

Nu Colour® Lash + Brow Serum Guidelines

Nu Colour Lash + Brow Serum is NOW AVAILABLE! As you share your excitement via social media or otherwise, please ensure that all content is consistent with company-approved claims and follow the principles outlined in these guidelines.



LASH + BROW DOs and DON'Ts

DO: share appropriate claims and personal testimonials that are consistent with the approved benefits found in the Lash + Brow Serum [Product Information Page](#) for your market

DO: focus on promoting the visible benefits (e.g., “visibly longer”) consistent with approved claims found in the Lash + Brow Serum [Product Information Page](#) for your market

DO: use only company-approved before and after pictures that have been approved by Nu Skin

DO: provide a realistic portrayal of the benefits that consumers may experience




DON'T: claim that the Lash + Brow Serum prevents hair loss or can result in hair growth—even if the claim is based on your own personal experience

DON'T: promote any Lash + Brow Serum results using before and after pictures that have not been approved by Nu Skin

DON'T: claim results that are outrageous, extreme, or “too good to be true” as they cannot be substantiated or reflect a typical consumer’s experience

DON'T: compare the Lash + Brow Serum to lash extensions, imply that the product can be used as an alternative to extensions, or that it can lead to similar results


INAPPROPRIATE PRODUCT CLAIMS

 **Clint Shepherd**
18m ·  



Guess what guys!!! Nu Skin recently came out with a new product that is totally changing the eyelash world. You can now have amazing thick eyelashes that grow naturally and make your eyelashes darker. And as an added bonus it will even help your eyebrows grow to be thicker and more beautiful.

If you are interested in Nu Skin's new Lash+Brow Serum PM me.



BEFORE USE









WEEK 12



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 Write a comment...     

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Suggested revision: Guess what guys!! Nu Skin recently came out with a new product that is giving your eyelashes and eyebrows some love! You can now have visibly longer, thicker, shinier and fully looking lashes naturally. And as an added bonus, it will even help your eyebrows look fuller and more beautiful.


If you are interested in Nu Skin's new Lash+Brow Serum PM me.

INAPPROPRIATE PRODUCT CLAIMS

Clint Shepherd
Just now · 🔒

Anyone else sick of paying \$100+ monthly to get your eyelashes done? I found this amazing new product Nu Skin has that has helped my eyelashes grow fuller and longer naturally to where I no longer need extensions anymore!

If you want to ditch your eyelash extensions PM me



Like Comment

Write a comment...

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DON'T: compare the Lash + Brow Serum to lash extensions, imply that the product can be used as an alternative to extensions, or that it can lead to similar results

Suggested revision: I found this amazing new product Nu Skin has that has helped my lashes look visibly longer, thicker, shinier and fuller naturally.

If you are looking for a way to give you lovelier lashes and brows PM me.

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 **Clint Shepherd**
17m · 

Nu Skin has done an amazing job with their new Lash+Brow Serum!!! I love how much this serum has helped strengthen and condition my wife's lashes and brows.

Check out her before and after photos below to see just how much this serum has helped her lashes and brows look visibly fuller and longer!!! I'm excited to see how the Lash+Brow Serum will continue to help her in the future.



BEFORE USE

WEEK 6

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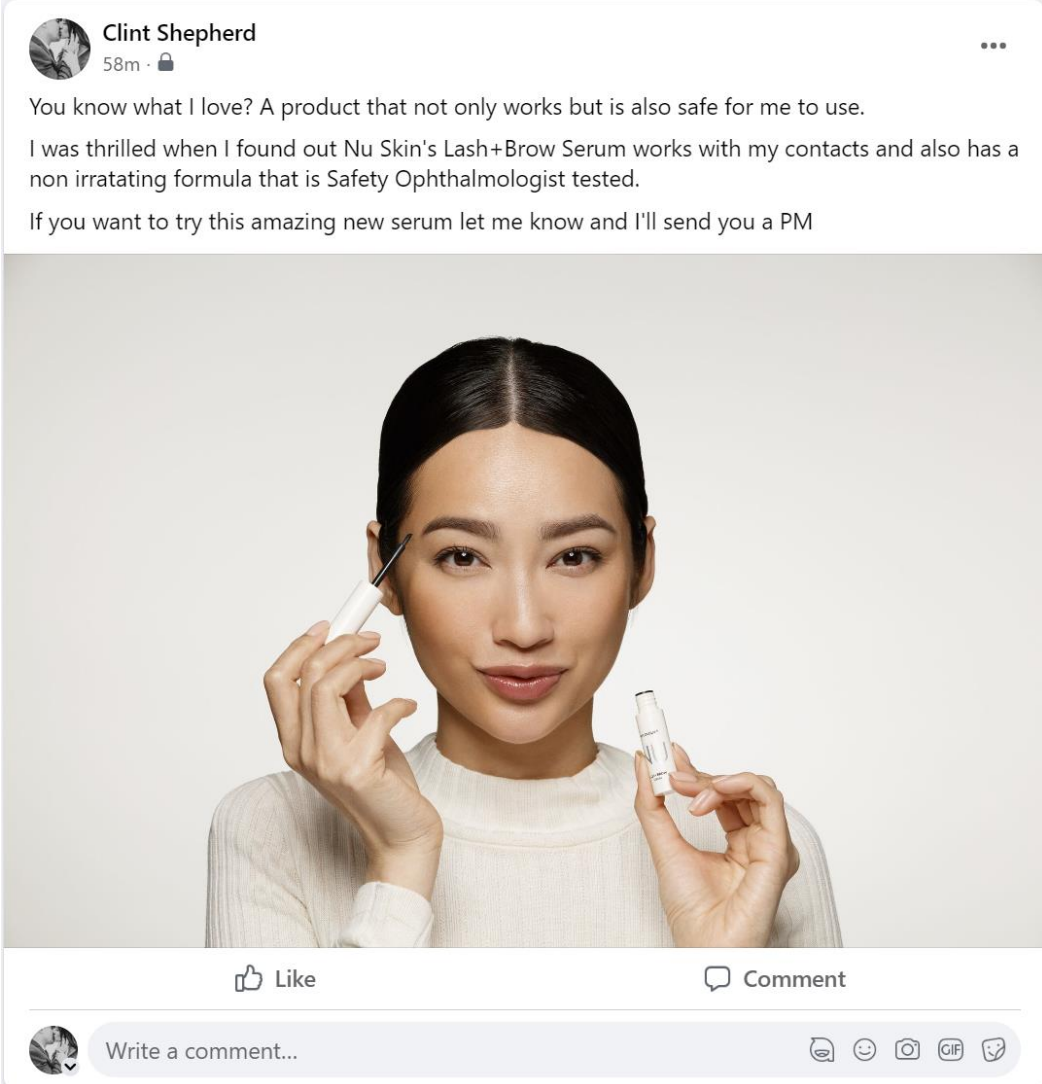
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DO: use only company-approved before and after pictures that have been approved by Nu Skin




Clint Shepherd
58m · 

You know what I love? A product that not only works but is also safe for me to use. I was thrilled when I found out Nu Skin's Lash+Brow Serum works with my contacts and also has a non irritating formula that is Safety Ophthalmologist tested. If you want to try this amazing new serum let me know and I'll send you a PM



 Like  Comment

 Write a comment... 