

Dear Brand Affiliates,

One of the most meaningful ways that we can enhance our reputation and protect the company is to ensure that we are appropriately promoting the Nu Skin opportunity and products. As you are aware, sharing inappropriate claims about the business opportunity and products is viewed as harmful and misleading to consumers and can put the company – and your own business - at great risk. Furthermore, given the ongoing global pandemic, it is important to remember that our actions as a company, and as independent Brand Affiliates, are subject to a heightened level of scrutiny by both regulators and the general public.

In accordance with our policies, as well as guidance from regulators and consumer protection advocates in several markets, we wish to remind you of a few important principles when promoting the Nu Skin business and products. Please note that these principles apply to all social media and online platforms, including social media posts, online videos, meetings, Zoom calls, and one-on-one interactions.

To view our full COVID-19 Business Advisory, please click [here](#)

The Company views inappropriate product and opportunity claims as serious violations of policy. Therefore, we ask that you partner with the company to ensure we eliminate all such claims by immediately removing any recent and older social posts, which may contain references to COVID-19 and the pandemic. Having said this, the company finds it necessary to take immediate action to prevent ongoing claims from harming the company and its reputation. **Effective immediately, all COVID specific violations will result in a 10% withholding of bonus commissions for one (1) month. Repeat violations will warrant additional action, including, but not limited to, termination.**

**Please keep the following guidance in mind when promoting Nu Skin opportunity and products:**


### EXAMPLES OF TERMS\* WE SHOULD AVOID USING:

**AVOID**

- COVID-19
- CORONAVIRUS
- PANDEMIC
- CONTAGIOUS DISEASES
- BE VIRUS/BACTERIA FREE
- UNDER THE CURRENT COVID-19 OUTBREAK
- STAY AT HOME
- BOOST YOUR IMMUNITY
- NEW NORMAL
- DURING THESE CHALLENGING TIMES
- LOCKDOWN
- QUARANTINE
- UNPRECEDENTED TIMES
- EARN MONEY DURING CRISIS
- DURING THIS PERIOD
- WUHAN
- TURN CRISIS INTO OPPORTUNITY
- IN THIS EXTRAORDINARY PERIOD

\*Please note this is not a complete list of problematic terms

### EXAMPLES OF WHAT NOT TO SHARE:



🌱 The best way to fight the epidemic is to improve the body's immunity & self-repair ability 🤝


👴 Aging, people with chronic diseases, and people with low antioxidant capacity are at higher risk

❤️ Have you done a fat & antioxidant index measurement?

During this time of Covid-19 pandemic, we need to boost our body's immunity system. 😊 But does your health supplements meet your body's needed nutrients???

Does your body really absorb it?

Looking for ways to earn while at home during the crisis? Let's help each other. 😊👉 Send me a message 📧📱 if you're interested. 😊




Are you ready for the COVID-19 explosion? Are you even prepared to carry on with family, work & social life? Eat well, supplement well, sanitise well, clean well, cover well and take a daily brisk walk. Please do not hide at home excessively, somebody has to pay the bills.



My body guards to combat the free radicals around me boost my immune system to fight this corona virus COVID 19.  
Pharmanex LIFEPAK  
Pharmanex MARINE OMEGA  
Stay Home to Save Lives!




### EXAMPLES OF WHAT YOU CAN SHARE:



Looking for an opportunity to run a successful business from the comfort of your own home? Or your phone? For more than 35 years, Nu Skin has developed innovative, premium-quality health and wellness products. Know people who want help staying healthy? Here's your chance to help!

Taste G3 – the superfruit juice that is validated by science with an abundance of cellular rejuvenation and immune support. You will love it! G3 has a deliciously sweet, slightly tart taste and can be enjoyed daily by everyone in the family. #g3 #livenuskin



Nu Skin's most advanced and revolutionary anti-aging supplement ever that promoted youth span combined with a cellular purification and energy production solution that promotes vitality. Best of both worlds! #Pharmanex #ageLOC #SupplementRight

Share the goodness of healthy water to friends and family around you! EcoSphere's i4 Ultrapurification Technology is a waterrific innovation for healthy homes. #DrinkHealthy #WaterWednesday

We ask for your cooperation and assistance as we work to protect the company and its reputation and set a standard for marketplace trust. We must continue to be a Force for Good throughout the world. Nu Skin encourages all Brand Affiliates to continue promoting both the products and the business opportunity in accordance with policy as well as the Opportunity Testimonial Guidelines and Product Testimonial Guidelines.

If you have any questions regarding this notice, please don't hesitate to contact your Account Manager or send an email to [mycompliance@nuskin.com](mailto:mycompliance@nuskin.com)

Sincerely,  
**Nu Skin Brunei**