

# Opportunity Testimonial Guidelines

Nu Skin has created these guidelines to ensure that opportunity claims made by Brand Affiliates are truthful and not misleading. The principles within this document are designed to promote compliance with applicable laws and regulations, as well as to assist Brand Affiliates in enhancing Nu Skin's reputation.



# OPPORTUNITY TESTIMONIALS

Generally speaking, an opportunity testimonial is any claim, express or implied, that conveys 1) a level or range of actual/potential earnings, 2) lifestyle purchases that are related to income earned, 3) scenarios of hypothetical or possible sales/income, or 4) the achievement or receipt of other company incentives, including success trips. Opportunity testimonials can take various forms, including social media posts, presentation slides, videos, verbal communication, and any other medium through which the opportunity is discussed or presented.

Opportunity testimonials should not make or imply any claims regarding the opportunity that are false or misleading or that are otherwise in violation of our Policies and Procedures. Opportunity testimonials should describe how the Nu Skin business has positively impacted your life, while representing typical results that most Brand Affiliates could expect to achieve.

1. Include your name and market.
2. Disclose that you are a Nu Skin Brand Affiliate.
3. Provide the company's most recent Brand Affiliate Compensation Summary with any claims regarding bonus commissions.
4. Comply with all requirements of the Policies and Procedures.
5. Be on point and concise.

# Nu Skin Key Messaging Principles

TODAY'S AUDIENCES CAN BE SKEPTICAL ABOUT PRODUCT CLAIMS, OPPORTUNITY CLAIMS, THE DIRECT SELLING INDUSTRY AS A WHOLE, AND THEIR ABILITY TO THRIVE IN THIS BUSINESS MODEL.

KEEP THEIR PERSPECTIVE IN MIND WHEN COMMUNICATING WITH THEM.

BECAUSE THEY OFTEN THINK MESSAGES ARE...

ALWAYS TAKE CARE TO...

“Too good to be true”

**KEEP IT REAL**  
be straightforward  
and don't overstate



“Too little information”

**BACK IT UP**  
Provide specifics that  
alleviate concerns



“Too much too soon”

**EASE THEM IN**  
Meet your audience  
where they are today



# INCOME CLAIMS

To provide complete information and realistic expectations concerning the opportunity associated with being a Brand Affiliate, all claims regarding bonus commissions must comply with these guidelines:

1. Claims must be accurate and not misleading.
2. Claims must be based on your actual experience or bonus commissions and cannot exceed the averages found in the Brand Affiliate Compensation Summary.
3. Claims or representations of retail profits cannot be used.

4. You must provide the most recent Brand Affiliate Compensation Summary in immediate proximity to any explicit or implied claims regarding bonus commissions. Alternatively, you may provide the company-approved disclaimer below\* with a link to the most recent Brand Affiliate Compensation Summary.

\*Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program, there are no guarantees of financial success and results will vary widely among participants.

A complete summary of earnings at each level in the Sales Performance Plan can be found at: [https://www.nuskin.com/content/dam/sea/bn/home\\_page/regulatory\\_corner/BN\\_SEA\\_2020\\_Brand\\_Affiliate\\_Compensation\\_Summary.pdf](https://www.nuskin.com/content/dam/sea/bn/home_page/regulatory_corner/BN_SEA_2020_Brand_Affiliate_Compensation_Summary.pdf)

5. These appropriate disclosures must be provided in connection with meeting presentations, social media posts, written materials, and any other place where earnings are discussed or otherwise presented.
6. You must clearly indicate that compensation earned does not represent profit, as Brand Affiliates may incur expenses in the promotion of the business.

# INCOME CLAIMS

**DO NOT** make representations or claims regarding total sales revenue and/or gross sales for your account or those in your upline/downline.

**DO NOT** make any claims regarding the amount of time required to reach specific titles or compensation levels.

**DO NOT** exhibit actual or facsimile checks from Nu Skin, including screenshots of earnings or statements.

**DO NOT** offer or imply any guarantee of success or income, including guarantees related to following a system.

## APPROVED CLAIMS

Something about white teeth and long-lasting lipstick really toots my horn 🍷💋  
7 months ago I made the smartest decision I could have ever made!  
And this whole biz was free to join!  
I love being an entrepreneur 🥰🥰🥰 #nsbrandaffiliate

So beyond thrilled today since I learned my amazing friend and business partner was promoted to EMERALD DIRECTOR leadership in Nu Skin!!!! She deserves all the recognition in the world and is one of the most organized, motivational and supportive leaders I've every had the privilege to work with!! Thank you my dear for all that you do! 🥰🥰



## IMPROPER CLAIMS



# LIFESTYLE AND INCOME CLAIMS

**DO NOT** use images of yachts, private planes or jets, high-end luxury cars, homes, or similar items to make or imply claims regarding bonus commissions as only a few Brand Affiliates earn enough to afford these items solely through the Nu Skin opportunity.

**DO NOT** make claims or imply that the opportunity can help pay for things like groceries, children's activities, medical expenses, car/house payments, or childcare.

**DO NOT** reshare, retweet, or "like" items inconsistent with these guidelines.

**DO NOT** encourage people to quit jobs or school, take out loans, or incur debt.

Discussions of the Nu Skin opportunity **should emphasize** the importance of developing customers and selling product to create a healthy business.

## APPROVED OPPORTUNITY CLAIMS

Hey Y'all!! So many toothpaste orders were delivered today! I'm so excited for all of you to use this amazing product and I can't wait to see your results!! I'm so glad I made the decision to join this company:

- 🆓 FREE to start
- 🚫 NO membership/startup fees
- 👉 GO at your own pace.

Who wants to make a little extra cash or try out this amazing toothpaste? 🙋 COMMENT FOR MORE INFO. #affiliate #ad

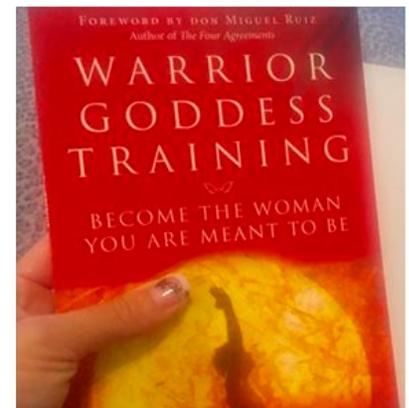


I Looooove ❤️ this Business, my Nu Skin family, and Rockstar Team soooo much!! I'm having a blast while helping my customers look and feel their best.

Thank you for the amazing book (perfect! 🥰👍)  
You are amazing!!



#lovethisbusiness #wariorgoddesstraining #Toothpastetribе



# LIFESTYLE AND INCOME CLAIMS

The following terms, and terms with similar meaning, **may not** be used in relation to the income opportunity:

passive income

residual income

replacement income

financial freedom

time freedom

recurring income

unlimited income potential

opportunity for all

part-time or full-time income

The following terms, and terms with similar meaning, **may only** be used in compliance with these guidelines and in a context that is not misleading:

flexible schedule

time flexibility

leveraged income

supplemental income

work independently

Nu Skin wants Brand Affiliates to emphasize all aspects of the business, not just the ability to make a little extra income. Keep it real by making sure people know they can have the opportunity to own their own business, build leadership skills and abilities, share best-in-class products, be part of a Force for Good culture, and build relationships with others interested in health and wellness... and don't forget the experiences, including the opportunity to earn and qualify for Success Trips!

# LIFESTYLE AND INCOME CLAIMS

## APPROVED CLAIMS

- ★ What if it was the most fun I've ever had
- ★ What if I could discover the best version of myself
- ★ What if I could work from my phone

Don't let your fear of failing or your fear of the unknown stop you. It's free to join. It's simple to get started & so much fun!

Who needs a little extra money for the holidays? Let's talk! 🥰



♥♥♥♥ There's nothing like having the opportunity to own your own business. I feel so much love being around my team 🙌 my customers 🥰 my friends 🍷 my family 🧑🏻. #makingnewfriends #globalopportunity #nuskin

👏👏👏 WAY TO GO! 🌸 Laura just achieved the title of LAPIS PARTNER in our sales performance plan! 🥰 You and your team are totally CRUSHING it and have helped so many customers. I can't wait to see what the future will bring!!! 🥳 #helpingothers #achievement



## IMPROPER CLAIMS

Do your wildest dreams include a FREE trip to SOUTH AFRICA - for you and your plus one - in a 5 star resort?! 🎉🎉🎉🎉

I'm looking for 2 more people to come with us! 3 months left to qualify! 🥰🥰

- EARN from day one!! Unlimited potential!
- Sign Up 🔥 Post 🔥 Make Money 🔥 Instant profit, TOTALLY FREE
- Comment 🗨 or Pm me for details!



I can help two more mamas work from home with me this month! Here's what I'm currently working on - Pick a number! Which one would you want most!

- (1) Earn an extra \$500 🌱
- (2) Go on a CRUISE this year 🚢
- (3) Pay off a credit card 💳
- (4) Be a stay at home parent 🧑🏻
- (5) Save for your children's college 📖
- (6) Take your family to Disney 🎢
- (7) Give back to the community 🤝
- (8) Fire your boss 🙌
- (9) Upgrade your iPhone 📱
- (10) Cover the cost of childcare 🧑🏻
- (11) Hire a housekeeper 🧑🏻
- (12) Pay off your car 🚗
- (13) Never wake up to an alarm again 🕒
- (14) Pay cash for a new car 🚗
- (15) Pay off your mortgage 🏠
- (16) Give back to your parents 🗑

