

SHARE YOUR EXPERIENCE WITH US!

As a Nu Skin distributor, you are a living endorsement of the Nu Skin opportunity and products, and we encourage and welcome your testimonials. Here are a few steps required for approval of any testimonials used in your marketing materials.

OVERALL OBJECTIVES, GUIDELINES, AND PRINCIPLES

- Be truthful and not misleading in representations or testimonials
- Provide a realistic portrayal of the benefits that most consumers may experience
- Demonstrations (photos, testimonials) must be consistent with Nu Skin's prestige brand standards and image (clean, fresh, youthful, tasteful, professional, aspirational, etc.)
- Wear appropriate, modest clothing (not too revealing)
- Disclose that you are a Nu Skin distributor
- Product testimonials should be concise and focus on product benefits and typical results
- Opportunity testimonials should be upbeat and motivational and describe how the Nu Skin business has positively impacted your life

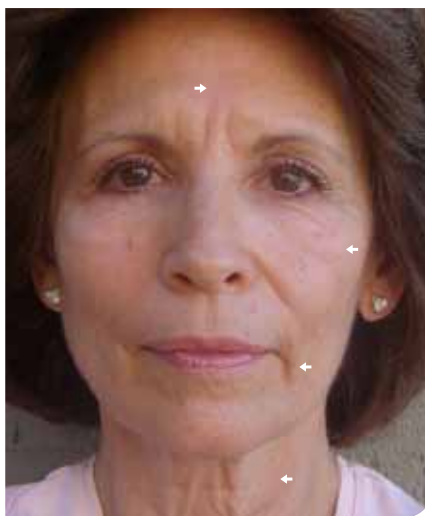
PHOTO/VIDEO REQUIREMENTS

- Individuals in video testimonials should wear appropriate business clothing, makeup, and hairstyle (styled so it doesn't cover the face)
- Before/After photos must have consistent lighting, clothing, background, makeup (minimal, if any), camera angle, clarity, and pose or facial expression
- Photos must be original and not retouched or modified with programs such as Photoshop
- Photos must be accompanied by a caption that indicates what products were used, how long the products were used, the frequency of application, and the person's name (first name and last initial is fine)

The following is an example of an approved Before and After photo.



BEFORE



AFTER

(After 70 days usage of ageLOC Transformation twice daily and the ageLOC Edition Nu Skin Galvanic Spa System II and Nu Skin Galvanic Spa System II Facial Gels with ageLOC twice per week)

Elane P., Nu Skin Team Elite

BEFORE AND AFTER PHOTO SUBMISSIONS FOR AGELOC® BODY

Here are some guidelines to ensure that photos provide a highly credible representation of benefits and fit within Nu Skin's corporate image and standards. ageLOC Body photos should follow all the requirements above, with a few additional guidelines.

- Photos must be tasteful—women should wear swimsuits or shorts that cover their buttocks (no thongs); and men should wear shorts. Excessively suggestive photos or those revealing too much skin may be rejected.
- Photos must look believable and be representative of what a typical consumer may achieve while using Nu Skin products—before and after differences that look “too good to be true” will not be approved.
- For ageLOC Body testimonials, photos must show an approved targeted area (arms, abdomen, buttocks, or thighs). While the buttock area is an approved target area, subjects must wear a swimsuit that appropriately covers the buttocks. Results can be seen below the buttocks on the back of the upper thigh.

The following is an example of an approved ageLOC Body photo.



(After six weeks treatment with ageLOC Galvanic Body Spa, ageLOC Galvanic Body Shaping Gel, and ageLOC Dermatic Effects)
Ann H., Nu Skin Team Elite



(Usage of ageLOC® Galvanic Body Spa & ageLOC® Body Shaping gel once a day, 3 times a week and ageLOC® Dermatic effects two times a day, every day during 10 weeks.)

Distributors may always freely use corporate marketing materials. Our policy is that all marketing materials (which include endorsements, personal testimonials, and photos or videos) must be approved in advance before they may be used.