

Nu Skin WellSpa IO™ Promotional Guidelines

Nu Skin is excited to welcome the Nu Skin 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.



WellSpa iO DOs and DON'Ts

DO: share appropriate claims and personal testimonials that are consistent with the approved benefits found in the Nu Skin WellSpa iO Product Information Page https://www.nuskin.com/content/dam/TH/PIP/NuSkin-WellSpa-iO-System_PIP_th.pdf for your market

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 Nu Skin WellSpa iO User Manual <https://www.nuskin.com/content/dam/TH/microsite/wellspa-io/WellSpa-iO-Manual.pdf>

DON'T: claim that Nu Skin 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

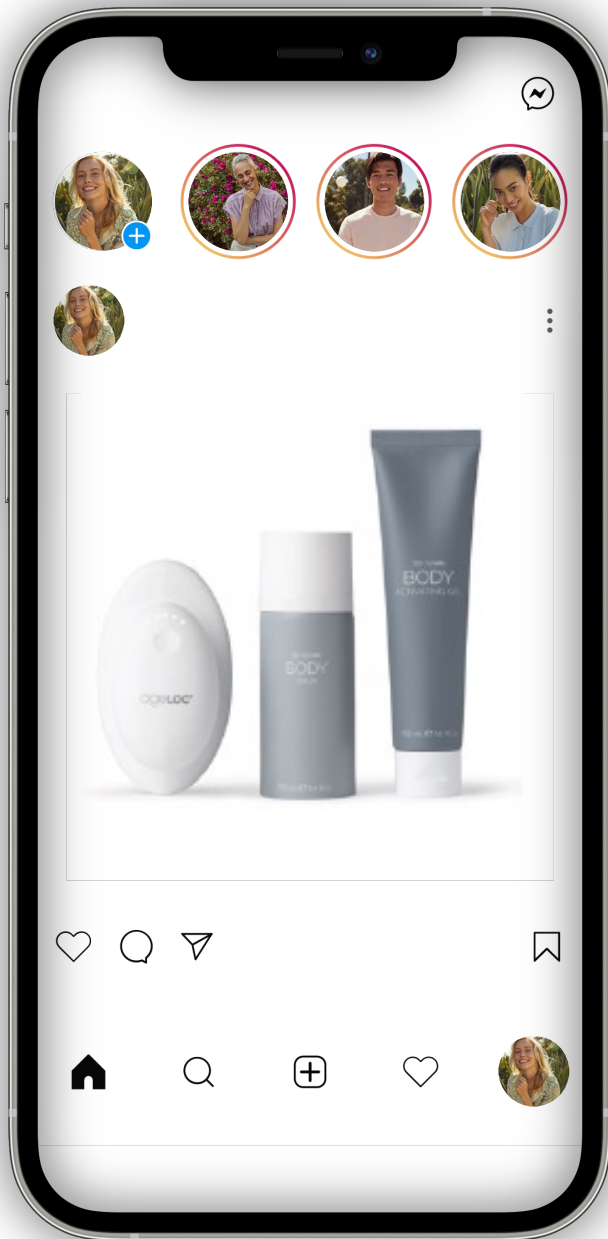
DON'T: make ANY claims that Nu Skin WellSpa iO promotes weight loss, lymphatic detoxification, impacts immune health, or provides additional unapproved health benefits not contained in the Product Information Page.

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 Nu Skin WellSpa iO on the back, neck, or chest – follow the User Manual

DON'T: promote use on children

INNAPROPRIATE 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~~

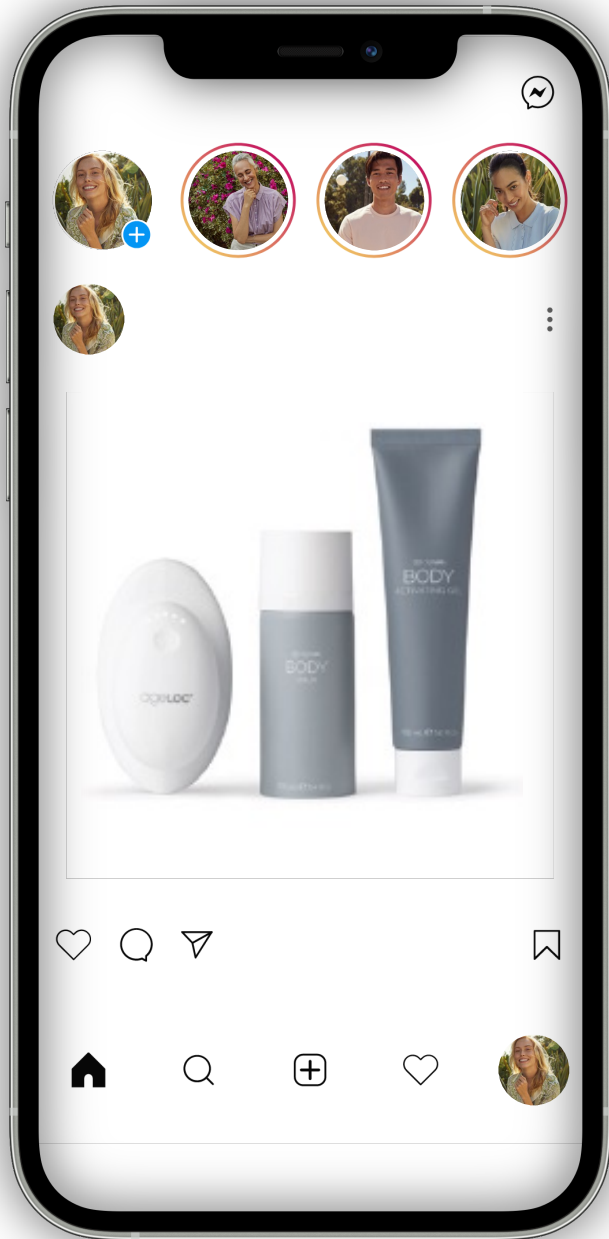
Nu Skin's new WellSpa IO is out of this world! I've been using daily for 2 weeks and ~~have lost 2.1cm around my arms and I just keep losing more.~~

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 fluid movement**— contact me for more information!

Let me know if you're interested!

Guess what guys! Nu Skin is coming out with a new device called the 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 WellSpa IO **can help stimulate sore muscles** and **encourage my tired body feel relaxed** - I couldn't wait to try this out!

The 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 WellSpa iO.

- Before and after images must comply with Nu Skin's Product Testimonial Guidelines
<https://www.nuskin.com/content/dam/TH/regulatory/2019/Product%20Testimonial%20Guidelines%205.pdf>
- All images must depict at least four weeks of using WellSpa iO as directed.
- All posts must include the product used (i.e. Nu Skin WellSpa iO device and relevant consumables) 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
https://www.nuskin.com/content/dam/TH/PIP/NuSkin-WellSpa-iO-System_PIP_th.pdf
- Images cannot depict weight loss or other implied claims not contained within your market's Product Information Page.

