

# PRODUCT SHARING GUIDE



NU SKIN®

 ageLOC®  
Y-SPAN



# PRODUCT SHARING GUIDE STEPS

- **EXPERIENCE** ageLOC Y-SPAN.
- **REVIEW** the approved messaging for ageLOC Y-SPAN, as well as the inspiration behind the product, and learn how ageLOC Y-SPAN fits into Nu Skin's portfolio.
- **DEVELOP** and record your personal story and testimonial.
- **SHARE** ageLOC Y-SPAN with others.





# INTRODUCING AGELOC® Y-SPAN

Introducing Nu Skin's most advanced anti-aging supplement—ageLOC Y-SPAN. This revolutionary supplement helps revitalize your aging defense mechanisms. It is designed to promote your youth span—the years you can enjoy life being more active, energetic, and healthy.

ageLOC Y-SPAN—The power to defy your age.

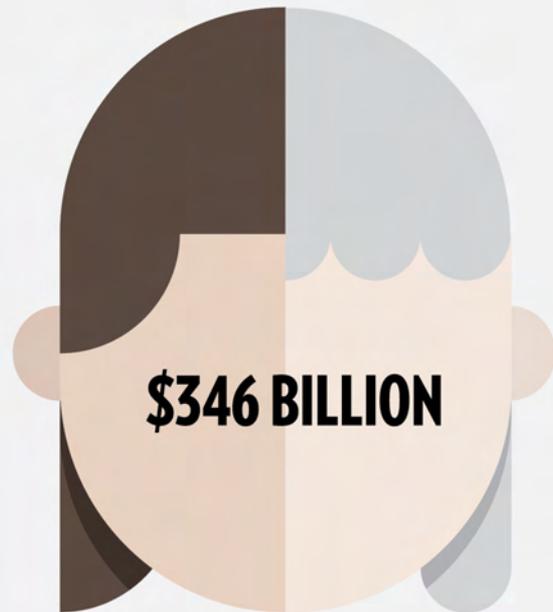




# The anti-aging industry is growing.

The aging population is increasing and younger people want to avoid early signs of aging. **The global market for anti-aging products and services is set to grow by 38%, reaching \$346 billion by 2018.**

“ANTI-AGING PRODUCTS AND SERVICES: THE GLOBAL MARKET,” BCC RESEARCH, AUGUST 2013



# The market for supplements is expanding.



Sales of vitamins, minerals, and supplements continue to climb. **The consumer health market is expected to grow by 24%, reaching sales of \$244 billion by 2018.**

“A GLOBAL PERSPECTIVE ON DIRECT SELLING, BEAUTY & PERSONAL CARE AND CONSUMER HEALTH,” EUROMONITOR INTERNATIONAL, MARCH 2014

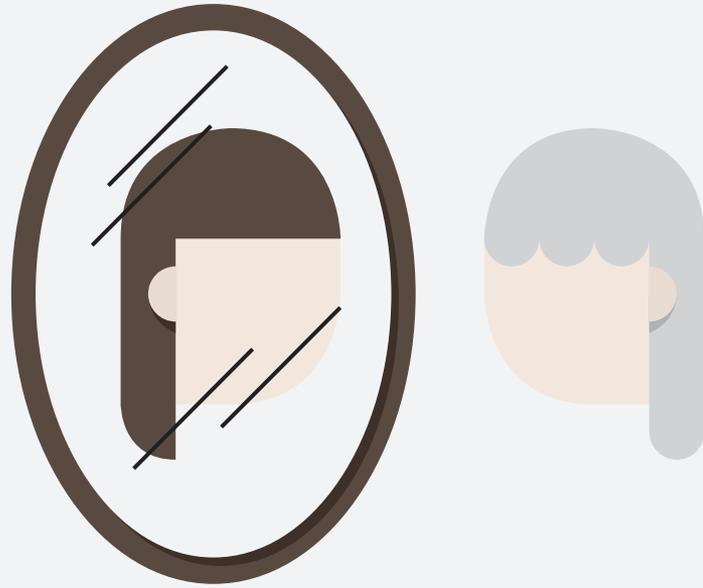
The world's population is getting older.



The aging population is growing steadily. By 2030, **there will be more adults over 60 than children under 10.**

“ABOUT GLOBAL AGEWATCH,” GLOBAL AGEWATCH, 2013

Seniors  
want to live  
youthfully.



Seniors are not accepting traditional “elderly” stereotypes. They want to retain—or regain—their youth. **They may have aged in years, but their attitudes are as young as ever.**

Millennials are driving growth in supplements and direct selling.



In the Asia Pacific region, a large population of people under 35 years old are driving the strong growth of vitamins and supplements.

They are interested in self improvement and embrace direct selling for the appeal of owning their own business.

“UNDAUNTED STRIVERS’ BEHIND BOOM IN VITAMINS AND DIETARY SUPPLEMENTS IN ASIA PACIFIC,” EUROMONITOR, NOV. 2013



# 1. ADVANCED ANTI-AGING SCIENCE

ageLOC Y-SPAN is Nu Skin's most advanced anti-aging supplement ever.

It's a revolutionary supplement that helps revitalize aging defense mechanisms.

## KEY POINTS

- Nu Skin has built upon our nutritional and antioxidant anti-aging knowledge with the addition of anti-aging gene expression research.
- Science that targets aging at its source.
- Cutting-edge, breakthrough products developed by anti-aging experts.



## 2. SUPPORTS AGING DEFENSE MECHANISMS

ageLOC Y-SPAN promotes the body's natural ability to **fight aging** by boosting our internal **aging defense mechanisms**. ageLOC Y-SPAN influences multiple aging defense mechanisms to provide **broad-spectrum nutritional benefits**.

### KEY POINTS

- We are born with internal aging defense mechanisms designed to resist the effects of aging.
- Over time, external and internal influences can disrupt natural youthful activity of aging defense mechanisms and accelerate aging effects.
- ageLOC Y-SPAN helps revitalize your aging defense mechanisms to provide broad-spectrum nutritional benefits.
- By maintaining and supporting the activity and function of the body's aging defense mechanisms, we are better equipped to **live youthfully**.



### 3. NOT AVAILABLE IN HEALTHY DIETS

ageLOC Y-SPAN positively modulates gene expression with a unique blend of nutrients that are not readily available even from a healthy diet.

#### KEY POINTS

- **ageLOC Y-SPAN** provides a blend of ingredients with unique health benefits and the ability to positively affect gene expression.
- We selected ingredients based on their unique health benefits and their ability to positively impact gene expression.



## 4. PROMOTES YOUTHFULNESS

ageLOC Y-SPAN is designed to promote your youthfulness—the years you can enjoy life being more active, energetic, and healthy.

Many seniors are delaying retirement to help them **stay active and maintain their current lifestyles.**



"AGE OF ADVENTURE," MINTEL, OCTOBER 2010

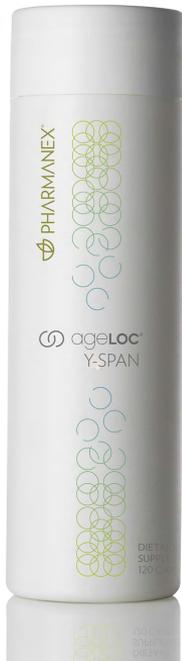
Many parents are having children later in life and worry about maintaining their health and energy levels.

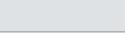


"THE IDEAL AGE TO HAVE A BABY,"  
PSYCHOLOGY TODAY, JUNE 2012



# How is ageLOC Y-SPAN different from other Pharmanex Products?



FEATURE	 ageLOC <sup>®</sup> Y-SPAN	 LIFEPAK	 AGELOC R <sup>2</sup>	 AGELOC TR90	 g3
GENE EXPRESSION SCIENCE					
ANTIOXIDANT SCIENCE					
NUTRITIONAL SCIENCE					
SCS CERTIFIED					
TARGETED HEALTH BENEFITS					
BROAD SPECTRUM HEALTH BENEFITS					

# Products Compatible with ageLOC Y-SPAN

The unique ingredients in ageLOC Y-SPAN and their ability to positively modulate gene expression make ageLOC Y-SPAN an excellent core and a powerful companion to your daily supplement regimen.\*



\*Please consult directions for use when combining multiple supplement products.



# Your Story

Great stories share a formula. For a product story that makes an impact, you need both of these critical components.

- **PERSONAL MOMENT**

A personal moment helps you connect and relate with others in a natural way. It helps you define a concern or issue the product or company helps to solve. This is a lead-in to your testimonial.

- **TESTIMONIAL**

A statement about the results and benefits you experience using the product or from your involvement with Nu Skin.



# Your story about ADVANCED ANTI-AGING SCIENCE

## PERSONAL MOMENT EXAMPLE

“I’ve bought a lot of products elsewhere that make grandiose claims. I haven’t always been happy with the results. How do I know I can trust that a product will do what it says it will?”

### **Develop Your Own Personal Moment**

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## TESTIMONIAL EXAMPLE

“ageLOC products always deliver. Since I started using ageLOC Y-SPAN, I feel confident that I am giving my body what it needs so I can continue to live young as I age and do the things I love.” **Develop Your Own Testimonial**

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All marketing materials (product claims, testimonials, social media posts, etc.) must comply with Nu Skin’s Policies and Procedures—please see the Nu Skin Product Sharing Guidelines at [https://www.nuskin.com/content/nuskin/en\\_US/corporate/regulatory\\_corner.html](https://www.nuskin.com/content/nuskin/en_US/corporate/regulatory_corner.html) for more information about how to properly create your personal story.

# Your story about SUPPORTS AGING DEFENSE MECHANISMS

## PERSONAL MOMENT EXAMPLE

“I’ve seen family members get older and watched as they stopped living an active lifestyle past middle age. I don’t want that to be me.”

### Develop Your Own Personal Moment

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## TESTIMONIAL EXAMPLE

“I want to be the person younger people want to be like as they age. Now I feel like I’m on the right track.”

### Develop Your Own Testimonial

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# Your story about NOT AVAILABLE IN HEALTHY DIETS

## PERSONAL MOMENT EXAMPLE

“It’s so hard to keep up with all the latest health tips and diet fads out there. There are just too many supplements promising to improve my health in one specific area to be able to take them all.”

### Develop Your Own Personal Moment

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## TESTIMONIAL EXAMPLE

“I love knowing I’m giving my body a full scope of nutritional benefits and ingredients I can’t always get, even with my healthy diet.”

### Develop Your Own Testimonial

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# Your story about PROMOTES YOUTHFULNESS

## PERSONAL MOMENT EXAMPLE

“My kids (or grandkids) are young and I want to take part in all of their activities as they grow up. I want to still be active and healthy when they go off to college and start their own families.”

### Develop Your Own Personal Moment

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## TESTIMONIAL EXAMPLE

“I feel like I’m taking control of my health and my future. I’m doing my part to be able to be involved with my family as I age.”

### Develop Your Own Testimonial

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# Conversation Starters

Now that you've developed a personal story and testimonial, you can more easily talk about your experience in a natural way with others.

## Some opportunities for conversation:

### Response to a compliment or inquiry

You look like you haven't aged a day. How do you do it?

- *It's important to me to do what I love. I want to give my body what it needs to help me stay young. I've been using...*

You're always in the know about the latest supplement. What are you taking these days?

- *I'm using ageLOC Y-SPAN, Nu Skin's most advanced anti-aging supplement ever. It's formulated to...*

### Ask a question

Are you doing anything to try to stay young and vibrant?

- *I've been taking this daily anti-aging supplement that I think you'd be really interested in.*

# Share Via Social Network

**Post a picture of yourself** on social media doing something you love, something you want to continue doing regardless of age. Share why you want to live young in your post. Use the hashtag #DefyYourAge.

Share your personal moment and testimonial for one of the product messaging points.

**Use these ideas to create your own posts:**

- I want to be able to stay active as I age and play with my grandkids some day. Comment if you agree and would like to learn about ageLOC Y-SPAN and what it can do for you.
- Aging can rob people of confidence and create fear about the future. That's why I take ageLOC Y-SPAN. Message me if you're interested in learning more.
- I want to continue to do the things I love well past middle age, and ageLOC Y-SPAN helps me do that. Let me know if you'd like to know more.
- Even with a healthy diet, you're not getting all the nutrients you need to resist the effects of aging. Ask me about what you can do to give your body what it needs to live youthfully.



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