



Social Sharing Examples/FAQs





## Lifestyle



Share your life - be authentic and personal



Talk about having fun with the business-Share your WHY!



Show YOU!—and how the business opportunity enhanced your life



Emphasize the importance of developing customers and selling product



Hubby and I just finished our new patio!  
 <3 What a great place to have backyardBBQs  
 with the fam and training calls with my team.  
 Want to join me?

#motivation #greatproducts #affiliate



If you would have told me that a simple post about  
 toothpaste on social media would give me enough  
 money to help pay for this amazing new patio \$\$\$,  
 I wouldn't believe you!– believe it, and >>>YOU  
 CAN TOO!<<<#askmehow #timefreedom  
 #financialfreedom





## Income



Describe how the Nu Skin business has positively impacted your life, while representing typical results that most Brand Affiliates could expect to achieve

Emphasize the importance of reselling the product



Talk about our competitive and innovative compensation plan – Velocity! Follow the Opportunity Testimonial Guidelines





I'm so proud of the entrepreneur and strong woman that I have become. And it all started when a friend introduced me to a business opportunity sharing awesome products to help earn some extra cash! Message me to hear my story!  
#hustle #sponsored #nuproducts #timeflexibility.

hustle  
AND  
heart  
WILL SET YOU  
apart  
**APPROVED**

MY BOSSBABES ARE!!... It's only the 4th of the month and we already sold 250 tubes of toothpaste! \$\$\$  
It costs NOTHING to get started!  
You're already on social media!  
Super easy to make money day 1!  
I will train you... JOIN MY TEAM!  
#hustle #getahead #itspossible #easymoney



**NOT APPROVED**





## Product

Use claims found in approved Nu Skin marketing materials released by your local Nu Skin market



Provide realistic and accurate benefits that consumers may experience



Share positive personal testimonials that are consistent with approved claims Follow the Product Testimonial Guidelines





YAY-- the kids are in bed, so its  
momma's time!  
10 minutes with the facial spa, then the  
AgeLoc mask <3 <3 I once did a half  
face demo and the results were amazing-  
- my face looks so toned and hydrated!  
#affiliate #spalife #homebiz

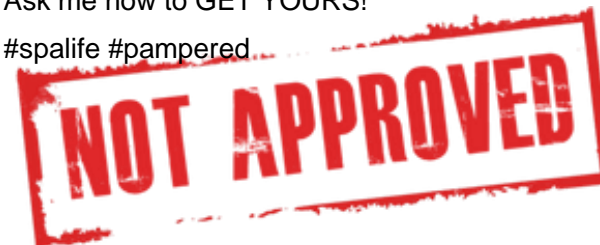


Ending my Saturday night with my wrinkle  
iron! I LOVE THIS THING. It makes you look  
10 years younger in like 10 minutes!!

Goodbye wrinkles and fine lines

Ask me how to GET YOURS!

#spalife #pampered





Marketing, Promotion, & Selling



# FACEBOOK MARKETPLACE & BUY/SELL GROUPS

The image shows a composite of two Facebook interface elements. On the left is a screenshot of the Facebook Marketplace page, featuring a search bar with the Facebook logo, a 'Marketplace' header, and a sidebar menu with options: 'Browse', 'Groups', 'Shops', 'Buying', 'Selling', and 'Saved Items'. A blue button labeled '+ Sell Something' is at the bottom of the sidebar. The main content area shows a product listing for 'AP24' with a photo of a white tube of 'Whitening Body Luffra' wrapped in a light blue ribbon. On the right is a screenshot of a Facebook group titled 'Buy And Sell', identified as a 'Public group'. The group's description reads: 'Nu Skin. Discover the best in you. Original products made from USA. All items are on discounted price.' A post by a user named 'Maria' from '1 March' shows a hand holding a white bottle of 'NU SKIN LIQUID BODY LUFFRA' next to a piece of paper with 'WHITENING BODY SCRUB' written on it. A search bar at the bottom of the group page says 'Search this group'. A red stamp is overlaid on the bottom right of the group screenshot.

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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

Of the 5,045 Vietnam Active Brand Affiliates and 804 Brand Representatives as of 2022, 145 Brand Representative accounts qualified for an incentive trip in 2022 which was registered with Vietnam authority.



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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?!  
#message#bossbabes#**timefreedom**#nulife



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## CONTEST ENGAGEMENT

WHO LOVES FREE STUFF? :-)) \$\$\$ ☐  
THE FIRST 5 people to comment will enter a contest to win a tube of WHITENING TOOTHPASTE and get to be a product tester.  
<3 <3 #contest #giveaway #AP24  
#toothpastemoney #freeproduct

I'm looking for 5 people who has never tried our WHITENING TOOTHPASTE!  
Who wants a FREEEEEEEE one! #freepaste  
#messageme



🚨 CONTEST TIME 🚨 The first 3 who guesses right will get a prize from me!

😁 UPDATE: If no one 👍 can guess the amount correctly, I will do a drawing! 😁

🙋 WHO CAN GUESS how much all these 6 products cost together?

\*AP24 whitening toothpaste

\*Curl and lash mascara

\*Polishing peel

\*Lip plumping balm

\*POWERlips fluid in Maven

\*Sunright Instaglow sunless tanner


🙋 RULES: TAG one of your BFFs and make your guess!! ✌️

👉 HINT: All of the items below are OVER \$15 each 👉

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Frequently Asked Questions



Q: Can I use services like OnePay, SenPay, SmartLink and VNPay?

A: Yes, Brand Affiliates can use payment gateways to accept credit cards and authorize/process payments at their discretion, subject to assumption of any risk or liability arising from compliance with Payment Card Industry (“PCI”) standards, including all applicable data, privacy, and security laws.

Q: I have friends all over the world, can I sell products to friends in other markets?

A: Brand Affiliates may only sell products purchased from the market where the Brand Affiliate resides. Online customers are only permitted to purchase and receive product(s) from the market in which the customer resides. Brand Affiliates may sell products to customers residing in another market only through overseas Nu Skin website in those markets.

Q: Is paid advertising permitted?

A: Paid advertising must be directed only to people who like your page or engage with you, e.g. a Boosted Facebook post to followers. Brand Affiliates may not use any other form of paid advertising, referrals, or other means to target specific demographics or aggregate/drive traffic to a social media platform or selling site (e.g. banner/pop-up ads, paid influencer posts, AdWords ads, and Cost per Mile).

Q: Is Search Engine Optimization (SEO) permitted?

A: SEO features in any form are prohibited and cannot be used. Keywords used in the page title, meta description, ALT tags, and/or in the pages body content that would otherwise be used to directly attract customers are prohibited.

Q: Can I use automated messaging and chatbots?


A: Automated messaging and chatbots are permitted, but limited to targeting only people who follow/like your page or who actively engage with you on your page (e.g. likes a post or makes a comment).

Q: Can I recruit online?

A: It is prohibited to actively recruit in public forums, such as discussion groups, message boards, blogs, comment sections, and employment-based websites. You may, however, actively recruit in personal social media platforms as well as private forums, such as closed groups, when such recruiting does not violate the admin/moderator rules or terms and conditions of such group or site.

Q: Why can't I do raffles or contests to engage my followers?

A: Games of chance are highly regulated by state and federal governments and many social media platforms have very details policies, as well. As a result, contests, Sweepstakes, etc. are strictly prohibited.





Q: How does Nu Skin ensure a level playing field for social sellers?

A: Direct selling is driven by relationships that are built through person-to-person interactions. In order to ensure that all customers receive personalized care and meaningful communication and Nu Skin provides a level playing field for social sellers, Nu Skin has limited the use of selling sites, including business entities, electronic storefronts, “boutiques” and any other similar entity, to those with less than 10 employees or less than USD\$50,000 of total monthly revenue from sources other than Nu Skin.

Q: What if I have questions about what is or isn't allowed?

A: Please reference additional documents in the Compliance Corner section of the Nu Skin website referenced below. If you have additional questions, please don't hesitate to contact the VN Compliance team at [vncompliance@nuskin.com](mailto:vncompliance@nuskin.com)  
[https://www.nuskin.com/content/nuskin/en\\_VN/corporate/regulatory.html](https://www.nuskin.com/content/nuskin/en_VN/corporate/regulatory.html)

The company, in its sole discretion, can prohibit the use of any social sharing platform that does not meet the parameters of these Social Sharing Guidelines and applicable law.

Q. Can I promote my business on any social media platform?

A. In addition to complying with Nu Skin's policies and guidelines, you must follow any platform-specific policies, rules, and guidelines. Keep in mind that some platforms restrict the type of content that can be posted (for example, Pinterest doesn't allow advertisements related to multilevel marketing models or content regarding weight loss products), whereas other platforms, such as WhatsApp for Business, has prohibited all multilevel marketing related activities from their platform. For more information regarding these and other important updates, please see our Business Advisory page < [Regulatory Corner \(nuskin.com\)](#)>.

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