

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.

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 DON'Ts



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

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, and only if accompanied by the required Disclosures. Personal selling sites must be registered in accordance with all applicable laws including Thailand E-commerce law

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



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

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



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



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. #opportunity

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



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

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PRODUCT CLAIMS

APPROPRIATE

One of my TOP SELLERS! It has potent antioxidants
- contact me for more info!
[#amazingproducts](#)



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](#)

INAPPROPRIATE



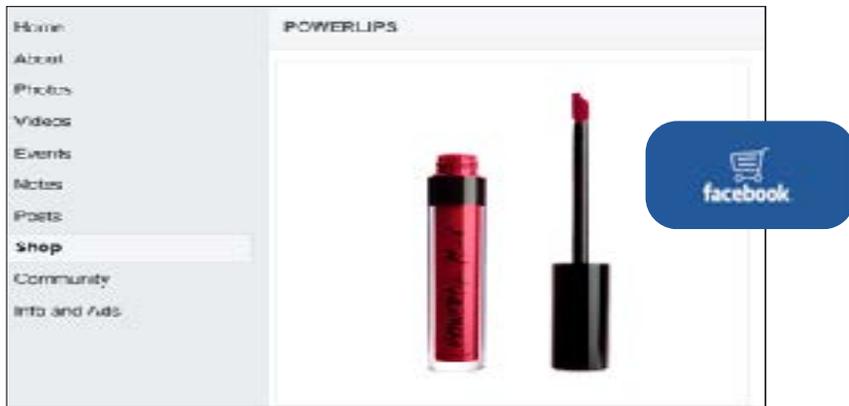
OMGGGG! You have to get your hands on this **MAGIC** toothpaste!
I've sold over 100 tubes this month **\$\$\$**. Get in on my next order! [#whiteningtoothpaste](#)
[#freebusiness](#) **#immediateresults** **#ap24money**

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

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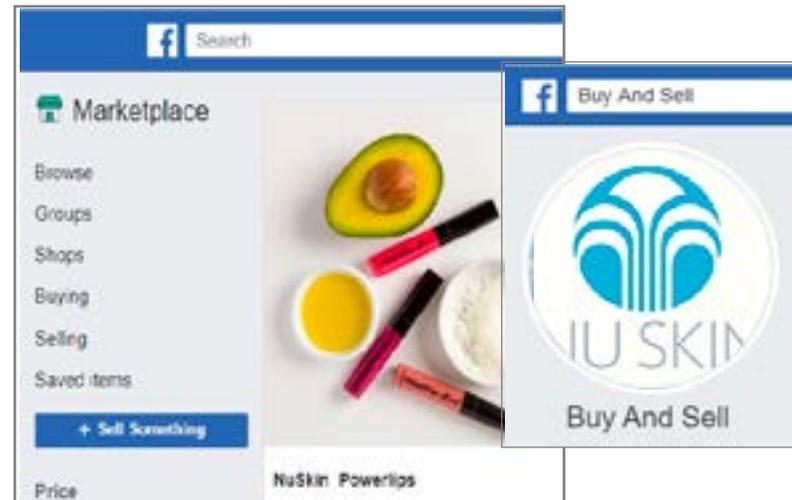
MARKETPLACE SITES

APPROPRIATE



Facebook Shop

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Facebook Marketplace & Buy/Sell Groups

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 Of the 161,325 SEA Region Active Brand Affiliates and 7,432 Brand Representatives as of 2019, 1,177 Brand Representative accounts qualified for an incentive trip in 2019.



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 Of the 161,325 SEA Region Active Brand Affiliates and 7,432 Brand Representatives as of 2019, 1,177 Brand Representative accounts qualified for an incentive trip in 2019.

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** #nulife



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**

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SOCIAL SHARING FAQ

Q: What information shall I include on my selling site?

A: In order to support the sale of products to customers, you may include information about the products, such as description, benefits, and ingredients. You may not post any promotional, training or recruiting content on selling sites. In addition, all selling sites must include the following disclaimer: “Independent Brand Affiliate Produced Website - This website is not produced or approved by Nu Skin Enterprises Inc. or its affiliated companies.”

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 have to disclose that I am a Brand Affiliate?

A: Advertising requirements in many markets require that disclosure needs to be given whenever a company provides compensation. Disclosure must be clear, prominent, and in immediate proximity to the post, not in a general “about” section, overwhelmed by other content/text, or in a hyperlink. For individual social media posts, use hashtags to disclose your relationship with Nu Skin (e.g., #ad, #paidad, #sponsored, #NSbrandaffiliate, #affiliate).

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, Carousell, Shopee, Lazada, Qoo10 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”).

Q. What is the disclosure that I need to share when selling product?

A. Detailed information about products and pricing that must be published on your Personal selling site in accordance with Thailand law. Such information includes: 1. Requirements for Display, Languages & Numerals; The selling price, service charge, category, type, description, size, weight, and details of the product, must be displayed clearly and completely, and 2. Requirements for Pricing; All charges including selling price must be displayed clearly and completely.

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 abouts success trip qualification, this disclaimer must be used: “Of the 161,325 SEA Region Active Brand Affiliates and 7,432 Brand Representatives as of 2019, 1,177 Brand Representative accounts qualified for an incentive trip in 2019.”

SOCIAL SHARING FAQ

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 TikTok and WhatsApp for Business, have prohibited all multilevel marketing related activities from their platforms. For more information regarding these and other important updates, please see our Business Advisory page <https://www.nuskin.com/content/nuskin/en_TH/corporate/Regulatory.html>.