



TRME

GUIDELINES



ageLOC TRME 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.



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.

TRME DOs and DON'Ts

General standards to keep in mind when promoting TRME

DO: only share appropriate claims and personal testimonials that are consistent with the approved benefits found in the Product Information Pages (PIP) for your market

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

DO: remember that you are responsible for the claims that you are making

DO: talk about how much you love the products, if you have used them yourself

DO: make sure that you are using the appropriate disclaimers found in the PIP, when applicable

DON'T: reference any specific number of kg or percentage of bodyweight lost, or to a decrease in clothing sizes

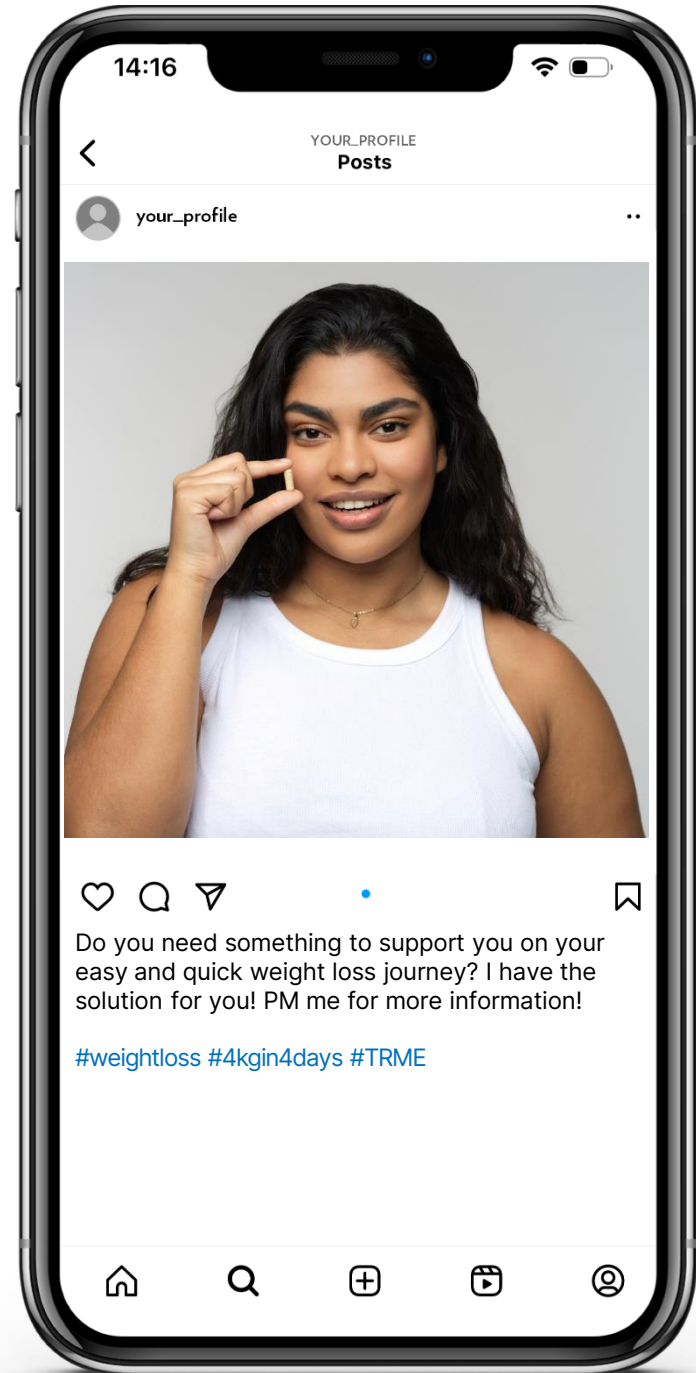
DON'T: claim results that are outrageous, extreme (e.g.: unhealthily skinny), or “too good to be true” as they cannot be substantiated or reflect a typical consumer’s experience

DON'T: claim that ageLOC TRME products will treat, cure, or prevent any disease or health condition or that the products cured your own ailment

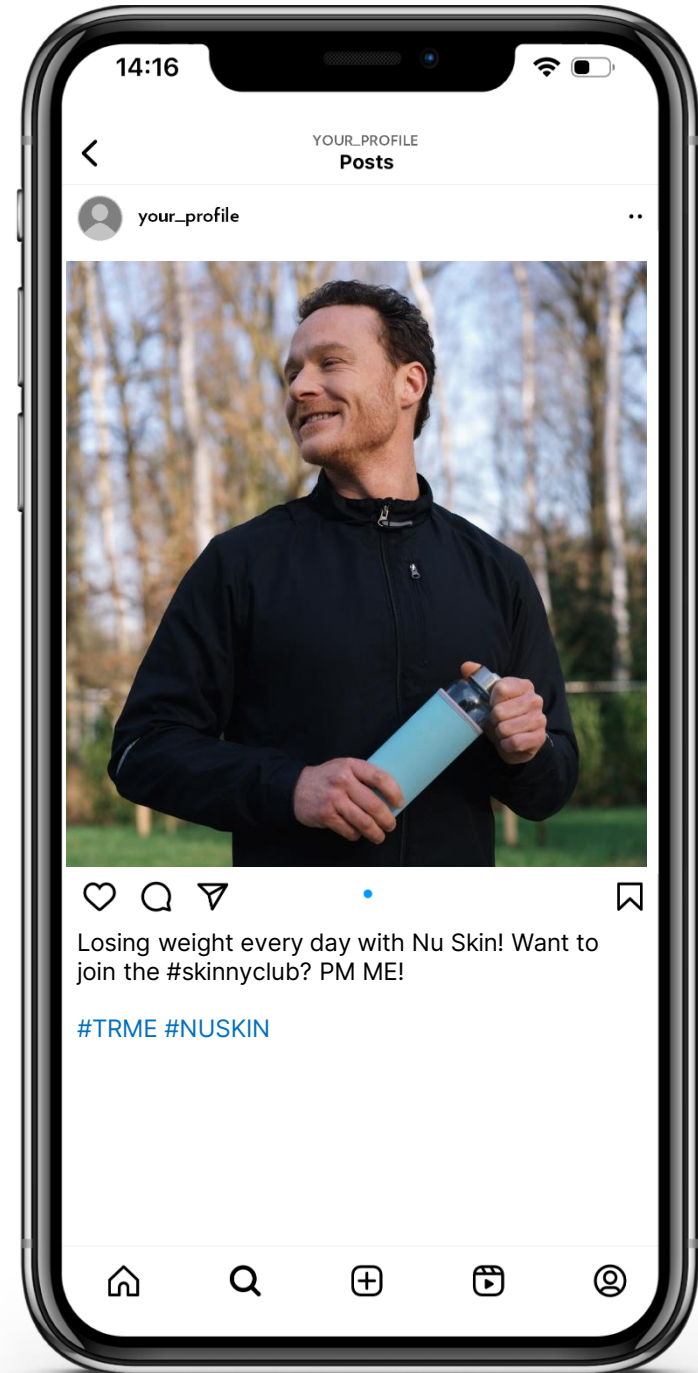
DON'T: make any explicit or implied claims that ageLOC TRME products impact immune health, or provide additional health benefits

DON'T: assume what you are saying is acceptable because others make the same claim

Social Media Posts



Social Media Posts



TRME Before and After Photos

In addition to the foregoing general directions which apply always, please note that there are very specific requirements for creating photos to show your overall results. To begin with, before and after photos can only be linked to having adopted a healthier lifestyle and if you want to include a reference to TRME you will need to have used MyGoal and/or M-bars

DO: link your results to adopting a healthier lifestyle (diet change, exercise habits) where the TRME products provided some support

DO: make sure that there are at least 4 weeks between pictures

DO: use the following hashtags:
#TRMEprogram, #TRMElifestyle,
#bodybalance, #lifestylechange

DO: always make clear that “Individual results may vary”

DO: always post separate pictures of the results (e.g. swipe)

DO: follow the [Before and After Photos Guidelines](#)

DON'T: reference any specific number of kg or percentage of bodyweight lost, or to a decrease in clothing sizes

DON'T: use hashtags with:

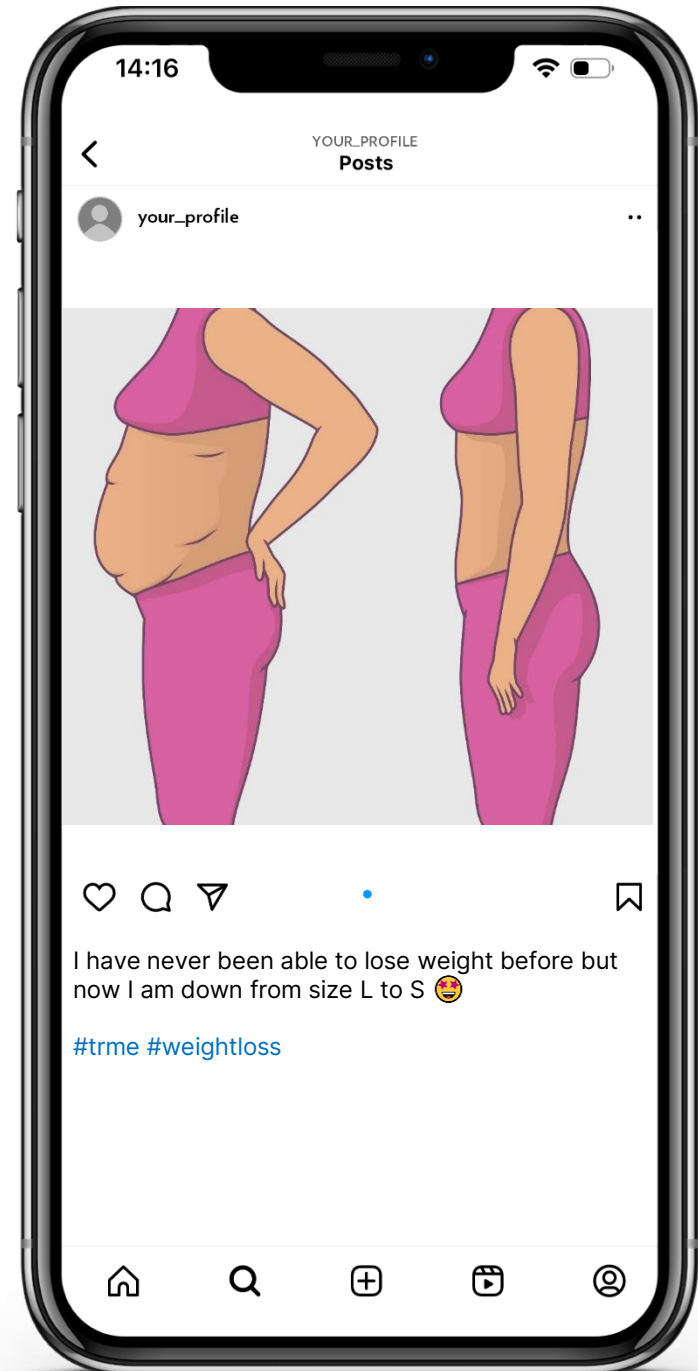
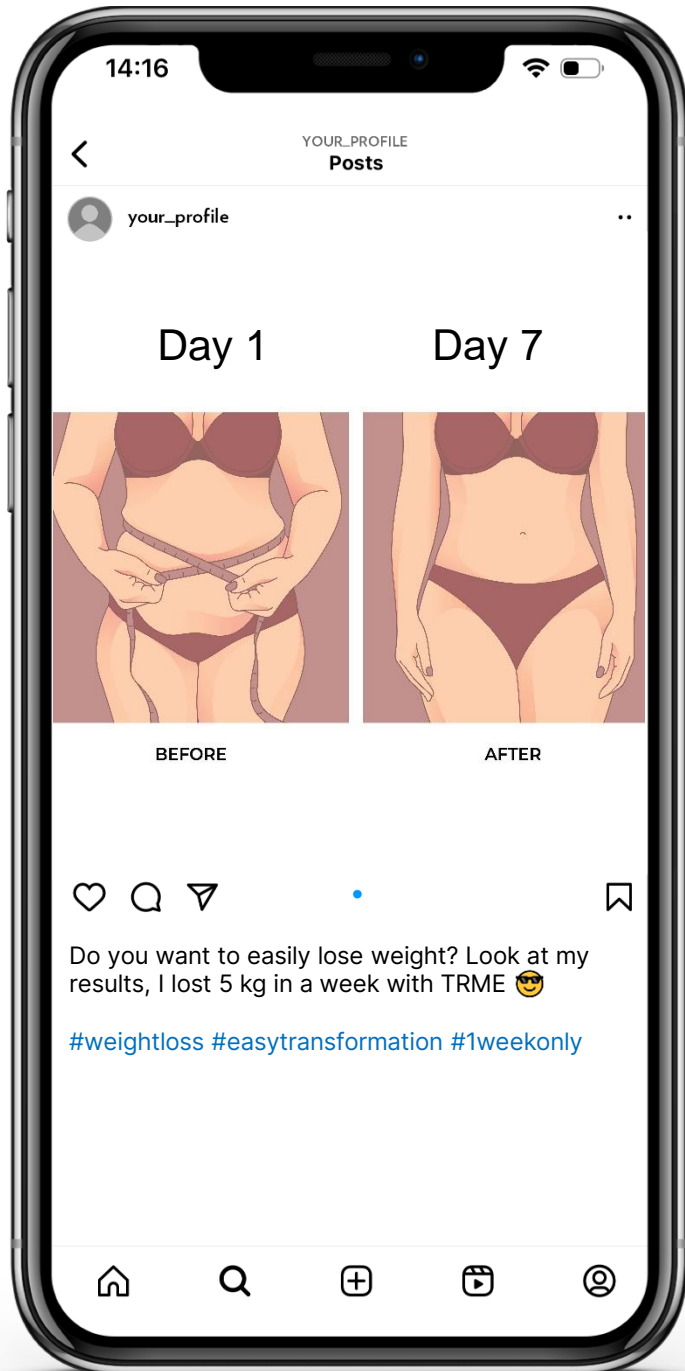
- individual product names
- any reference to weight loss
- any unapproved product claims

DON'T: make detoxing claims linked to before and after pictures

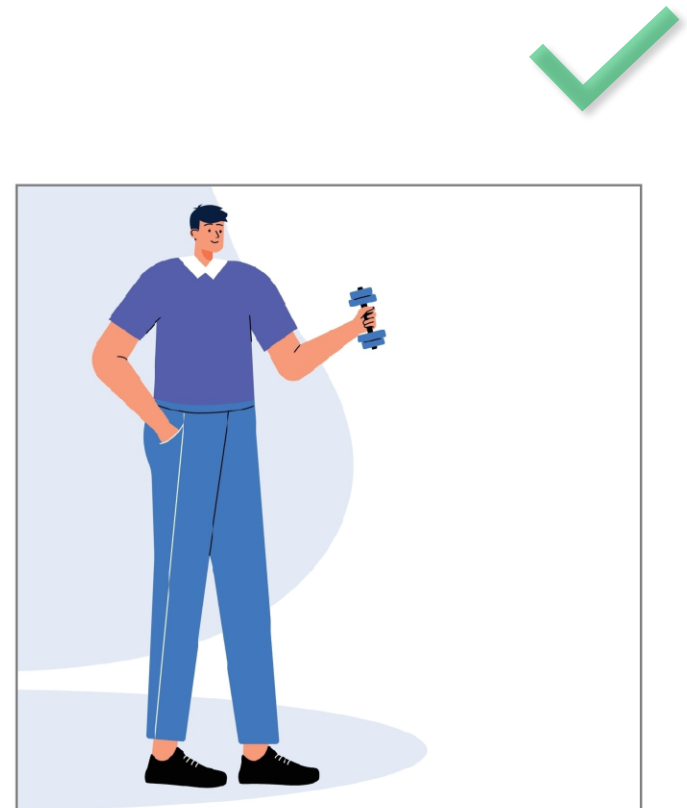
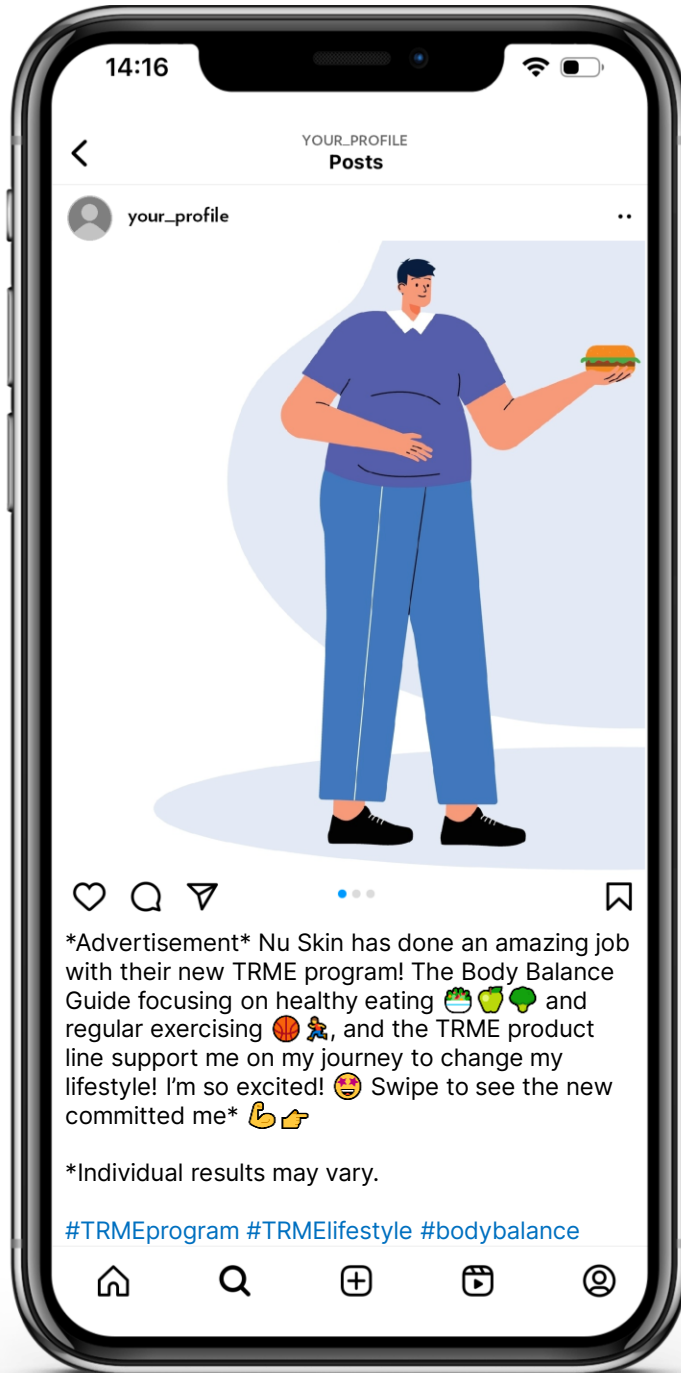
DON'T: edit the before and after into one picture (collage)

DON'T: promote use on children or anyone under the age of 18

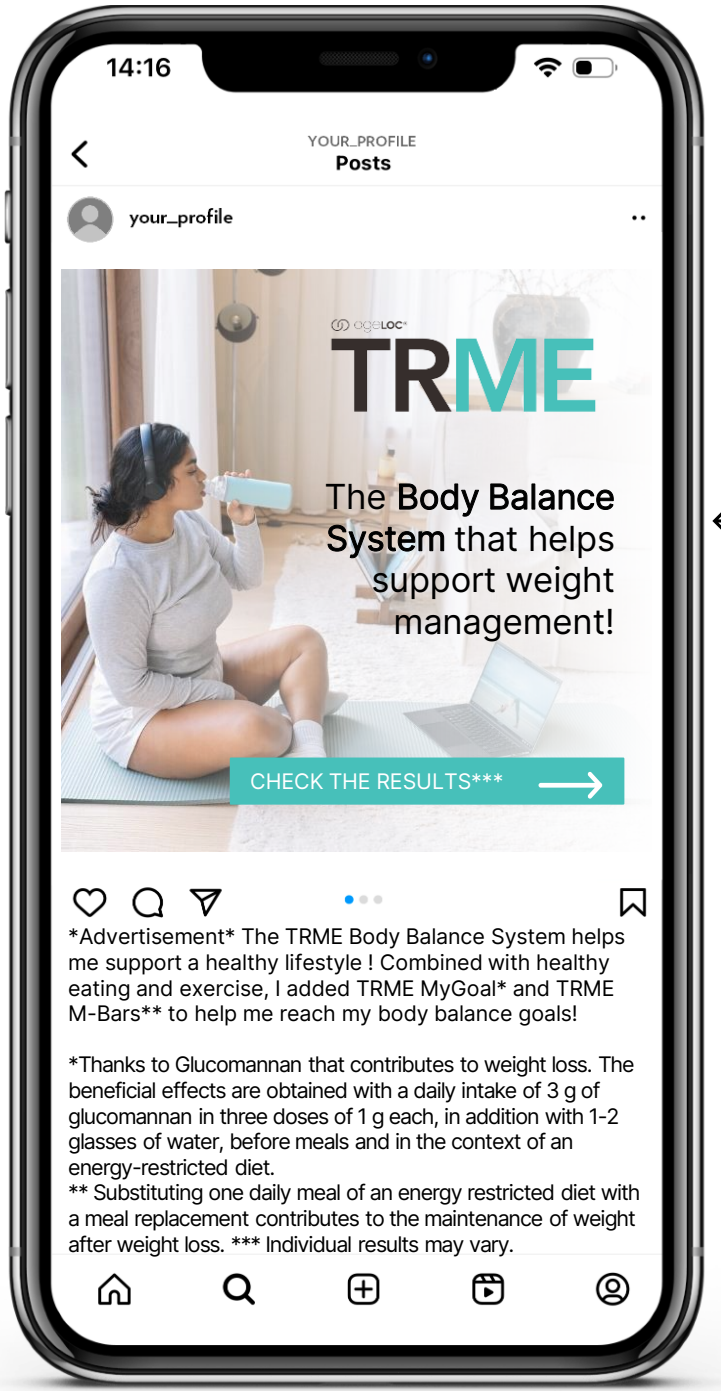
INAPPROPRIATE Before and After Photos



APPROPRIATE Before and After Photos



APPROPRIATE Before and After Photos



Here's the **beginning** of my Journey with TRME Body Balance System :



BASELINE

The **results** after using TRME Body Balance System:



WEEK 4

***Individual results may vary

