



# Social Sharing Examples/FAQs





# Lifestyle

- ✓ Share your life - be authentic and personal
- ✓ Talk about having fun with the business-Share your WHY!
- ✓ Show YOU!—and how the business opportunity enhanced your life
- ✓ Emphasize the importance of developing customers and selling product



Hubby and I just finished our new patio!  
<3 What a great place to have backyard  
BBQs with the fam and training calls  
with my team. Want to join me?

#motivation #greatproducts #affiliate



If you would have told me that a simple post  
about toothpaste on social media would give  
me enough money to help pay for this  
amazing new patio \$\$\$, I wouldn't believe  
you!- believe it, and >>>YOU CAN TOO!<<<  
#askmehow #timefreedom #financialfreedom







# Income

- ✓ Describe how the Nu Skin business has positively impacted your life, while representing typical results that most Brand Affiliates could expect to achieve
- ✓ Emphasize the importance of reselling the product
- ✓ Talk about our competitive and innovative compensation plan – Velocity!
- ✓ Follow the Opportunity Testimonial Guidelines



I'm so proud of the entrepreneur and strong woman that I have become. And it all started when a friend introduced me to a business opportunity sharing awesome products to help earn some extra cash! Message me to hear my story!  
#hustle #nuproducts #timeflexibility.

*hustle*  
AND  
*heart*  
WILL SET YOU  
*apart*  
**APPROVED**

MY BOSSBABES ARE!!... It's only the 4th of the month and we already sold 250 tubes of toothpaste! \$\$\$  
It costs NOTHING to get started!  
You're already on social media!  
Super easy to make money day 1!  
I will train you... JOIN MY TEAM!  
#hustle #getahead #itspossible #easymoney







# Product

- ✔ Use claims found in approved Nu Skin marketing materials released by your local Nu Skin market
- ✔ Provide realistic and accurate benefits that consumers may experience
- ✔ Share positive personal testimonials that are consistent with approved claims
- ✔ Follow the Product Testimonial Guidelines



YAY-- the kids are in bed, so its  
momma's time!  
10 minutes with the facial spa, then the  
AgeLoc mask <3 <3 I once did a half  
face demo and the results were great!  
my face looks so toned and hydrated!  
#affiliate #spalife #homebiz



Ending my Saturday night with my wrinkle  
iron! I LOVE THIS THING. It makes you look  
10 years younger in like 10 minutes!!  
Goodbye wrinkles and fine lines

Ask me how to GET YOURS!  
#spalife #pampered



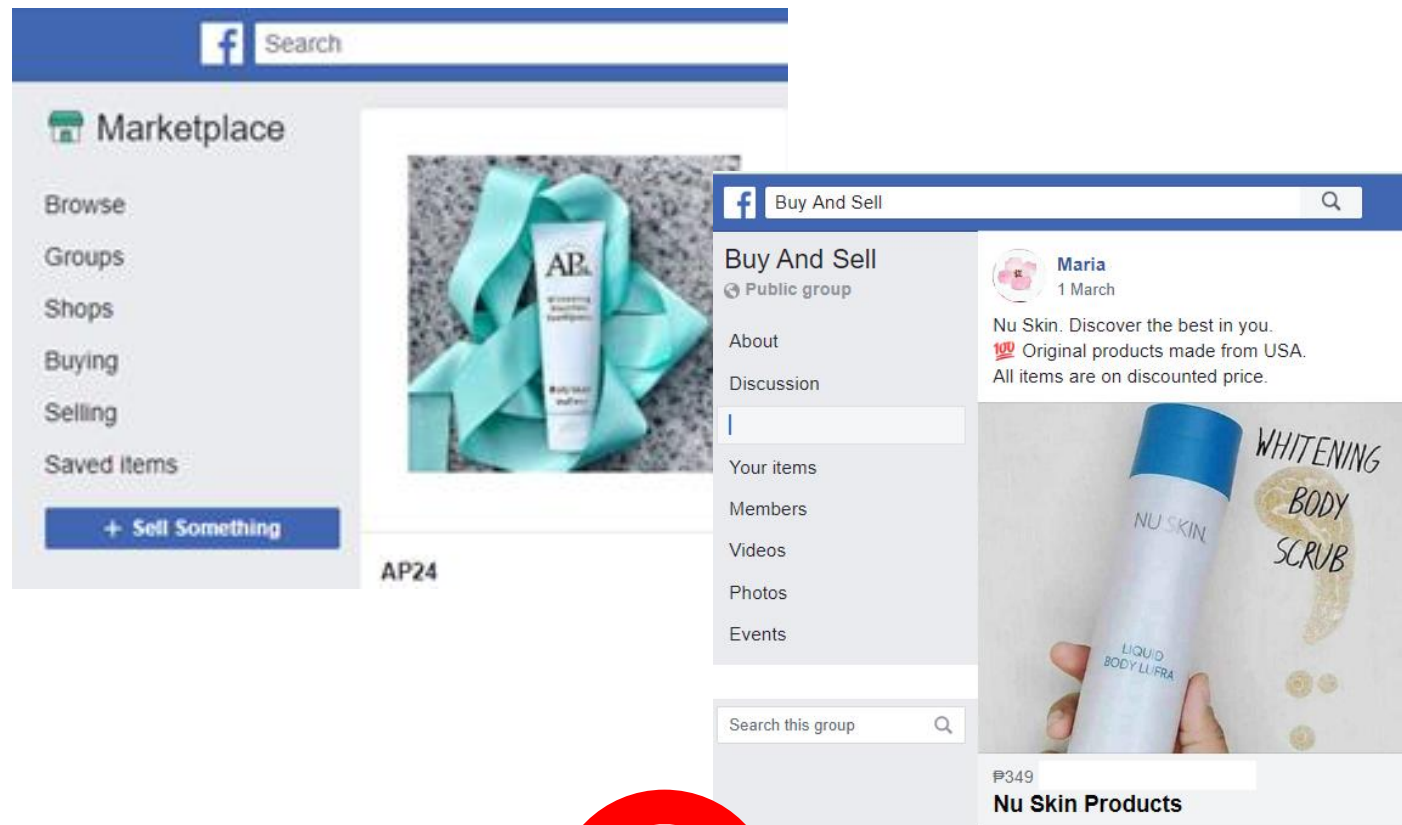




# Marketing, Promotion, & Selling



## FACEBOOK MARKETPLACE & BUY/SELL GROUPS



So excited for all the hard work me and my team have put into our businesses to earn success trips to beautiful locations! It's so much fun to celebrate with my team and make new friends! <3 #friends #funlife#cheers #freeopportunity

Of the 162,880 SEA Region Active Brand Affiliates and 7,108 Brand Representatives as of 2021, 911 Brand Representative accounts qualified for an incentive trip in 2021



COME TRAVEL WITH ME FOR FREE!  
... I'm 3 months into this amazing biz ---  
I've hired a superstar team of bossbabes, quit my job,  
taken my daughter on an all-expenses paid trip to  
ICELAND, and am going to BERMUDA soon, too! Curious  
about what I do?!  
#messageme#bossbabes#timefreedom#nulife





# CONTEST ENGAGEMENT

WHO LOVES FREE STUFF? :-) \$\$\$ ☺  
THE FIRST 5 people to comment will enter a contest to win a tube of WHITENING TOOTHPASTE and get to be a product tester.  
<3 <3 #contest #giveaway #AP24  
#toothpastemoney #freeproduct

I'm looking for 5 people who  
has never tried our  
**WHITENING TOOTHPASTE!**  
Who wants a FREEEEEEEE  
one! #freepaste  
#message



🚧 CONTEST TIME 🚧 The first 3 who guesses right will get a prize from me!

😄 UPDATE: If no one 👉 can guess the amount correctly, I will do a drawing! 😄

👤 WHO CAN GUESS how much all these 6 products cost together?

\*AP24 whitening toothpaste

\*Curl and lash mascara

\*Polishing peel

\*Lip plumping balm

\*POWERlips fluid in Maven

\*Sunright Instaglow sunless tanner


🧐 RULES: TAG one of your BFFs and make your guess!! 🙌

👉 HINT: All of the items below are OVER \$15 each 👉



# Frequently Asked Questions





**Q: I have friends all over the world, can I sell products to friends in other markets?**

A: Brand Affiliates may only sell products purchased from the market where the Brand Affiliate resides. Online customers are only permitted to purchase and receive product(s) from the market in which the customer resides. Brand Affiliates may sell products to customers residing in another market only through Company produced tools and platforms.

**Q: Is paid advertising permitted?**

A: Paid advertising must be directed only to people who like your page or engage with you, e.g. a Boosted Facebook post to followers. Brand Affiliates may not use any other form of paid advertising, referrals, or other means to target specific demographics or aggregate/drive traffic to a social media platform or selling site (e.g. banner/pop-up ads, paid influencer posts, AdWords ads, and Cost per Mile).

**Q: Is Search Engine Optimization (SEO) permitted?**

A: SEO features in any form are prohibited and cannot be used. Keywords used in the page title, meta description, ALT tags, and/or in the pages body content that would otherwise be used to directly attract customers are prohibited.

**Q: Can I use automated messaging and chatbots?**

A: Automated messaging and chatbots are permitted, but limited to targeting only people who follow/like your page or who actively engage with you on your page (e.g. likes a post or makes a comment).

**Q: Can I recruit online?**

A: It is prohibited to actively recruit in public forums, such as discussion groups, message boards, blogs, comment sections, and employment-based websites. You may, however, actively recruit in personal social media platforms as well as private forums, such as closed groups, when such recruiting does not violate the admin/moderator rules or terms and conditions of such group or site.

**Q: Why can't I do raffles or contests to engage my followers?**

A: Games of chance are highly regulated by state and federal governments and many social media platforms have very details policies, as well. As a result, contests. Sweepstakes, etc. are strictly prohibited.

**Q: What if I have questions about what is or isn't allowed?**

A: Please reference additional documents in the Compliance Corner section of the Nu Skin website referenced below. If you have additional questions, please don't hesitate to contact the ID Compliance team / Business Support at [ldbusiness.support@nuskin.com](mailto:ldbusiness.support@nuskin.com)  
[https://www.nuskin.com/content/nuskin/en\\_ID/corporate/ID\\_Regulatory\\_Corner.html](https://www.nuskin.com/content/nuskin/en_ID/corporate/ID_Regulatory_Corner.html)

The company, in its sole discretion, can prohibit the use of any social sharing platform that does not meet the parameters of these Social Sharing Guidelines and applicable law.