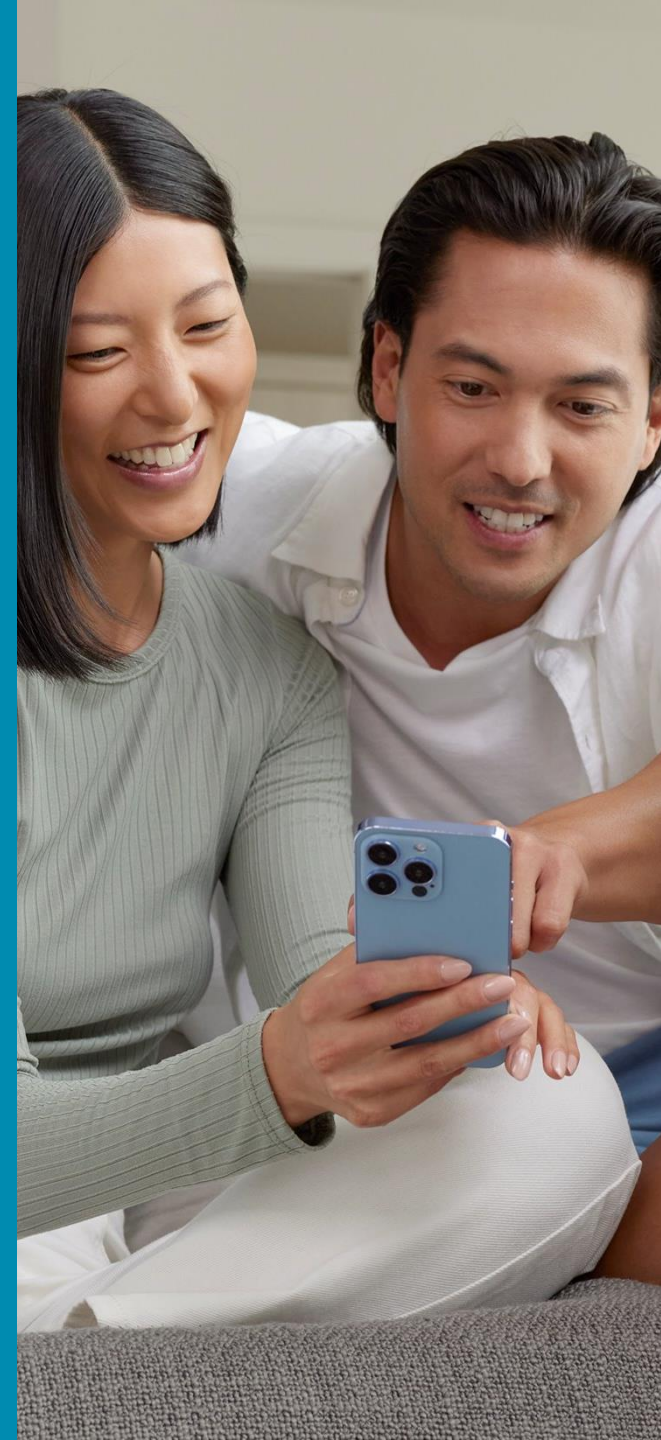


EmpowerSTART Incentive Guidelines

Nu Skin is excited to introduce the EmpowerSTART Incentive program*, which allows Brand Affiliates to earn incredible bonuses by achieving important performance milestones. When promoting this new incentive, it's vital that all Brand Affiliates closely follow the principles found in these guidelines. **Any promotion of the EmpowerSTART Incentive that is inconsistent with these guidelines is strictly prohibited.**

* EmpowerStart Incentive program does not apply to Vietnam.



PUBLIC POSTS - DOs AND DONTs

Specific details about the EmpowerSTART Incentive cannot be promoted or advertised publicly (public Instagram accounts, public Facebook pages, etc.). All Brand Affiliates must comply with the following DOs and DONTs when posting in the public domain.



DO: only use the “EmpowerSTART” or “EmpowerSTART Program” or “EmpowerSTART Incentive” within your public posts to generate interest (e.g., “My day got better after learning about the EmpowerSTART Incentive.”)

DO: follow the Opportunity Testimonial Guidelines and all other guidance released by Nu Skin related to earnings claims

DO: follow any/all community standards and guidelines as dictated by individual platforms. For example, the EmpowerSTART Incentive cannot be promoted on TikTok.

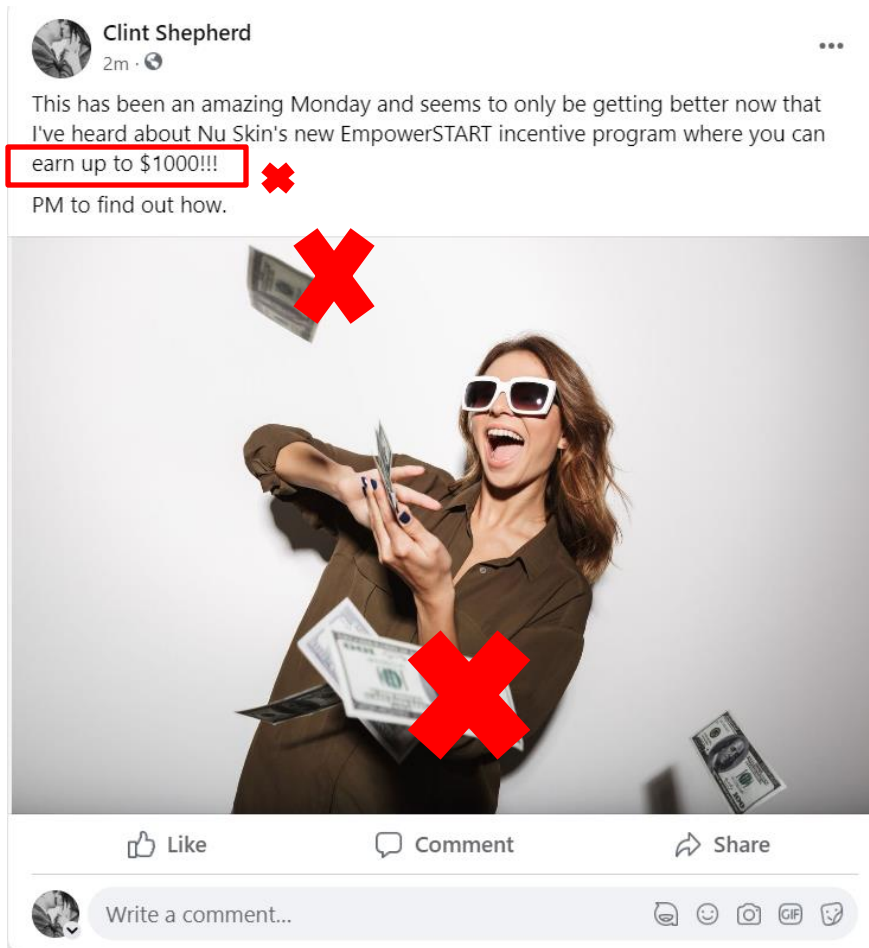
DON'T: advertise or promote specific details of the EmpowerSTART Incentive on public platforms

DON'T: state or imply that the EmpowerSTART program is an opportunity to earn income or an income opportunity. For example, do not use the hashtag #earnwithEmpowerStart

DON'T: engage in any type of paid promotion (sponsored ads, boosted posts, etc.)

DON'T: make any lifestyle or income claims that are inconsistent with the Opportunity Testimonial Guidelines

INAPPROPRIATE PUBLIC POSTS



DON'T: advertise or promote specific details of the EmpowerSTART Incentive on public platforms

DON'T: state or imply that the EmpowerSTART program is an opportunity to earn income or an income opportunity.



DON'T: advertise or promote specific details of the EmpowerSTART Incentive on public platforms

DON'T: state or imply that the EmpowerSTART program is an opportunity to earn income or an income opportunity.

DON'T: state or imply that it is easy to achieve the EmpowerSTART Incentive or any individual bonus amount (e.g. earning the first bonus of \$100 is easy)

APPROPRIATE PUBLIC POSTS



PRIVATE POSTS - DOs AND DONTs

Details about the EmpowerSTART Incentive can only be discussed and promoted in private platforms, including via closed groups, private accounts, and 1-on-1 interactions. Please follow the below DOs and DONTs when sharing details about the EmpowerSTART Incentive in private environments.



DO: promote the EmpowerSTART Incentive's details only in closed/private settings

DO: share the company-produced EmpowerSTART Incentive Summary to promote the EmpowerSTART Incentive (cannot be edited or modified) View this here:

[EmpowerSTART Incentive Summary](#)

DO: use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

"To qualify for any bonus you must meet all the requirements of the Sales Performance Plan, including retail sales. Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. Success will also depend upon your skills, talents and leadership abilities. 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 Performance Plan can be found at: [Pacific 2022 Brand Affiliate Compensation Summary_FINAL.pdf \(nuskin.com\)](#)

DO: follow the Opportunity Testimonial Guidelines and as well as any/all platform-specific community standards and guidelines. For example, the EmpowerSTART Incentive cannot be promoted on TikTok.

DON'T: state or imply that it is easy to achieve the EmpowerSTART Incentive or any individual bonus amount (e.g. earning the first bonus of \$100 is easy)

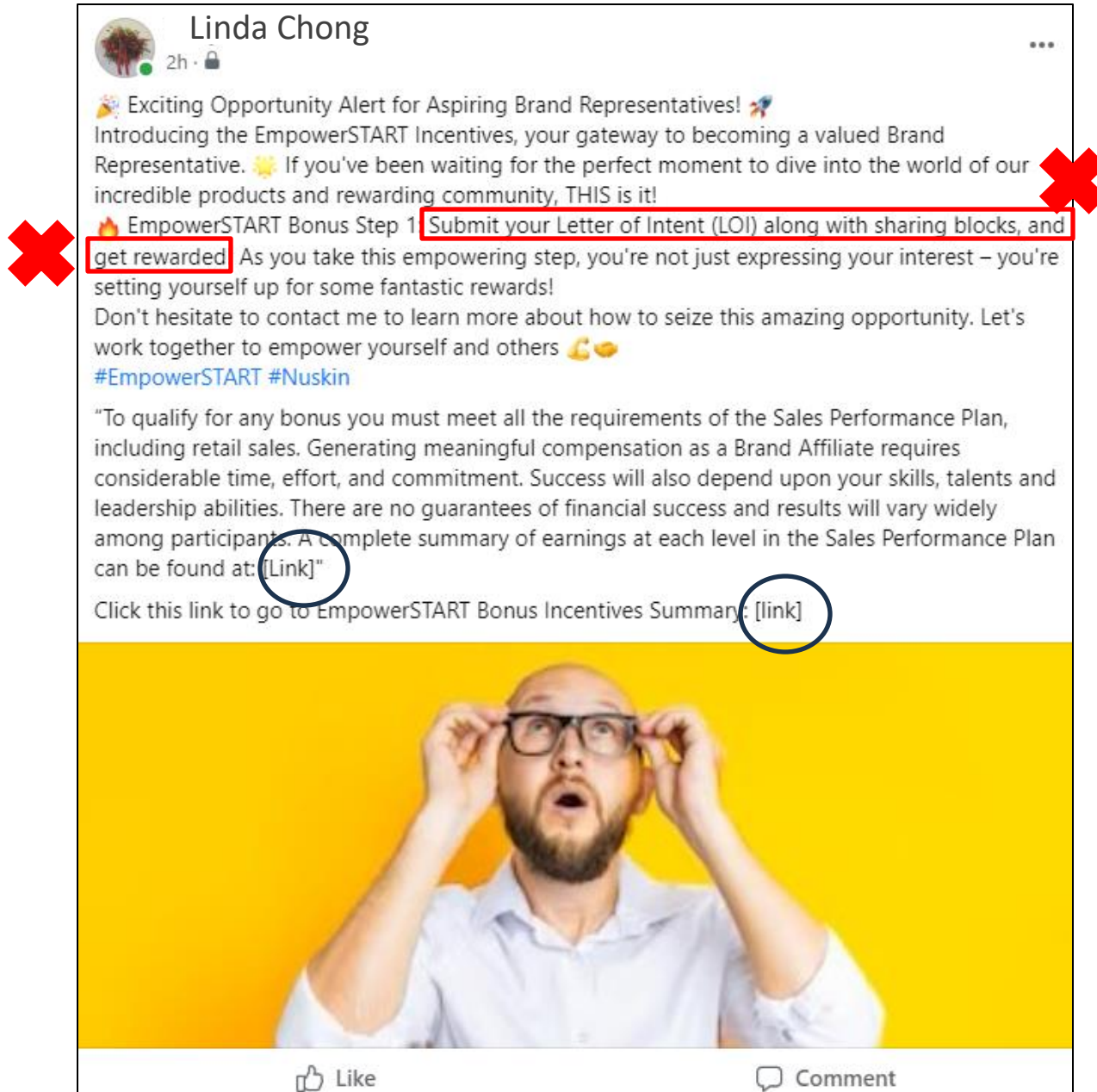
DON'T: show or promote each individual EmpowerSTART Incentive amount (i.e., \$100, \$300, \$600) or the sum of the 3 amounts (i.e., \$1,000), except for the company-approved EmpowerSTART Incentive Summary contained at the end of this document

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

DON'T: engage in any type of paid promotion (sponsored ads, boosted posts, etc.)

DON'T: make any lifestyle or income claims that are inconsistent with the Opportunity Testimonial Guidelines

INAPPROPRIATE PRIVATE POSTS



DON'T: State partial details of EmpowerSTART STEP 1, or 2 or 3.

Full details of Step 1 or 2 or 3 have to be written out.

DO: share the company-produced EmpowerSTART Incentive Summary to promote the EmpowerSTART Incentive (cannot be edited or modified) View this here: [EmpowerSTART Incentive Summary](#)

DO: use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

"To qualify for any bonus, you must meet all the requirements of the Sales Performance Plan, including retail sales. Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. Success will also depend upon your skills, talents and leadership abilities. 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 Performance Plan can be found at: [Pacific 2022 Brand Affiliate Compensation Summary_FINAL.pdf \(nuskin.com\)](#)

INAPPROPRIATE PRIVATE POSTS



Clint Shepherd

Admin · 2d · 🌐



I'm so excited for Nu Skin's new EmpowerSTART incentive program where you can **earn an extra \$1000 bonus just for becoming and maintaining Brand Rep status!**

If you want to learn how this awesome new incentive works reach out to me for more details.

"To qualify for any bonus, you must meet all the requirements of the Sales Performance Plan, including retail sales. Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. Success will also depend upon your skills, talents and leadership abilities. 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 Performance Plan can be found at: [Link]"



Like



Comment



Send

DON'T: state or imply that it is easy to achieve the EmpowerSTART Incentive or any individual bonus amount (e.g. earning the first bonus of \$100 is easy)

DON'T: show or promote each individual EmpowerSTART Incentive amount (i.e., \$100, \$300, \$600) or the sum of the 3 amounts (i.e., \$1,000), except for the company-approved EmpowerSTART Incentive Summary contained at the end of this document

DO: share the company-produced EmpowerSTART Incentive Summary to promote the EmpowerSTART Incentive (cannot be edited or modified) View this here: [EmpowerSTART Incentive Summary](#)

DO: use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

"To qualify for any bonus, you must meet all the requirements of the Sales Performance Plan, including retail sales. Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. Success will also depend upon your skills, talents and leadership abilities. 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 Performance Plan can be found at [Pacific 2022 Brand Affiliate Compensation Summary_FINAL.pdf](#) ([nuskin.com](#))"

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APPROPRIATE PRIVATE POSTS

 VIP Training Group

 **Clint Shepherd**
Admin · July 31 at 2:35 PM · 🌐

I just heard about Nu Skin's new EmpowerSTART program and couldn't be any more excited. It's awesome to think new Brand Representatives can now receive additional bonuses for their sales activities.



 Like  Comment  Send

 Write a comment...
    

 VIP Training Group

 **Clint Shepherd**
Admin · August 3 at 7:26 AM · 🌐

Shoutout to my awesome team member and great friend Jane Doe for getting her first EmpowerSTART bonus!!!
I am so excited for you and know you are going to do great things!



 Like  Comment  Send

 Write a comment...
    

APPROPRIATE PRIVATE POSTS



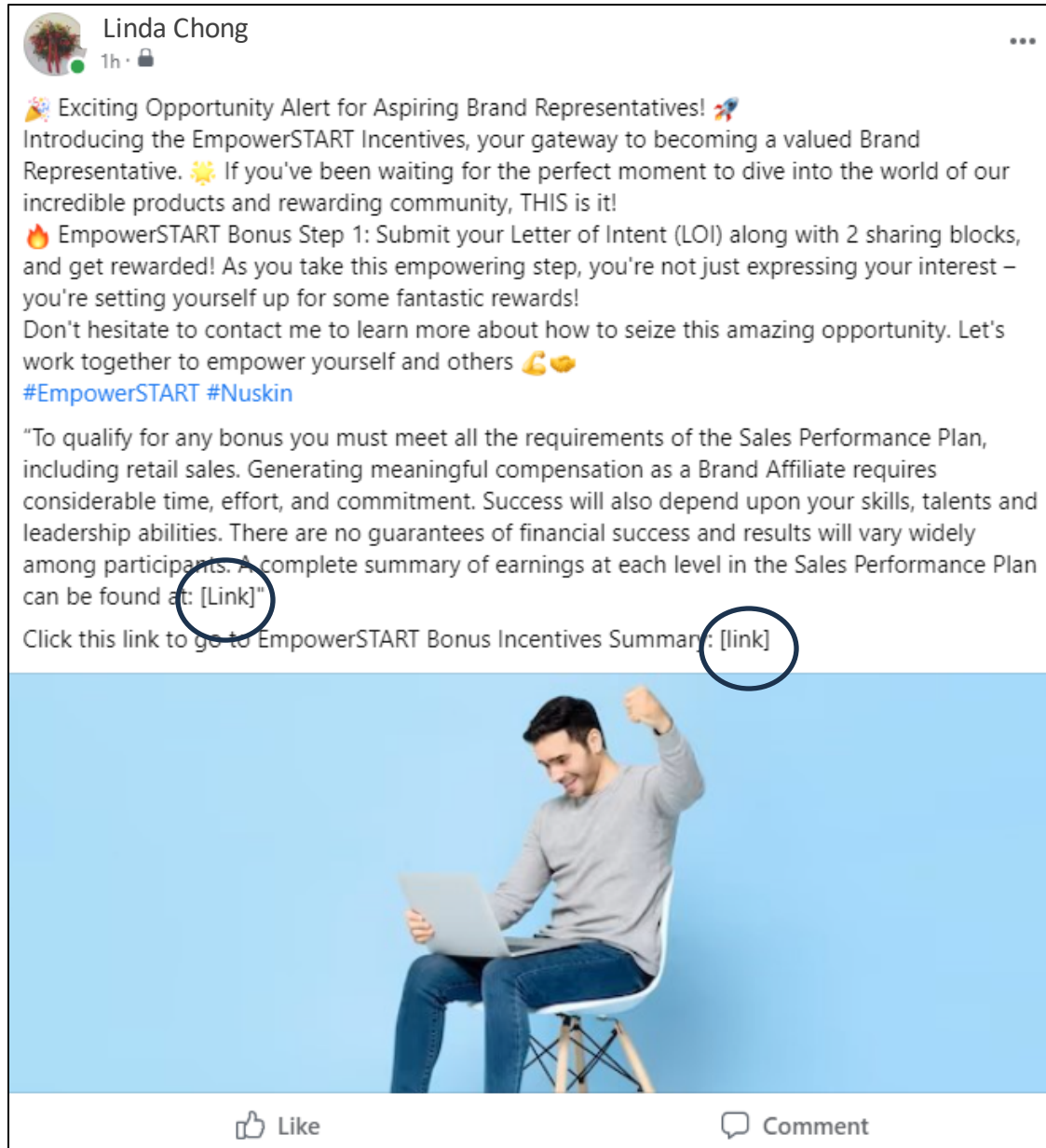
DO:

State the full details of EmpowerSTART STEP 1, or 2 or 3 using the link

Share the company-produced [EmpowerSTART Incentive Summary](#) & use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

"To qualify for any bonus you must meet all the requirements of the Sales Performance Plan, including retail sales. Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. Success will also depend upon your skills, talents and leadership abilities. 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 Performance Plan can be found at: [Pacific 2022 Brand Affiliate Compensation Summary_FINAL.pdf \(nuskin.com\)](#)"

APPROPRIATE PRIVATE POSTS



DO:

State the full details of EmpowerSTART STEP 1, or 2 or 3.

Share the company-produced [EmpowerSTART Incentive Summary](#) & use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

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COMPANY-APPROVED EMPOWERSTART INCENTIVE SUMMARY

STEP 1	Submit an LOI, complete your LOI month requirements, and have 2+ Sharing Blocks in that same month	Earn \$150 AUD / \$160 NZD
STEP 2	Maintain your first month as a Brand Representative with 4+ Building Blocks	Earn \$450 AUD / \$480 NZD
STEP 3	Maintain your third month as a Brand Representative with 4+ Building Blocks	Earn \$900 AUD / \$960 NZD

Each Bonus is paid with the monthly commission calculation for the month the Bonus was earned.

"To qualify for any bonus you must meet all the requirements of the Sales Performance Plan, including retail sales. Generating meaningful compensation as a Brand Affiliate requires considerable time, effort, and commitment. Success will also depend upon your skills, talents and leadership abilities. 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 Performance Plan can be found at: [Pacific 2022](#)

[Brand Affiliate Compensation Summary FINAL.pdf \(nuskin.com\)](#)

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