Product Testimonial Guidelines

NU SKIN®

OVERVIEW

High-quality testimonials can have a positive impact on potential customers or sales leaders.

As a distributor, you represent Nu Skin. It is imperative for testimonials to be truthful and not misleading, and to be consistent with Nu Skin's image and brand standards. Testimonials must disclose important facts that are relevant to consumers making a buying decision.

TO MAKE SURE YOUR TESTIMONIALS MEET OUR GLOBAL MARKETING STANDARDS PRIOR TO USE, PLEASE FOLLOW THE BASIC GUIDELINES OUTLINED HERE AS WELL AS OUR DETAILED POLICIES AND PROCEDURES. PLEASE ONLY USE TESTIMONIALS THAT MEET THESE GUIDELINES.

CONTENTS

1 KEY MESSAGING PRINCIPLES

2 LEGAL STANDARD FOR MARKETING

3 WRITTEN PRODUCT TESTIMONIALS

4 BEFORE & AFTER PHOTOS

5 VIDEO TESTIMONIALS

6 GUIDELINES SUMMARY

Nu Skin Key Messaging Principles

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

Nu Skin Global Legal Standard for Marketing Claims

WE ARE COMMITTED TO THE HIGHEST STANDARDS OF ETHICAL AND HONEST BEHAVIOR, INCLUDING IN THE CLAIMS WE MAKE REGARDING OUR PRODUCTS AND BUSINESS OPPORTUNITY.

USING ONLY APPROVED CLAIMS IS ESSENTIAL TO MAINTAINING OUR REPUTATION AND PROMOTING A HEALTHY AND GROWING BUSINESS.

1 BE HONEST

Claims must be truthful and not misleading.

2 FOLLOW THE COMPANY PRODUCT CLAIMS

All claims should be consistent with the applicable Nu Skin Product Information Page, marketing and training guidelines that govern the product.

3 TRUTH IS NOT ALWAYS ENOUGH. WHAT IF IT IS TRUE BUT NOT TYPICAL OR NOT AN APPROVED COMPANY CLAIM?

Even if true, a personal testimonial, product experience, or claim is not allowed if it is inconsistent with the applicable Nu Skin marketing materials.*

*WHY?
All of our products have clinically substantiated benefits and legal requirements that govern allowable claims. These regulations limit claims to those that are consistent with our substantiation AND that most consumers would experience.

Written Product Testimonials

PRODUCT TESTIMONIALS SHOULD NOT CLAIM THAT A PRODUCT WILL TREAT, CURE, OR PREVENT ANY DISEASE OR HEALTH CONDITION, OR THAT THE PRODUCT CURED YOUR OWN AILMENT—EVEN IF TRUE.* PRODUCT TESTIMONIALS SHOULD FOCUS ON PRODUCT BENEFITS, APPROVED CLAIMS, AND TYPICAL RESULTS WHILE FOLLOWING THESE GUIDELINES:

*WHY:

NU SKIN CONDUCTS SCIENTIFIC CLINICAL RESEARCH TO SUBSTANTIATE OUR PRODUCTS. IN A REGULATED INDUSTRY IT IS IMPORTANT TO ONLY MAKE CLAIMS THAT ARE LEGAL AND THAT WE CAN PROVE.

1. Must contain the name of the product
2. Must only make approved product claims
3. Must include your name and market
4. Must disclose that you are a distributor

PRODUCT TESTIMONIAL THAT IS TRUTHFUL AND CONSISTENT WITH CORPORATE CLAIMS

PRODUCT TESTIMONIAL THAT MAY BE TRUTHFUL BUT NOT CONSISTENT WITH CORPORATE CLAIMS

DISTRIBUTOR This is the most amazing thing ever. For 20 years I have had back pain. After using R2 for 4-5 months, it's gone. For me, that is a miracle...I sleep better, wake up refreshed and ready to go! I've even started training for my first 5K, something my doctor told me I could forget about! Never say never ! Thank you Pharmanex, for this amazing product! I wish Facebook had a LOVE button !

Before & After Photos

BEFORE AND AFTER PHOTOS ARE POWERFUL TOOLS THAT SHOW THE POSITIVE IMPACT NU SKIN PRODUCTS CAN HAVE FOR THE TYPICAL CONSUMER. HOWEVER, THEY ARE CONSIDERED "PRODUCT PERFORMANCE CLAIMS" AND, THEREFORE, NEED TO FOLLOW THESE GUIDELINES:

1. In before and after photos, the following must be consistent:

   Lighting
   Clothing
   Background
   Makeup (should be minimal, if any)
   Clarity and resolution

   Your body position, pose, angle of face, and facial expression

2. Photos must accurately depict benefits that may be achieved by a typical consumer using the product.

3. Photos must only support legally approved product claims. (These claims can be found in the Product Information Page.)

APPROVED CLAIM TESTIMONIAL

IMPROPER DISEASE CLAIM TESTIMONIAL

Before & After Photos

4 Photos must be accompanied by a caption that indicates what products you used, how long you used the products, how often you applied the products, your name (first name and last initial is fine), and market. You must disclose that you are a Nu Skin distributor if your intention is to publicize Nu Skin products.

5 In photos that show weight loss product results or any Spa results, you should be a good example of Nu Skin's brand, image, and high standards. You must be dressed modestly and appropriately for the type of product you are highlighting.

Women should wear tasteful swimsuits or workout clothing.

Men should wear workout clothing or swim trunks.

Excessively suggestive photos or those revealing too much skin do not meet Global Marketing standards.

6 For all before and after pictures, including half-face demos and body shots where you treated only one side, it's helpful to include arrows that point out the areas of improvement.

7 Your photos must be original and not retouched or modified.

8 Obtain copyright permission before using any photos that are not your own and do not use celebrity or other company trademarks without permission.

OUTRAGEOUS OR "TOO GOOD TO BE TRUE" TESTIMONIAL

INAPPROPRIATE LIGHTING, CAMERA ANGLE, OR RESOLUTION THAT MAKE A CLAIM IMPROPER

Video Testimonials

VIDEO TESTIMONIALS SHOULD FOLLOW THE SAME REQUIREMENTS AS THE OTHER TESTIMONIALS, WITH A FEW ADDITIONAL GUIDELINES:

1. Wear appropriate professional clothing (business casual or business dress) that represents the Nu Skin brand standards.
2. Pull back or style your hair so that it doesn't cover your face.
3. Wear appropriate makeup to match the Nu Skin brand (fresh, clean, and healthy looking, not overdone).
4. Use sufficient lighting.
5. Obtain copyright permission before using any videos that are not your own and do not use celebrity or other company trademarks without permission.
6. Follow the approved product testimonial guidelines in all videos.

EXAMPLES FROM APPROVED VIDEOS

Guidelines Summary*

1. Always be truthful and never misleading.

2. Photos and videos should be consistent with Nu Skin's prestige brand standards and image—clean, tasteful, youthful, and aspirational.

3. Disclose that you are a Nu Skin Brand Affiliate.

4. Product testimonials should only claim benefits consistent with Nu Skin's substantiated and approved product benefits.

5. Refer to Nu Skin marketing materials and Product Information Pages as a guideline for product claims.

6. Provide a realistic and accurate portrayal of product efficacy and benefits that most consumers may experience.

7. Product testimonials should not claim that a product will treat, cure, or prevent any disease or health condition or that the product cured your own ailment—even if true.

8. Before/after photos must be original, not retouched or modified, and use consistent lighting, camera angles, and resolution.

9. Photos and videos should not portray results that are outrageous, extreme, or "too good to be true" as they may not be substantiated or reflect a typical consumer's experience.

10. Obtain copyright permission before using any photos or videos that are not your own and do not use celebrity or other company trademarks without permission.

*These guidelines are a summary only and may change from time to time. For more detail, please refer to Nu Skin's Policies and Procedures or contact Nu Skin.

APPROVED CLAIMS

Powerlips Fluid uses skin-conditioning ingredients. You'll love how long this product lasts on the lips! Powerlips Fluid is a smudge-resistant formula that stays put and feels weightless! #sponsored

My favorite facial serum:
Nu Skin ageLOC Tru Face Essence Ultra
Featuring the power of Ethocyn® - clinically proven to improve the key component of firm skin! It helps contour and firm the skin for a more youthful appearance by increasing skin resiliency around the eyes, neck, chin, and jawline… Protection from oxidative stress and feels so good!

Skin benefits --
- ✔ Exfoliates dead skin cells
- ✔ Draws out impurities and toxins
- ✔ Has an amazing amount of skin-beneficial minerals, including zinc
- ✔ Softens and purifies skin without robbing precious moisture
- ✔ Skin purifying
- ✔ Contains copper that helps improve skin strength

💕 Get yours today! PM me for orders!
📱 #nsdistributor