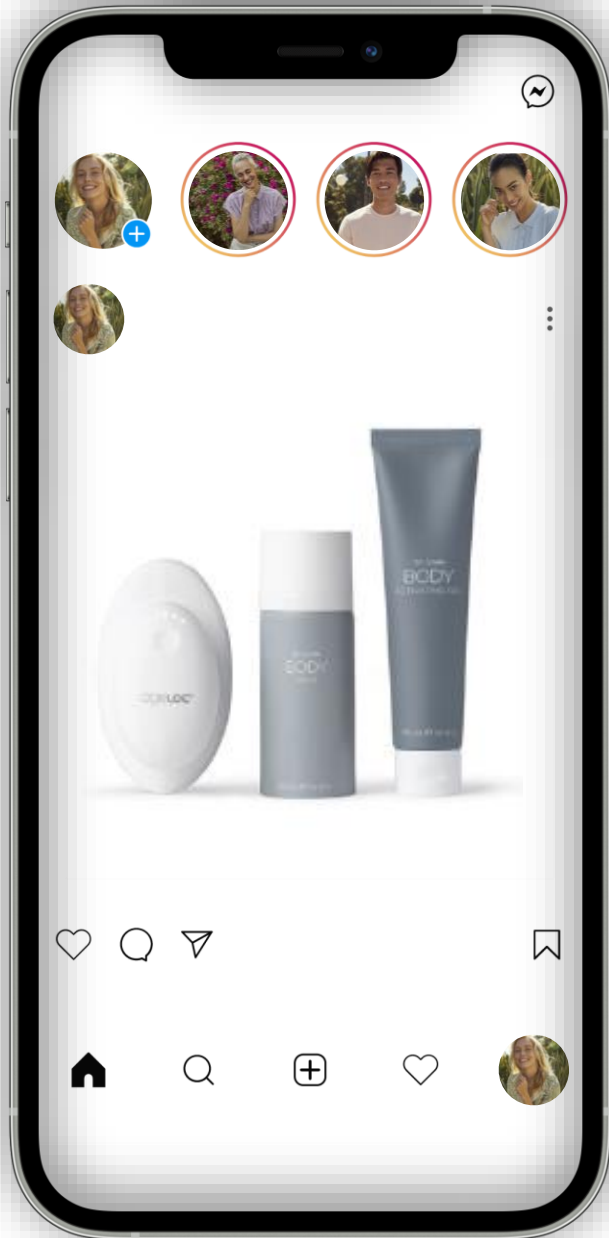
Nu Skin's new WellSpa IO is out of this world! I've been using daily for 2 weeks and have lost 2.1cm around my arms and I just keep losing more.

The best part is it doesn't stop there. You can use the WellSpa IO on your entire body which means you aren't limited to losing weight just on your arms.

PM to see my before and after's!

The ground floor opportunity associated with this device can make you wealthy \$\$\$ - contact me now!

## APROPRIATE PRODUCT CLAIMS



I am so excited for this spa device I can't even put it into words. I am in love with this thing!

I've already received compliments about how my skin looks visibly younger. It can also help improve circulation – contact me for more information!

Let me know if you're interested!

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Guess what guys! Nu Skin is coming out with a new device called the ageLOC® WellSpa iO™ and I got the opportunity to test it!!!

If you know me, you know that exercise is a huge part of my routine but like everyone else I hate being sore afterwards. So, to find out the ageLOC® WellSpa iO™ can help your body recover after a good workout - I couldn't wait to try this out!

The ageLOC® WellSpa iO™ helps give you a great pre-workout massage, so your muscles are ready to go!

# BEFORE AND AFTER PICTURES

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 ageLOC® WellSpa iO™.

- Before and after images must comply with Nu Skin's Product Testimonial Guidelines [[https://www.nuskin.com/content/dam/HK/REGULATORY\\_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf](https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf)].
- All images must depict at least four weeks of using ageLOC® WellSpa iO™ as directed.
- All posts must include the product used 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.

