

# Nu Colour® Lash + Brow Serum Guidelines

Nu Colour Lash + Brow Serum is NOW AVAILABLE! As you share your excitement via social media or otherwise, please ensure that all content is consistent with company-approved claims and follow the principles outlined in these guidelines.



# LASH + BROW DOs and DON'Ts

**DO:** share appropriate claims and personal testimonials that are consistent with the approved benefits found in the Lash + Brow Serum Product Information Page

[https://www.nuskin.com/content/nuskin/en\\_TH/products/product.19002663.html](https://www.nuskin.com/content/nuskin/en_TH/products/product.19002663.html) for your market

**DO:** focus on promoting the visible benefits (e.g., “visibly longer”) consistent with approved claims found in the Lash + Brow Serum Product Information Page

[https://www.nuskin.com/content/nuskin/en\\_TH/products/product.19002663.html](https://www.nuskin.com/content/nuskin/en_TH/products/product.19002663.html) for your market

**DO:** use only company-approved before and after pictures found on

[https://www.nuskin.com/content/nuskin/en\\_TH/products/product.19002663.html](https://www.nuskin.com/content/nuskin/en_TH/products/product.19002663.html) or your own before and after pictures that have been approved by Nu Skin

**DO:** provide a realistic portrayal of the benefits that consumers may experience

**DON'T:** claim that the Lash + Brow Serum prevents hair loss or can result in hair growth—even if the claim is based on your own personal experience

**DON'T:** promote any Lash + Brow Serum results using before and after pictures that have not been approved by Nu Skin

**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:** compare the Lash + Brow Serum to lash extensions, imply that the product can be used as an alternative to extensions, or that it can lead to similar results

# INAPPROPRIATE PRODUCT CLAIMS

Clint Shepherd  
18m · 🔒

Guess what guys!!! Nu Skin recently came out with a new product that is totally changing the eyelash world. You can now have amazing thick eyelashes that grow naturally and make your eyelashes darker. And as an added bonus it will even help your eyebrows grow to be thicker and more beautiful.

If you are interested in Nu Skin's new Lash+Brow Serum PM me.

BEFORE  
USE



WEEK 12



Nu Colour®

👍 Like

💬 Comment



Write a comment...



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**Suggested revision:** Guess what guys!! Nu Skin recently came out with a new product that is giving your eyelashes and eyebrows some love! You can now have visibly longer, thicker, shinier and fully looking lashes naturally. And as an added bonus, it will even help your eyebrows look fuller and more beautiful.


If you are interested in Nu Skin's new Lash+Brow Serum PM me.

# INAPPROPRIATE PRODUCT CLAIMS

Clint Shepherd  
Just now · 🔒

Anyone else sick of paying \$100+ monthly to get your eyelashes done? I found this amazing new product Nu Skin has that has helped my eyelashes grow fuller and longer naturally to where I no longer need extensions anymore!

If you want to ditch your eyelash extensions PM me



The image shows two cylindrical containers for Nu Skin Lash + Brow Serum. The container on the left is closed and has a white cap. The container on the right is open, showing a black applicator brush. The text 'NU COLOUR' is printed near the top of the containers, and 'NU LASH + BROW SERUM' is printed near the bottom.

Like Comment

Write a comment...

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**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:** compare the Lash + Brow Serum to lash extensions, imply that the product can be used as an alternative to extensions, or that it can lead to similar results

**Suggested revision:** I found this amazing new product Nu Skin has that has helped my lashes look visibly longer, thicker, shinier and fuller naturally.

If you are looking for a way to give you lovelier lashes and brows PM me.

# APPROPRIATE PRODUCT CLAIMS

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**DO:** provide a realistic portrayal of the benefits that consumers may experience

 **Clint Shepherd**  
17m · 

Nu Skin has done an amazing job with their new Lash+Brow Serum!!! I love how much this serum has helped strengthen and condition my wife's lashes and brows.

Check out her before and after photos below to see just how much this serum has helped her lashes and brows look visibly fuller and longer!!! I'm excited to see how the Lash+Brow Serum will continue to help her in the future.



**BEFORE USE**

**WEEK 6**

Nu Colour®

 Like  Comment

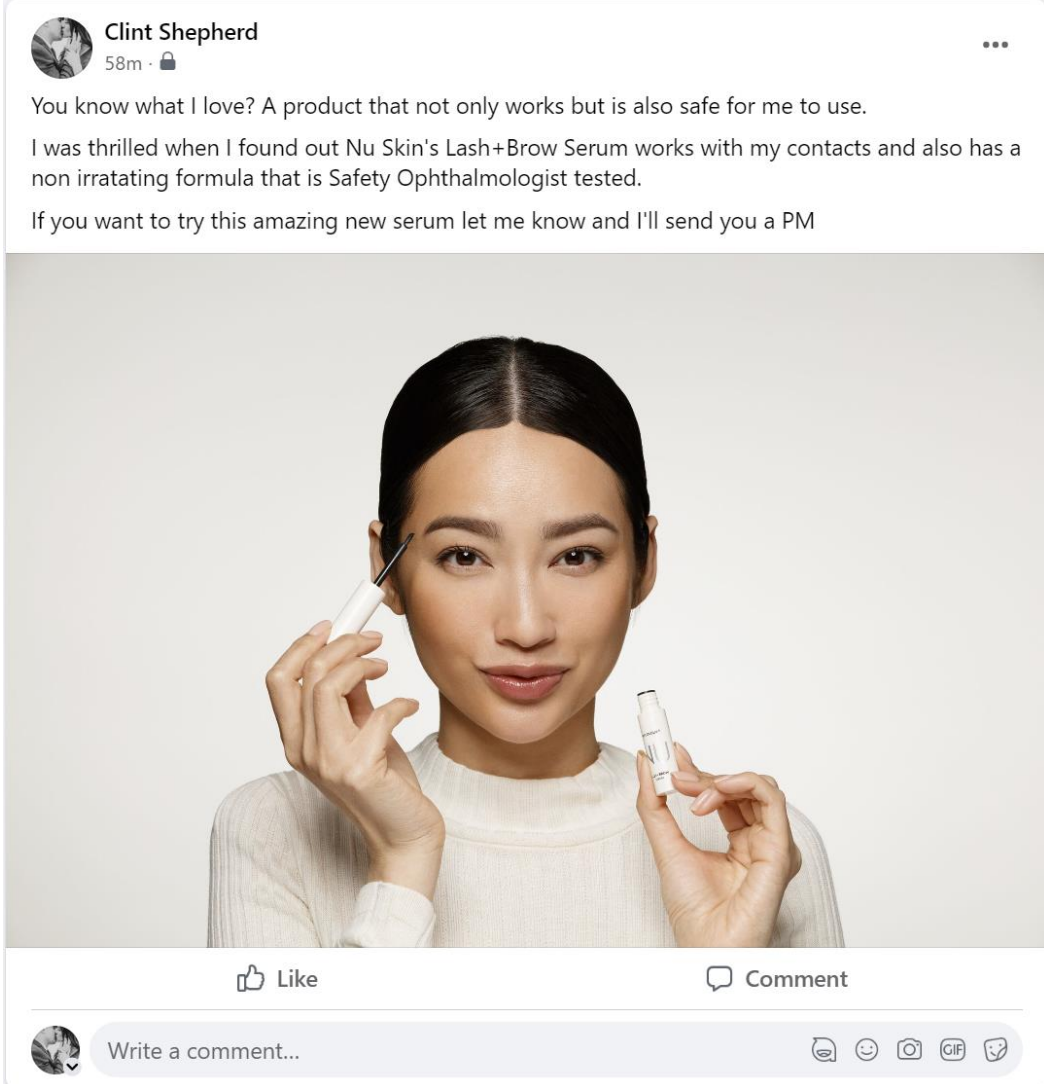
 Write a comment...


    

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Clint Shepherd  
58m · 

You know what I love? A product that not only works but is also safe for me to use. I was thrilled when I found out Nu Skin's Lash+Brow Serum works with my contacts and also has a non irritating formula that is Safety Ophthalmologist tested. If you want to try this amazing new serum let me know and I'll send you a PM



 Like  Comment

 Write a comment...     

# BEFORE AND AFTER PICTURES

All Before and After pictures featuring Lash + Brow Serum must be submitted to Nu Skin for approval prior to use. Please follow the steps below in submitting your Before and After pictures to Nu Skin for approval:-

**Step 1**: Ensure all Before and After pictures comply with Nu Skin's Product Testimonial Guidelines <https://www.nuskin.com/content/dam/TH/regulatory/2019/Product%20Testimonial%20Guidelines%205.pdf> and must include how long and how often the product was used to achieve the results. Pictures must only depict results that are based on 4 weeks of use or longer. Any social media posts featuring Lash + Brow Serum must comply with Nu Skin's Social Sharing Guidelines [https://www.nuskin.com/content/dam/TH/Compliance/Social-Sharing-Guideline\\_TH-June-2023\\_Thai.pdf](https://www.nuskin.com/content/dam/TH/Compliance/Social-Sharing-Guideline_TH-June-2023_Thai.pdf) and must be consistent with the approved claims for your market found in the Product Information Page [https://www.nuskin.com/content/nuskin/en\\_TH/products/product.19002663.html](https://www.nuskin.com/content/nuskin/en_TH/products/product.19002663.html) for your market.



# BEFORE AND AFTER PICTURES

**Step 2:** The Submission and Agreement Form <https://www.nuskin.com/content/dam/TH/regulatory/NC-Lash-Brow-Serum-Sales-Leader-Submission-Agreement-form.pdf> must be completed by the owner of the Before and After pictures.

**Step 3:** Attach the Before and After pictures and submit the duly completed Submission and Agreement Form via email at [thcompliance@nuskin.com](mailto:thcompliance@nuskin.com). Please note each Brand Affiliate, Member or Customer is only permitted to submit one set of Before and After pictures of themselves, unless the previous submissions were rejected by Nu Skin, for which case, a new submission is permitted.

**Step 4:** You will either receive an approval or rejection email from Nu Skin after 5-7 working days.

- If your submitted Before and After pictures are approved, you must use the approved pictures in the format provided by Nu Skin and you do not make any unapproved claims. Each Brand Affiliate, Member or Customer is only permitted to have one set of approved Before and After pictures of themselves.
- If your submitted Before and After pictures are rejected, you may resubmit a new set of Before & After pictures that comply with Step 1 above.