

OPPORTUNITY TESTIMONIAL GUIDELINES

For Nu Skin Thailand Brand Affiliates

These guidelines provide you with information about how to promote the Nu Skin Business Opportunity in compliance with the Policies and Procedures. You should read these guidelines together with Product Testimonial Guidelines and the Social Sharing Guidelines.

NU SKIN[®]

A. General requirements for Opportunity Claims

An Opportunity Claim is any statement, presentation, video, or social media post that depicts earnings/awards received through Nu Skin, and purchases or a lifestyle made possible by them and must meet the following requirements:

<ol style="list-style-type: none">1) Claims must be truthful, accurate and never deceptive or misleading.2) Lavish lifestyle claims and imagery (exotic vehicles, high-end vacations, yachts, airplanes, etc.) are strictly prohibited.3) Do not claim (or imply) that a Nu Skin business is easy or does not require substantial time, skills, or hard work.4) Do not claim (or imply) that everyone will succeed if they simply put in the hours or follow a system.5) Do not claim (or imply) that operating a Nu Skin business will: allow participants to quit jobs, replace full-time income, or provide financial freedom.6) Keep messaging balanced and realistic, do not focus only on examples of the highest-level successful Brand Affiliates.7) Do not make claims beyond your own experience, compensation, and title.	<ol style="list-style-type: none">8) Income, earnings, awards, bonus, and/or compensation claims made on social media must be 15,000 THB or less, accompanied by "Thai Baht" or in the context of earnings in Thailand.9) Compensation calculation examples based on the sales compensation plan must include market-specific product sales and local currency for context.10) Social media posts should clearly disclose your relationship with Nu Skin. Don't hide your relationship with Nu Skin behind a "more" button or in a string of hashtags. <p>Please note that some social media platforms may restrict content related to opportunity claims. Brand Affiliates are solely responsible for complying with specific platform requirements.</p>
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Approved example posts for earnings claims



Pay for those soccer fees!

I want my kids to try everything. Make extra 15,000 THB to help pay those soccer fees by sharing amazing products. No start-up fees or required product purchases.

#nuskinaffiliate #opportunity
#yourbusinessyourway #timeflexibilty
#empowerme



Need a little extra income to help make that monthly car payment?

Contact me to learn more about our amazing company and best-in-class products!

#nuskin_affiliate
#beautyandwellness
#opportunity



I've been able to earn a little extra cash each month to help with my kid's activities!

Want to learn more? Contact me about an amazing sales opportunity!

#nuskin_affiliate
#supplementalincome
#yourbusinessyourway
#opportunity



B. Describing Nu Skin Opportunity

The following terms **may only** be used in a context that is not misleading:

- ✓ flexible schedule
- ✓ time flexibility
- ✓ leveraged income
- ✓ supplemental income
- ✓ work independently

The following terms **may not** be used:

- ✗ passive income
- ✗ residual income
- ✗ replacement income
- ✗ financial freedom
- ✗ time freedom
- ✗ recurring income
- ✗ unlimited income potential
- ✗ financial flexibility
- ✗ full-time income
- ✗ life changing income

C. Don'ts for Opportunity Claims

DO NOT make claims about the total sales revenue, gross sales and/or total volume for your account or those in your organization.

DO NOT make claims about the amount of time required to reach specific titles or compensation levels unless you share your own experience truthfully and you do not make earning claims.

DO NOT display earnings checks from Nu Skin, including screenshots of bonuses or statements.

NEVER encourage people to quit jobs or school, take out loans, or incur debt.

DO NOT reshare, retweet, comment or “like” posts that are inconsistent with these guidelines.

DO NOT offer or imply any guarantee of success or income, including guarantees related to following a system.

UNAPPROVED EXAMPLE POSTS



Guess what guys!? Through my Nu Skin business, I've been able to make enough money every month to cover my car payment! If you want to learn how to pay YOUR monthly car payment message me!

#nuskin #opportunity
#guaranteedincome
#financialfreedom

I'm so excited to say that I have been able to earn 15,000 THB a month selling Nu Skin's amazing products! If you want to learn how you can earn recurring income like this, message me!

#nuskin #opportunity
#recurringincome
#guaranteedmoney



D. Sharing your Authentic Personal Life

You can always share your **authentic** personal life both big and small that represent you, the life you enjoy **without** reference to Nu Skin. You should avoid mentioning experiences with excessive luxury that is only accessible to a privileged few (even though they are your genuine experiences).

DO	DON'T
<ul style="list-style-type: none"> ✓ Share your authentic personal life without reference to Nu Skin, which may include material achievements (such as purchasing a new car, taking your family on vacation, or simply pursuing your passion and interests). 	<ul style="list-style-type: none"> ✗ Share experiences with excessive luxury that are only accessible to a privileged few (even though they are genuine). ✗ Share untruthful or misleading experiences that are not personally achieved or entitled to you.

APPROVED ✓

Posts about your **authentic** personal life and achievements



"Thrilled to be collecting our new car today, proving that hard work does pay off! I am grateful to my amazing team and myself for never giving up on our goals!" #hustle #teamwork

UNAPPROVED ✗

Posts that contain **unrealistic**, **excessive luxury** that is not attainable by most



"Jetting off to the next stop to meet with the team & transform more lives!" #hustle #nuskin

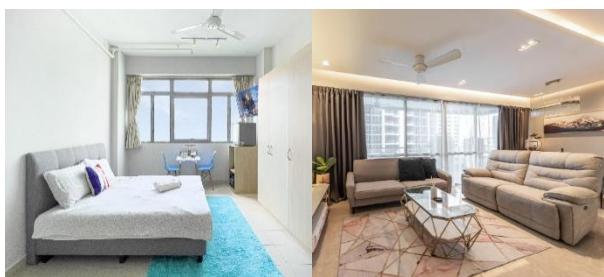
E. Sharing Achievements of Nu Skin Business

On social media, you may share your genuine achievements *without* reference to Nu Skin. The exception is the posting of messages in a private group of Brand Representatives or above. In that group, you may share your material achievements **over 15,000 THB** *with* reference to Nu Skin **without** mention of their value/dollar **amounts**, and you should mention the effort and time spent for your achievements.

DO	DON'T
<p><u>On social media:</u></p> <ul style="list-style-type: none"> ✓ Share your genuine achievements without reference to Nu Skin. ✓ This can include progressive personal milestones or growth over time and can be both material or intangible in nature. 	<ul style="list-style-type: none"> ✗ Share achievements with excessive luxury that is only accessible to a privileged few (even though that they are genuine). ✗ Share untruthful or misleading achievements that are not personally attained.
<p><u>In a private group of Brand Reps:</u></p> <ul style="list-style-type: none"> ✓ Share your material achievements <i>with</i> reference to Nu Skin: (1) up to 15,000 THB with mention of their value amounts; or (2) over 15,000 THB without mention of their equivalent value. ✓ Share the effort and time spent for your achievements. 	

APPROVED ✓

On social media, sharing achievements over a period of time



"My first home was a huge milestone, filled with hope for the future. Today, over a decade later, my journey continues with a home that provides my family the comfort they deserve!"

UNAPPROVED ✗

Sharing **Dollar value equivalent** of achievements & **excessive luxury**



"A passion business that started as a humble side-hustle and has today enabled me to own my \$500,000 dream car!" #hustlehard #dreambig

F. Explaining Income Opportunity of Nu Skin Business

When you explain the income opportunity of Nu Skin business, please follow the following guidelines to protect both yourself and Nu Skin:

DO	DON'T
<ul style="list-style-type: none"> ✓ Explain the Nu Skin business opportunity by reference to both selling high quality Products to customers and sponsoring. ✓ Always provide the context of the location or market applicable to the income opportunity and product sales to customers to earn a commission. ✓ Share and explain elements of the compensation plan, including examples of potential earnings based on specific products sold. ✓ Share the average income across pin title levels based on the latest compensation summary found on your local market website. 	<ul style="list-style-type: none"> ✗ No mention or reference of US dollar (USD) when talking about the compensation plan or income opportunity. ✗ No mention of amount of actual or potential income earned that exceeds the average earning published in Nu Skin's latest compensation summary document based on your current pin title level.

APPROVED ✓

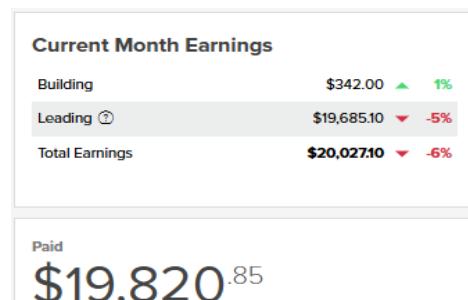
Earning potential example based on **specific product sold to customers** with local context



"Sharing TRMe system with five (5) personal customers a month can earn you a commission of up to 20,000 THB as a Brand Rep in Thailand!"

UNAPPROVED ✗

Use of **USD**, a **lack of specific market context** and sharing **beyond your pin title level's average earning**



"Selling 50 TRMe kits a month earned me over US\$19,000 in commissions as a Brand Representative!"

