

# Social Sharing Guidelines



Our business model is based on person-to-person selling—leveraging the power of word of mouth.

While technology keeps changing, people sharing their enthusiasm for Nu Skin will continue.

Nu Skin supports and will continue to support active participation in social media. As a Brand Affiliate, you represent Nu Skin. It is imperative for social media use to be consistent with Nu Skin's image and brand standards and policies.

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TO BOTH PROTECT AND ENHANCE NU SKIN'S REPUTATION WHEN USING SOCIAL MEDIA, FOLLOW THESE BASIC GUIDELINES AS WELL AS OUR DETAILED POLICIES AND PROCEDURES. PLEASE ONLY POST AND ENGAGE WITH CONTENT THAT MEETS THESE GUIDELINES.

# KEY PRINCIPLES ARE THE SAME— NO MATTER THE PLATFORM

- 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



# SOCIAL SHARING DOs AND DON'Ts



**DO:** share positive personal experiences, product science, and testimonials that are consistent with approved claims

**DO:** talk about having fun with the business and the success that can come through hard work and patience

**DO:** talk about Velocity – Nu Skin’s competitive and innovative sales performance plan

**DO:** share photos and videos regarding your personal experience at Nu Skin success trips and events

**DO:** disclose your relationship with Nu Skin as a Brand Affiliate, e.g. #NSbrandaffiliate, #affiliate

**DON'T:** claim or imply that our products treat, cure, or prevent any disease, or that the product helped cure your own ailment – even if true

**DON'T:** make lifestyle or income claims that exceed those of the average Brand Affiliate, that are based on retail profits, or that are false or misleading

**DON'T:** offer or imply any guarantee of success or income, including guarantees related to following a system

**DON'T:** make comparisons related to specific competitors, products, or business opportunities

**DON'T:** state or imply that company sponsored success trips or other incentives are “free” or easy to achieve

**DON'T:** promote the products using contests, raffles, sweepstakes, or games of chance

## OPPORTUNITY/LIFESTYLE CLAIMS

### APPROPRIATE



Dropped the kiddos off at school, spent a couple hours at the gym and now running errands... Now...down to business <3 <3  
#workfromhomemom  
#lovinlife #affiliate



Had a lovely time with my sweetheart eating brunch today! It was amazing!!  
I love having the flexibility to take time out of my day to be with him  
#askmehow  
#workanywhere  
#affiliate

### INAPPROPRIATE



I never would have thought this crazy toothpaste biz would buy me my dream car... ASK ME about how I make CRAZY money on social media...\$\$\$\$  
Seriously, you have SO MUCH to gain!  
#toothpastemoney  
#nuover #nucar



My beautiful team is totally on their way to financial and time freedom!! We are making money while we sleep, so now we SHOP... SO EXCITED to help build an empire for you and your families!  
Congratulations for joining me <3 #luxlife #imhiring  
#replacementincome

For more examples, please click [here](#).

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the highlighted words and terms that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.



# LEGAL STANDARD FOR MARKETING

When promoting our products Brand Affiliates should not, either directly or indirectly imply that our products are endorsed\* by health workers/professionals. This could include sharing their identity/title i.e.: dr., Dr., Drg, Ns, S.Kep and/or images i.e.: person in white coat (lab coat). Please note that this policy applies to all offline and online interaction, including but not limited to speaking at events/trainings, social media posts, online videos, Zoom calls, and one-on-one interactions.

\*Endorsements: Endorsements are statements (written or spoken) or images that support or encourage the use of the products.

## EXAMPLES\*



Question:  
I am a medical Doctor; can I recommend Nu Skin products during my one on one patient consultation?

Answer:  
No, as a health professional you cannot recommend Nu Skin product to your patients.



Question:  
I am a Doctor, can I promote Nu Skin products on my social media page if I don't state on my page that I am a Doctor.

Answer:  
Yes, if you are promoting Nu Skin products and there is absolutely no information (written and/or images) on your page that you are a Doctor, you can promote Nu Skin products.



Question:  
My friend is a Doctor, can I share her personal product testimonial from using Nu Skin products.

Answer:  
Yes, as long as you don't either directly or indirectly imply that our products are endorsed by her as a Doctor and you do not mention that your friend is a Doctor.

## OPPORTUNITY/LIFESTYLE CLAIMS

### APPROPRIATE



I LOVE hanging out with my kid.  
I can work at my own pace from home– If you're like me and want to push yourself to learn new things, make amazing friends, and earn a little extra \$ selling great products, let's talk!  
#familytime #workhard  
#affiliate #timeflexibility



Who wants the opportunity to make a little extra money? When I was asked that last year, I was excited!!! Here I am today still rocking the biz and I would love for you to come join my team!!  
And yes, it's totally free to join.

### INAPPROPRIATE



This could be YOUR life! Are you looking to make **replacement and recurring income**? Do you want to **pay off debt**? Make **home and car payments**? You ready to live life on your terms? CALL ME!  
**#makemoney**  
**#financialfreedom**  
**#debtfree** **#residualincome**  
**#timefreedom**

**Who wants to earn \$100 to \$500 just by posting on Facebook? No strings attached, 100% FREE!!**

**CALL ME!!!** **Help pay student debt and a car payment!!!**  
**#guaranteedincome**  
**#homebusiness**  
**#monthlyincome** **#free**

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## PRODUCT CLAIMS

### APPROPRIATE

One of my TOP SELLERS! It has antioxidants -  
contact me for more info!  
[#LOVETHEPRODUCTS](#)



Of all the INNOVATIVE products... MY FAV is the toothpaste! Look at MY results! This opportunity keeps me smiling every day! [#whitening](#) [#brightsmile](#) [#bizopportunity](#) [#Brandaffiliate](#)

### INAPPROPRIATE



OMGGGG! You have to get your hands on this **MAGIC** toothpaste! I've sold over 100 tubes this month **\$\$\$**. Get in on my next order! [#whiteningtoothpaste](#) [#freebusiness](#) [#immediateresults](#) [#ap24money](#)

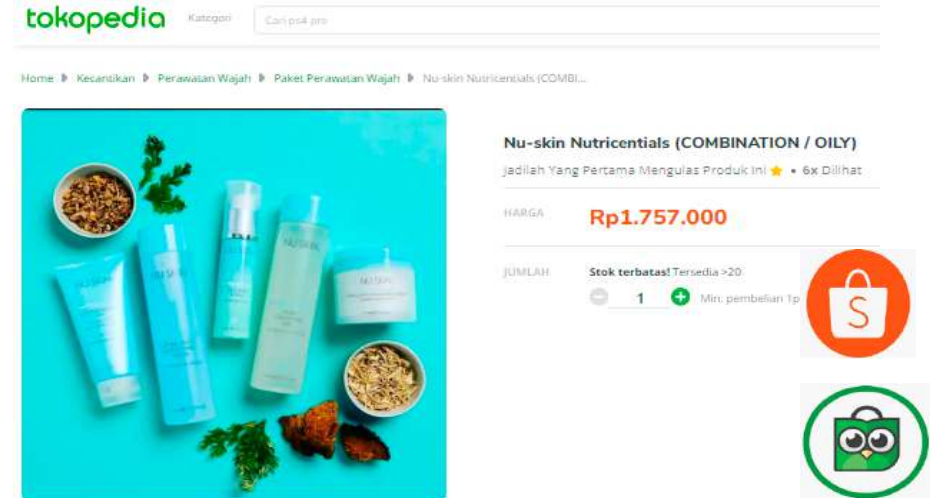
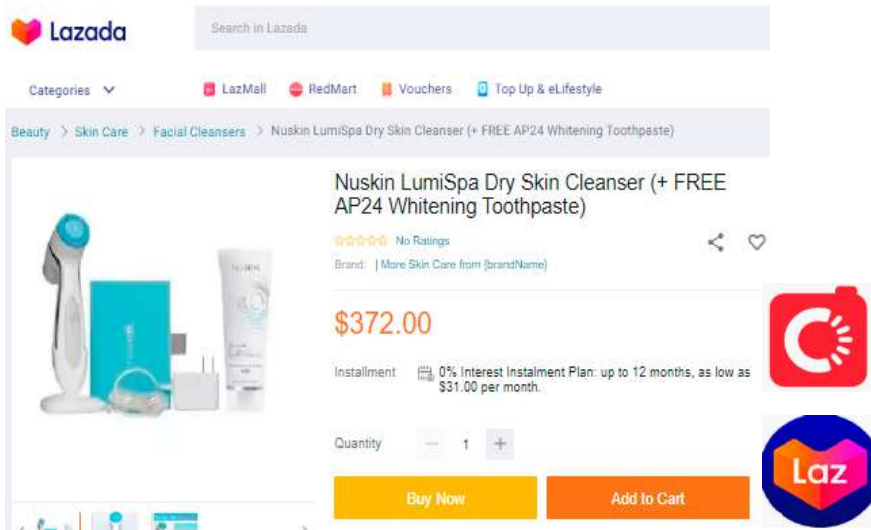
For more examples, please click [here](#).

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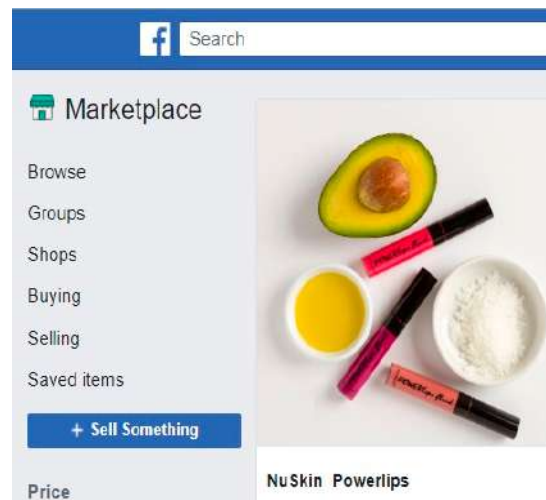


# INAPPROPRIATE MARKETPLACE SITES

E-Commerce Sites



Facebook Marketplace & Buy/Sell Groups





## SUCCESS TRIPS

### APPROPRIATE



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 146,144 SEA Region Active Brand Affiliates and 6,805 Brand Representatives as of 2022, 1,213 Brand Representative accounts qualified for an incentive trip in 2022.



Me and my team having a great time in the Southern Caribbean!! get to earn trips, help others, work hard and start qualifying for Sydney! Join our team! #hardwork #mybusiness #mylife Of the 146,144 SEA Region Active Brand Affiliates and 6,805 Brand Representatives as of 2022, 1,213 Brand Representative accounts qualified for an incentive trip in 2022.

### INAPPROPRIATE



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 **#freebiztravel** #nulife



**I WON A FREE CRUISE!!** Me and my husband are going to these places for **FREE!** :-)  
I'm looking for 3 more people to come with me on 2 trips a year **#buildinganempire** **#freetrips** **#money** **#privilegedlife** **#guaranteedtrip**

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# SOCIAL SHARING FAQ

**Q: Why am I only allowed to share average results about the products and opportunity?**

A: Because others may decide to purchase products or join the business based on the experiences you share with them, it's important to make sure prospects have accurate information and realistic expectations. Although many Brand Affiliates and customers have experienced extraordinary results, many have not. Because of this, all representations must be consistent with approved product benefits and average compensation figures. Just because something is true doesn't mean you can say it.

**Q: Do I need to use a disclaimer when talking about income/lifestyle/success trip\* potential?**

A: Yes. Please see the Opportunity Testimonial Guidelines for required disclaimers and when to use them.

\*In the Southeast Asia Region, 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."

**Q: Why do I have to disclose that I am a Brand Affiliate?**

A: Regulators in many territories require that disclosure be given whenever a company provides compensation.

**Q: Why can't I sell on online marketplaces (Facebook Marketplace, Carousell, Shopee, Lazada, Qoo10, Tokopedia etc.)?**

A: The Company believes the use of social media is simply an extension of the one-to-one direct selling relationship. Products promoted in brick and mortar stores and online marketplace sites are just the opposite and do not support interaction with the customer. In Indonesia local regulation also prohibits the sale of direct selling products through online marketplaces.

**Q: Am I allowed to show product names on social media platforms?**

A: Company tradenames, product names, and Company pictures may be used in individual posts. Company tradenames, product names, or logos cannot be used when naming or branding a Brand Affiliate's social media platform

**Q: Can I promote my business on any social media platform?**

A: In addition to complying with Nu Skin's policies and guidelines, you must follow any platform-specific policies, rules, and guidelines. Keep in mind that some platforms restrict the type of content that can be posted (for example, Pinterest doesn't allow advertisements related to multilevel marketing models or content regarding weight loss products), whereas other platforms, such as TikTok and WhatsApp for Business, have prohibited all multilevel marketing related activities from their platforms. For more information regarding these and other important updates, please see our [Business Advisory Page](#).