

Social Selling Guidelines

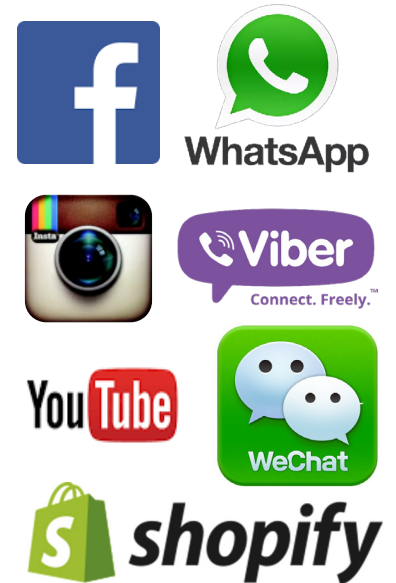
1. Brand Affiliates may sell Nu Skin and Pharmanex products through “Personal eCommerce Portals”—eCommerce sites utilized for the sole purpose of selling products to a Brand Affiliate’s personal customers.

2. All Nu Skin and Pharmanex products may be marketed via social media platforms and sold through Personal eCommerce Portals. Pricing should only be shared via Personal eCommerce Portals.

3. All Personal eCommerce Portals must remain generic and not violate the Company’s trademark rights. No company tradenames, product names, or logos can be used in such manner as to advertise or attract customers directly to a Personal eCommerce Portal. Notwithstanding the above, company and product names may be used in individual posts.

4. There will be no tolerance for improper before and after photos, product testimonial, income, compensation, or lifestyle claims, and any such activity will be grounds for immediate compliance action. You must know and comply with the Product and Opportunity Testimonial Guidelines found on your market’s website.

5. Brand Affiliates are prohibited from selling any Products consumer-to-consumer (C2C) or via Online Marketplaces, including, but not limited to, Amazon, eBay, Carousell, Lazada, Qoo10, Shopee, Facebook Buy and Sell pages, etc.



Take care of your face better with Nu Skin!
#nsBrand Affiliate



Try this extra gentle exfoliant scrub! It isn't rough on your skin and will help reveal a smooth skin tone through a gentle exfoliation with natural marine diatoms #ad



Good morning! Woke up today to wash up, listen to lectures, and enjoy a bar!
#sponsored #tr90 #nuskin

6. Brand Affiliates selling Products online via Personal eCommerce Portals 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.

7. Personal eCommerce Portals, businesses of any type, Electronic Storefronts, "boutiques," and any other similar entity, is limited in size to less than 10 employees and total revenue of less than USD \$50,000 monthly from sources **other than Nu Skin products.**

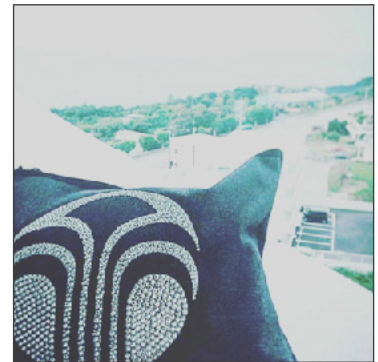
8. All Brand Affiliates who choose to use a Personal eCommerce Portal must disclose to customers and adhere to Nu Skin's product refund and exchange policy for retail customers. The Company reserves the right to refund retail customers, in its sole discretion, if it determines that its refund/exchange policies have not been followed, and bonus commission deductions will be withheld from the selling Brand Affiliate.

9. Brand Affiliates can use Payment Gateways to accept credit cards and authorize/process payments at their discretion, subject to assumption of any risk or liability arising from compliance with Payment Card Industry ("PCI") standards including all applicable data, privacy, and security laws.

10. Search Engine Optimization ("SEO") features in any form for Personal eCommerce Portals are prohibited and cannot be used. Keywords used in the page title, meta description, ALT tags, and/or the page's body content, that would otherwise be used to directly attract customers are prohibited.



With a busy lifestyle, it can be hard to fit pampering into your week, so I always make a little ME time while giving my skin some much needed TLC!
#metime #spaday #nuskin
#galvanicspa



Every day is a new day to change your life! Consistency and hard work = flexibility to sit at home on the patio and build my business with Nu Skin
#nsBrand Affiliate



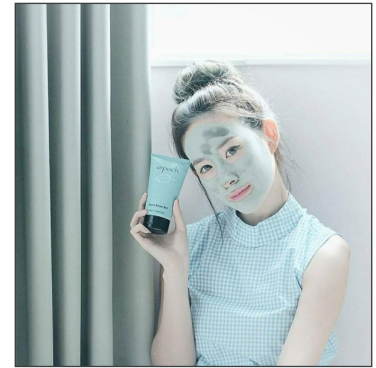
Exfoliates dry, rough skin to ease away dead skin cells and excess oil to attract moisture for soft to touch skin! Smells great, too!
#sponsored #nuskin

11. Online Advertising of Products and Personal eCommerce Portals, subject to #12, is prohibited (e.g. banner ads, paid influencer posts, pay-per-click ads, AdWords ads, pop-up ads, and Cost per Mile).

12. Social Media Marketing is permitted but limited to those advertisements targeting only people who follow/like a Brand Affiliate's page or actively engage with them on their page (e.g. like a post or comment).

13. Any and all contests, sweepstakes, raffles, or games of chance are strictly prohibited.

14. The Company, in its sole discretion, can prohibit the use of any eCommerce portal that does not meet the parameters of these Social Selling Guidelines and all applicable laws.



For a spa experience AT HOME Apply the Glacial Epoch Marine Mud on your body or face (avoiding the eyes and around the mouth) Let the mud dry for 15-20min, then remove, rinsing with warm water! Simple as that!... And so gentle, it can be used up to 3 times a week.



Most toothpastes include peroxides and other harmful ingredients! AP24 tastes great, leaves your teeth slick and mouth fresh WITHOUT peroxides and much cheaper than whitening! #paidad



Nu Skin scientists work hard to select those ingredients that deliver the results you can benefit from! The results speak for themselves! #nsBrand Affiliate



It's not just about the great products, its a unique opportunity of a lifetime! I just saw my kids get on the bus, now its time to get work! #sponsored #bossbabe #nuskin #coffee #ap24

Defined Terms

Brand Affiliate – An independent contractor authorized by the Company under the Contract to purchase and retail Products, recruit other Brand Affiliates, and receive bonuses in accordance with the requirements of the Sales Compensation Plan. A Brand Affiliate's relationship to the Company is governed by the Contract.

Business Entity – Any business entity such as a corporation, partnership, limited liability Company, trust, or other form of business organization legally formed under the laws of the jurisdiction in which it was organized.

Company – Nu Skin International, Inc and any of its affiliated entities.

Contract – The agreement between a Brand Affiliate and the Company composed of the following: these Policies and Procedures, the Sales Compensation Plan, Brand Affiliate Agreement, Business Entity Form, Joint Participation Form, supplemental services, International Sponsor Agreement, Product Purchase Agreement, Arbitration Agreement, and other international agreements (collectively, the "Contract"). The Contract is the complete and only agreement between the Company and a Brand Affiliate.

Electronic Storefront – An electronic storefront is an eCommerce solution for merchants who want to host a website that advertises their products or services and for which consumer transactions are generated online.

Online Advertising – Also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers (e.g. banner ads, paid influencer posts, pay-per-click ads, AdWords ads, pop-up ads, and Cost per Mile).

Online Marketplace – An online marketplace (or online eCommerce marketplace) is a type of eCommerce site where product or service information is sold by multiple third parties and/or transactions are processed by the marketplace operator.

Payment Gateway – A payment gateway is a merchant service provided by an eCommerce application service provider that authorizes credit card or direct payments processing for ebusinesses, online retailers, bricks and clicks, or traditional brick and mortar.

Personal eCommerce Portal – A site that is utilized for the sole purpose of selling Company products to a Brand Affiliate's personal customers. It enables a Brand Affiliate to sell and accept payments for online orders that are generated via one's social selling site. It cannot be used as an Online Marketplace.

Products – The products and services of the Company that are sold through local affiliates in the individual Authorized Countries.

Sales Compensation Plan – The specific plan utilized by the Company that outlines the details and requirements of the compensation structure for Brand Affiliates.

Social Media Marketing – Marketing targeted at individuals who engage with a Brand Affiliate on a given platform, including, but not limited to following a page, liking a post, or commenting on a photo.

Social Selling – The ability to sell products online through Company approved sites and Personal eCommerce Portals. Sites cannot be used as Online Marketplaces.

Frequently Asked Questions

Q: What is a Personal eCommerce Portal? And how can it be used?

A: By definition, a Personal eCommerce Portal is a Company approved site that is utilized for the sole purpose of selling Company products to a Brand Affiliate's personal customers. It enables a Brand Affiliate to sell products and accept payments for orders that are generated via one's social media site. It cannot be used as an Online Marketplace.

Q: Is Social Media Marketing permitted?

A: Social Media Marketing must only be directed 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, clicks, referrals, or other advertising to target specific demographics or aggregate/drive traffic to the Personal eCommerce Portal.

Q: Why can't I sell on online marketplaces (e.g. Facebook Marketplace, eBay, Amazon, Etsy, etc.)?

A: Direct selling is best known for marketing and selling products to consumers through one-on-one personal contact. The Company believes the use of social media is simply an extension of that relationship. Products promoted in brick and mortar stores and Online Marketplaces, including buy/sell sites and groups, are just the opposite and do not support interaction with the customer.

Q: I experienced extraordinary results with Nu Skin products and the business opportunity (income), why can't I post a real testimonial or picture?

A: Although your experience may be true, if it does not depict those of the average consumer and/or does not comply with Company policy, including local regulations, it cannot be used.

Visit the Compliance Corner to find the latest Brand Affiliate Compensation Summary and to familiarize yourself with the Product Testimonial Guidelines and Opportunity Testimonial Guidelines.

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 detailed policies, as well. As a result, contests, sweepstakes, etc. are strictly prohibited.

Q: What photos can/can't I post?

A: Share YOUR personal experiences. Your photos must demonstrate results that are consistent with the Product Information Pages and not be retouched or modified. Before and after photos must also use consistent lighting, background, clarity, clothing, and resolution. If you want to share other's photos, go to your regional Facebook account for;

Corporate approved imagery: <https://www.facebook.com/nuskinseapage/>

Nu Skin Singapore Testimonials page: https://www.nuskin.com/content/nuskin/en_SG/products/business_tools/liveyoung-testimonials.html

Q: Can I continue to use services like PayPal, Dragonpay, PesoPay?

A: Yes, Payment Gateways are permitted to authorize payments.

Q: Why are Personal eCommerce Portals subject to employee and revenue restrictions?

A: Direct selling is driven by relationships that are built through person-to-person interactions. In order to ensure that all customers receive personalised care and meaningful communication, Nu Skin has limited the use of Personal eCommerce Portals to individuals and smaller entities who are more suited to fulfill the needs of Nu Skin's growing customer base. Please note that the revenue restriction is only applicable to sources other than Nu Skin products.

Please contact your local Nu Skin Compliance team for more information.