

EmpowerSTART Incentive Guidelines

Nu Skin is excited to introduce the EmpowerSTART Incentive*, which allows Brand Affiliates to earn incredible bonuses by achieving important performance milestones. When promoting this new incentive, it's vital that all Brand Affiliates closely follow the principles found in these guidelines. **Any promotion of the EmpowerSTART incentive that is inconsistent with these guidelines is strictly prohibited.**



**All markets will participate in this Incentive excluding Mainland China, Vietnam, and Ukraine.
For full details please refer to Rules and Terms and Conditions available at My Workspace.
Please refer to the trademarks' glossary on www.nuskin.com for a list of all registered trademarks in the Nu Skin European markets and South Africa.*

PUBLIC POSTS - DOs AND DONTs

Specific details about the EmpowerSTART Incentive cannot be promoted or advertised publicly (public Instagram accounts, public Facebook pages, etc.). All Brand Affiliates must comply with the following DOs and DONTs when posting in the public domain.



DO: only use the “EmpowerSTART” or “EmpowerSTART Program” or “EmpowerSTART Incentive” within your public posts to generate interest (e.g., “My day got better after learning about the EmpowerSTART Incentive.”)

DO: follow the [Opportunity Testimonial Guidelines](#) and all other guidance released by Nu Skin related to earnings claims

DO: follow any/all community standards and guidelines as dictated by individual platforms. For example, the EmpowerSTART Incentive cannot be promoted on TikTok.

DON'T: advertise or promote specific details of the EmpowerSTART incentive on public platforms

DON'T: state or imply that the EmpowerSTART program is an opportunity to earn income or an income opportunity. For example, do not use the hashtag #earnwithEmpowerStart

DON'T: engage in any type of paid promotion (sponsored ads, boosted posts, etc.)

DON'T: make any lifestyle or income claims that are inconsistent with the [Opportunity Testimonial Guidelines](#).

INAPPROPRIATE PUBLIC POSTS



 **Clint Shepherd**
2m · 

This has been an amazing Monday and seems to only be getting better now that I've heard about Nu Skin's new EmpowerSTART incentive program where you can earn up to €1000!!!
PM to find out how.







 Like  Comment  Share







 Write a comment...     

 **Clint Shepherd**
29m · 

Have you ever wanted to earn a bonus just for doing some social media posts and selling a few products?
With Nu Skin's new EmpowerSTART program you can do that just by submitting your LOI and maintaining your title!!!
PM me if you'd like to EmpowerSTART your Life



 Like  Comment  Share



 Write a comment...     


APPROPRIATE PUBLIC POSTS

 **Clint Shepherd**
July 31 at 1:33 PM · 🌐


Are you ready to EmpowerSTART your life?




 Like  Comment  Share



 Write a comment...     










 **Clint Shepherd** is 😊 feeling happy.
July 31 at 1:39 PM · 🌐

This has been a fantastic Monday, and it got even better since learning about the EmpowerSTART program



 Like  Comment

 Write a comment...     



PRIVATE POSTS - DOs AND DON'Ts

Details about the EmpowerSTART Incentive can only be discussed and promoted in private platforms, including via closed groups, private accounts, and 1-on-1 interactions. Please follow the below DOs and DON'Ts when sharing details about the EmpowerSTART Incentive in private environments.



DO: promote the EmpowerSTART Incentive's details only in closed/private settings

DO: share the company-produced EmpowerSTART Incentive Summary contained at the end of this document to promote the EmpowerSTART Incentive (cannot be edited or modified)

DO: use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

"Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program, there are no guarantees of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Compensation Plan for your region/market can be found at: <https://www.nuskin.com/content/dam/eu-library/compliance-corner/compensation-summary/brand-affiliate-compensation-summary-emea.pdf> "

DO: follow the Opportunity Testimonial Guidelines and as well as any/all platform-specific community standards and guidelines. For example, the EmpowerSTART Incentive cannot be promoted on TikTok.

DON'T: state or imply that it is easy to achieve the EmpowerSTART Incentive or any individual bonus amount (e.g. earning the first bonus of \$100 is easy)

DON'T: show or promote each individual EmpowerSTART Incentive amount (i.e., \$100, \$300, \$600 or local currency equivalent) or the sum of the 3 amounts (i.e., \$1,000), except for the company-approved EmpowerSTART Incentive Summary contained at the end of this document

DON'T: offer or imply any guarantee of success or income, including guarantees related to following a system or providing hypothetical earnings

DON'T: engage in any type of paid promotion (sponsored ads, boosted posts, etc.)

DON'T: make any lifestyle or income claims that are inconsistent with the [Opportunity Testimonial Guidelines](#).

INAPPROPRIATE PRIVATE POSTS

 VIP Training Group 


 **Clint Shepherd**
Admin · 2d · 

I'm so excited for Nu Skin's new EmpowerSTART incentive program where you can earn an extra €1000 bonus just for becoming and maintaining Brand Rep status!
If you want to learn how this awesome new incitive works reach out to me for more details.




 Like  Comment  Send




 Write a comment...     





 VIP Training Group 

 **Clint Shepherd**
Admin · 2d · 

Nu Skin's new incitive program is out of this world. You get paid a bonus when you LOI and for just for maintaining your title!!!



 Like  Comment  Send

 Write a comment...     

APPROPRIATE PRIVATE POSTS

VIP Training Group

Clint Shepherd
Admin - July 31 at 2:35 PM

I just heard about Nu Skin's new EmpowerSTART program and couldn't be any more excited. It's awesome to think new Brand Representatives can now receive additional bonuses for their sales activities.

Generating sales compensation as a Brand Affiliate requires considerable time, effort, and dedication. Success will also depend upon your skills, talents, and leadership abilities. There is no guarantee of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at nuskin.com.



Like Comment Send

Write a comment...



VIP Training Group

Clint Shepherd
Admin - August 3 at 7:26 AM

Shoutout to my awesome team member and great friend Jane Doe for getting her first EmpowerSTART bonus!!!

I am so excited for you and know you are going to do great things!

Generating sales compensation as a Brand Affiliate requires considerable time, effort, and dedication. Success will also depend upon your skills, talents, and leadership abilities. There is no guarantee of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at nuskin.com.






Like Comment Send

Write a comment...



COMPANY-APPROVED EMPOWERSTART INCENTIVE SUMMARY SLIDE

 STEP 1	Submit an LOI, complete your LOI month requirements and have 2+ Sharing Blocks** in that same calendar month	Earn \$100*
 STEP 2	Maintain your first month as a Brand Representative with 4+ Building Blocks***	Earn \$300*
 STEP 3	Maintain your third month as a Brand Representative with 4+ Building Blocks***	Earn \$600*

Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program, there are no guarantees of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Performance Plan can be found here:

<https://www.nuskin.com/content/dam/eu-library/compliance-corner/compensation-summary/brand-affiliate-compensation-summary-emea.pdf>

+ Gain access to the ageLOC WellSpa iO System Preview Offer if you complete the Brand Representative Qualification by 21 August 2023.****

EMPOWER*me*

*Local currency equivalent will be used in the place of USD. Please check Exhibit A at the end of this document for details.

**A subset of Building Blocks. Sharing Blocks consist of 500 points of Sales Volume that are only derived from purchases made by Personally Registered Customers and Personally Registered Brand Affiliates in your Consumer Group, excluding Brand Representatives

***A measurement of Sales Volume. A Building Block is only considered complete when it has 500 points of Sales Volume. A Building Block with less than 500 points of Sales Volume is referred to as incomplete. See Section 2.2. of the Sales performance Plan.

****The BR Qualification is the process for a Brand Affiliate to become a Brand Representative. See Section 3.1. of the Sales Performance Plan.