

biophotonic SCANNER GUIDELINES

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Pharmanex[®] biophotonic SCANNER

PROHIBITED CLAIMS

The scanner measures carotenoid antioxidant levels in skin tissue of generally healthy people. The scanner measurement will enable generally healthy consumers to assess the effect of either LifePak[®] or LifePak Essentials Super A in their diets as they choose to make dietary changes that will increase their antioxidant levels.

With this statement we inform you that you cannot make any of the following claims about the scanner on any website, in any written or oral presentations, in speeches, in PowerPoint presentations, on flyers, in brochures, in descriptions, etc.

1. Do not claim that the scanner is a medical device or that it is intended for medical use. Do not refer to it as a medical device at any time.
2. Do not claim that the scanner is a diagnostic tool of any kind. Do not represent that the scanner can tell consumers that their skin carotenoid antioxidant levels are high, low, normal, or optimal. You can tell consumers that the scanner can measure the level of carotenoids in the body associated with the consumption of either LifePak[®] or LifePak Essentials Super A.
3. Do not claim that the scanner can diagnose a disease or pre-condition to a disease. For example, do not claim that a low scan measurement means that a person is more likely to get sick or have poor health. Also do not claim that a high score means that a person is less likely to get sick or more likely to have good health. Remember, the purpose of the scanner is to show consumers that taking either LifePak[®] or LifePak Essentials Super A can increase their skin carotenoid scores.
4. Do not claim that the scanner can, by itself, contribute to good health or prevent poor health. The scanner is not a health assessment tool of any kind and do not represent it as such. For example, you cannot say that being scanned will help support the immune system or promote the good health of the cardiovascular system. Such claims can only be made for dietary supplement products like either LifePak[®] or LifePak Essentials Super A and not for equipment like the scanner.

The scanner can be compared to a bathroom scale. The scale does not tell you if you are overweight or underweight, healthy or unhealthy, normal or abnormal, average or below or above average. The scale, like the scanner, only gives you a number. Like the scale, which permits you to see if you are achieving the weight level you want, the scanner can help you determine whether either LifePak[®] or LifePak Essentials Super A is increasing your skin carotenoid score.

5. If customers have incorrect ideas about what the scanner can do, correct the misunderstanding immediately. For example, if someone says that they heard that the scanner helped diagnose an illness or helped someone prevent an illness, firmly tell them that their understanding is incorrect because the scanner cannot treat or diagnose a medical condition or



illness or promote good health in any way. Then tell them what the scanner can do: namely, measure the level of carotenoids associated with the use of either LifePak® or LifePak Essentials Super A.

6. Do not claim that the scanner can diagnose a condition or affect the structure or function of the body. For example, do not say that the scanner score will let consumers know if their conditions are healthy or unhealthy.
7. Do not claim that medical intervention is necessary or unnecessary because of a scanner score. Consumers should always be advised to consult their health care professionals before they make significant changes in their diets or lifestyles, but the scanner score, by itself, will not, under any circumstances, let consumers know if medical intervention is necessary.
8. Do not under any circumstances make any statements that claim or imply that any Pharmanex® product, service, or tool can prevent, diagnose, cure, treat or mitigate any disease or symptoms of disease.

The foregoing is a general summary of what can and cannot be said about the scanner and other Pharmanex® products. The summary is not intended to be an exhaustive list of all prohibited claims. Nu Skin and Pharmanex will continue to review distributor websites and other materials and will, when necessary, take disciplinary action against distributors found to be in violation of the rules up to and including termination of distributorships.

SCANNER MARKETING GUIDELINES

The Scanner is a marvelous tool intended to help you with your Pharmanex business when used properly. The following is a general summary of what can and cannot be said about the Scanner. It is not an exhaustive list of all permissible and prohibited claims. If you have a question about what statements can be made about the Scanner, please contact your distributor representative.

The Pharmanex® BioPhotonic Scanner is intended to show consumers that Pharmanex SCS-Certified products can increase carotenoid antioxidants in the skin. The Pharmanex® BioPhotonic Scanner is not intended to be used for medical purposes. It is not a medical device or diagnostic tool of any kind and cannot diagnose, treat, mitigate, cure or prevent any disease or affect the structure or any function of the body, nor is it a health assessment tool.

DO

- Emphasize that the Scanner is intended to show that Pharmanex SCS-Certified products work
- If you encounter consumers who believe that the Scanner can diagnose, prevent or cure disease, immediately make clear to them that the Scanner does not diagnose any disease or precondition of any disease
- Use only information that has been approved by the company
- Refer customers to their doctors for questions regarding the use of Pharmanex products with specific medical conditions
- Refer media questions to Pharmanex® Public Relations (801-345-1000)
- Dress appropriately for the occasion
- Have fun and show your enthusiasm for the product, the business and the ability to live better, longer

DON'T

- Don't make claims that the Scanner will diagnose any disease
- Don't make claims suggesting any medical use
- Don't claim the Scanner will have an effect on the structure or function of the body
- Don't claim that using the Scanner will prevent disease of any kind
- Don't tell consumers that their antioxidant levels are high, low, or average
- Don't promise specific Skin Carotenoid Scores.
- Don't persuade customers to leave purchasing relationships with other distributors
- Don't perform scans without a scan card
- Don't open the Scanner or modify any part of the Scanner
- Don't tell customers that because of their scores, they should seek the advice of their healthcare professional.
- Don't compare the Scanner to other measurement or testing equipment such as cholesterol tests, pregnancy home test kits, or diabetic testing strips or devices. These are all medical devices, the scanner is not.

FAILURE TO COMPLY WITH ANY OF THESE GUIDELINES CAN RESULT IN SANCTIONS OR THE LOSS OF YOUR SCANNER.

PHARMANEX® BIOPHOTONIC SCANNER USE

MEDICAL FACILITIES

Nu Skin Enterprises' license of the Pharmanex® biophotonic SCANNER technology allows for use of a scanner by any Pharmanex distributor, regardless of that distributor's profession. However, the license prohibits actual use of the scanner in medical facilities.

Authorised Scanner Environments*

Chiropractic Offices
Dental Offices
Naturopath Offices
Dietician or Nutrition Centres
Physical Therapy Offices
Anti-Ageing Clinics
Podiatrist Offices

Unauthorised Scanner Environments*

Hospitals
Medical Doctor Clinics
Outpatient Surgery Centres
Diagnostic Laboratories
Medical Schools
Osteopathic Physician Offices
Emergency Treatment Centres
Nurse Practitioner Clinics or similar
Facilities under a medical doctor's supervision
Optometrist Offices
Outside the EU/EEA or in markets not officially opened by NSE

*Due to the number of different professions and occupations in the healthcare, alternative healthcare, nutrition, fitness, and dietary industries the foregoing lists are not exhaustive lists of all permissible and prohibited scanner environments. If you have any questions concerning a location or environment not identified on these lists, please contact your distributor representative.

Nu Skin Enterprises' license is also limited to use in connection with the promotion and sale of dietary supplements. Other uses, such as use in a dietician's office to monitor the impact of diet, without promotion of Pharmanex® supplements, will not be permitted. Scanner use must be connected to the promotion of Pharmanex® products.

RETAIL ENVIRONMENTS

The company believes that it is best to limit use of the scanner in accordance with the company's longstanding policy on retail stores as described in NSE Policies and Procedures. Please contact your Distributor Support Representative if you have specific questions about the appropriate use of the scanner.

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Note: The Pharmanex® biophotonic SCANNER is not intended to be used for medical purposes. It is not a medical device or diagnostic tool of any kind and is not intended to diagnose, treat, mitigate, cure or prevent any disease or affect the structure or any function of the body.