

# Opportunity Testimonial Guidelines



# WRITTEN OPPORTUNITY TESTIMONIALS

Generally speaking, an opportunity testimonial is any claim that conveys or implies a specific level or range of actual/potential sales or income, lifestyle purchases that are related to income earned, or an announcement of compensation describing the earnings of any current or past salesperson. For a more comprehensive definition of what constitutes an opportunity testimonial (or Earnings Representation), please visit the official DSA website at [dsa.org](http://dsa.org).

Opportunity testimonials should not make or imply any claims regarding the income 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 following these guidelines:

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 explicit or implied claims regarding lifestyle or income
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

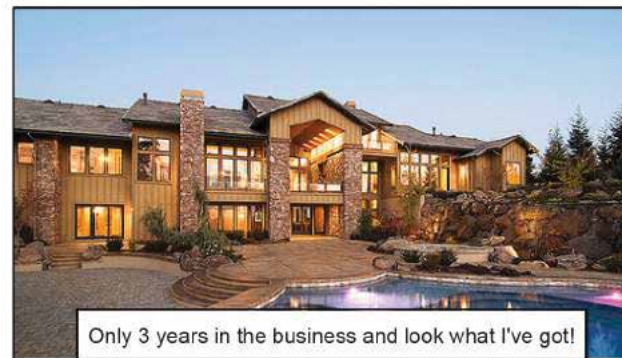


# WRITTEN OPPORTUNITY TESTIMONIALS

OPPORTUNITY TESTIMONIALS THAT ARE TRUTHFUL AND **COMPLY** WITH OUR POLICIES AND PROCEDURES



OPPORTUNITY TESTIMONIAL THAT MAY BE TRUTHFUL BUT **VIOLATES** OUR POLICIES AND PROCEDURES



# LIFESTYLE AND INCOME CLAIMS

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

1. Claims must be accurate and not misleading.
2. Claims must be based on your experience and actual lifestyle or income, or that of your immediate upline or downline, or use company approved materials.
3. Any compensation information must be stated in a monthly or annual amount.

4. You must provide the most recent *Brand Affiliate* Compensation Summary in immediate proximity to any explicit or implied claims regarding lifestyle or income. 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 Compensation Plan can be found at:

**<https://bit.ly/37Plg5M>**

5. These appropriate disclosures must be provided in connection with meeting presentations, social media posts, PowerPoint presentations, and any other place where the income opportunity is discussed or otherwise presented.

# 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 lifestyle or income, even if they are truthful, as only a few *Brand Affiliate* earn enough to afford these items solely through the Nu Skin income opportunity.

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

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

**DO NOT** make the business seem easier than it actually is.

**DO NOT** discount the time it takes to do the business.

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





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# LIFESTYLE AND INCOME CLAIMS

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

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  
no income ceiling  
unlimited income potential  
opportunity for all

Nu Skin wants Brand Affiliate 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 innovative products, be part of a Force for Good culture, and build relationship with others interested in health and wellness... and don't forget the experiences, including the opportunity to earn and quality for Success Trips!



# LIFESTYLE AND INCOME CLAIMS

## APPROVED INCOME CLAIM



**SEIZE THE OPPORTUNITY**  
TO IMPROVE YOUR LIFE AS YOU  
IMPROVE THE LIVES OF OTHERS

www.nsemindset.com

THE SUCCESS FORMULA

"Nu Skin has brought such quality values into my life. It has opened the path to personal and social growth. I see so much sense in our daily work; we help people feel better and look better, and we help them to be more successful. It is real and it happens every day."

## IMPROPER LIFESTYLE CLAIM



**Recruiting Now**  
Are you looking for a few hundred extra £££ each month or wanting to earn a luxury income working from home?

**HOW I MAKE A 6 FIGURE INCOME**  
*While Traveling The World*

**PASSIVE INCOME**