

# SOCIAL SHARING GUIDELINES

For Nu Skin Pacific Brand Affiliates

*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.*

NU SKIN®

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

BECAUSE OTHERS MAY  
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”

## MAKE IT RELEVANT

Meet your audience  
where they are today

# SOCIAL SHARING **DOs** AND **DON'Ts**



**DO:** share positive personal experiences and testimonials that are consistent with approved claims.

**DO:** talk about having fun with the business and the success that can come through developing skills, hard work, and commitment.

**DO:** talk about Nu Skin's competitive and innovative sales performance plan.

**DO:** share appropriate photos and videos regarding your personal experience at Nu Skin in line with Nu Skin's guidelines.

**DO:** direct customers to your personal selling site or a company selling platform.

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

**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 AUD 380/NZD 410 earned per month. Figures must be accompanied by AUD or NZD, or a clarification that earnings are specific to the Pacific.

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

**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

I've been able to earn up to US\$250 (AUD 380/NZD 410) a month to help cover household expenses. Contact me about selling our amazing health and wellness products...and no start-up fees!



#nuskinbrandaffiliate #opportunity



I've been able to earn a little extra cash each month to help with my house payment! Want to learn more? Contact me about an amazing sales opportunity!

#nuskinbrandaffiliate #supplementalincome  
#yourbusinessyourway #opportunity



## 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** **#nurover** **#nucar**



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**



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.

# OPPORTUNITY/LIFESTYLE CLAIMS

## APPROPRIATE

Earn some extra Christmas cash! Message me to learn how to make an extra US\$250 (AUD 380/NZD 410).

#nuskinbrandaffiliate #opportunity  
#beautyandwellness #empowerme  
#supplementalincome



## INAPPROPRIATE

Hey—shout out to my girl Ashley! Just in time for the holiday season she started her own business selling beauty products to make an extra US\$1200(AUD 1,824/NZD 1,968) and pay for her family's WHOLE Christmas! See her promotion of Lash + Brow Serum —stuff WORKS!



#nuskinbrandaffiliate #opportunity  
#beautyandwellness



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# PRODUCT CLAIMS

## APPROPRIATE

I just LOVE my Tegreen!  
Contact me for more info!  
#amazingproducts



Of all the AMAZ-ing products. MY FAV is the toothpaste! Look at MY results! This opportunity keeps me smiling every day!

#whitening #brightsmile #amazingbiz



BEFORE



AFTER



## INAPPROPRIATE

Contact me if any of these benefits sounds like something you would like to get from this #amazingproducts



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**



Before

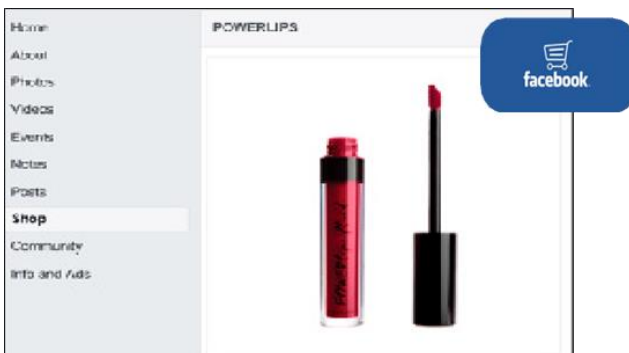


After  
1 USE

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.

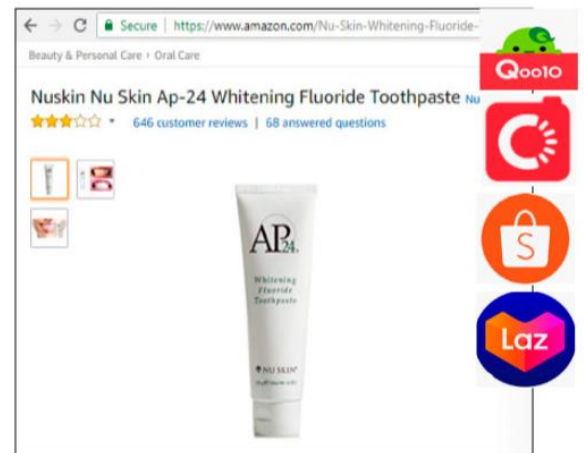
# SITES/MARKETPLACES

## APPROPRIATE



Permitted on personal selling sites/shops.

## INAPPROPRIATE



Prohibited on online marketplace sites, including Facebook Buy/Sell Groups, eBay, Shopee and Lazada.

See FAQ Section for more details on Market- place Sites.

# 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 #free-to-join-opportunity #NSbrandaffiliate  
"Of the 112,770 SEA Region Active Brand Affiliates and 5,410 Brand Representatives as of 2023, 945 Brand Representative accounts qualified for an incentive trip in 2023."



Me and my team having a great time in the South- ern Caribbean! I get to earn trips, help others, work hard and start qualifying for Sydney! Join our team! #mybusiness #NSbrandaffiliate  
"Of the 112,770 SEA Region Active Brand Affiliates and 5,410 Brand Representatives as of 2023, 945 Brand Representative accounts qualified for an incentive trip in 2023."



You must provide the company-approved disclaimer below.  
#NSbrandaffiliate "Of the 112,770 SEA Region Active Brand Affiliates and 5,410 Brand Representatives as of 2023, 945 Brand Representative accounts qualified for an incentive trip in 2023."

## 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?! #messagememe #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**



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.



# SOCIAL SHARING FAQ's

**Q: How do I promote the Nu Skin business opportunity?**

A: See the [Opportunity Testimonial Guidelines](#) to understand how to appropriately promote the earnings opportunity.

**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: Why do I need to use a disclaimer when talking about success trips?**

A: Because incentives you receive from Nu Skin (including trips) are considered compensation, it's important to provide the right context to avoid confusion as to the number of Brand Affiliates who actually earned them. When talking about success trip qualification, this disclaimer must be used: "Of the 112,770 SEA Region Active Brand Affiliates and 5,410 Brand Representatives as of 2023, 945 Brand Representative accounts qualified for an incentive trip in 2023."

**Q: How does the return policy work with social selling?**

A: All Brand Affiliates who choose to use social media platforms 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.

**Q: Why can't I sell on online marketplaces (Facebook Marketplace, eBay, Amazon, Shopee, Lazada, 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. As a result, Brand Affiliates can only sell products via platforms that support the one-to-one direct selling relationship, including selling sites (e.g., Shopify).

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

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 or selling site.

**Q: Can I publicly share product prices, discounts and promotions?**

A: Although product prices can be included on your selling site, you may not promote or share specific pricing or discounts on social media. You may, however, highlight promotions on your social media pages (for example, "Great holiday promotion now - see my selling site for more details").

**Q: I have achieved great financial success through my Nu Skin business. How can I share my life on social media?**

A: We encourage Brand Affiliates to use social media to authentically post about all aspects of their lives. When sharing their life, Brand Affiliates cannot state or imply that Nu Skin has allowed them to achieve a certain level of wealth. As independent contractors, Brand Affiliates are generally free to post about important life events and experiences – as long as Brand Affiliates do not make or imply any connection to the Nu Skin business.

**Q: What information should I include on my selling site?**

A: In order to support the sale of products to customers, you may include information about the products, such as descriptions, benefits, and ingredients. You may not post any training, recruiting, or opportunity content on selling sites. In addition, all selling sites must include the following disclaimer: "Independent Brand Affiliate Produced Website - This website is not produced or approved by Nu Skin Enterprises, Inc. or its affiliated companies."

**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, media, 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, Google ads, or 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 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: What if I have questions about what is or isn't allowed?**

A: Please refer to additional documents in the Reputation section of the Nu Skin website referenced below. If you have additional questions, please don't hesitate to contact the Nu Skin Pacific Compliance team at [pacificcompliance@nuskin.com](mailto:pacificcompliance@nuskin.com).

AUSTRALIA REPUTATION PAGE

NEW ZEALAND REPUTATION PAGE

# SOCIAL MEDIA PLATFORM RULES

Many social media platforms have established policies or community guidelines regarding prohibited content and other restrictions related to their platforms. Below are some relevant restrictions associated with several popular platforms based on their specific policies and guidelines. Please note that this list is not all-inclusive, and that Brand Affiliates are ultimately responsible for complying with any/ all Nu Skin policies and platform-specific rules.

## **Tik Tok:**

Brand Affiliates may not promote the business opportunity through the Tik Tok platform, including, but not limited to, posts about Nu Skin related events, incentive trips, or Affiliate promotions. Brand Affiliates can only use TikTok to promote company products as long as content does not violate Nu Skin's Policies and Procedures. See Tik Tok's Community Guidelines for more details.

## **WhatsApp for Business:**

The policies for the WhatsApp Business app and WhatsApp Business Solution, prohibit businesses from transacting in products or services related to multi-level marketing. Consistent with this policy, any Brand Affiliates utilizing the standalone WhatsApp business application, or tools may not promote the Nu Skin products or business opportunity using the business platform.

## **Pinterest:**

Pinterest's Advertising Guidelines prohibit users from posting certain types of advertisements, including those related to multilevel marketing models. These guidelines further prohibit all content related to weight loss from being posted/shared, including advertisements. As a result, Brand Affiliates can in no way use advertisements on Pinterest to promote the Nu Skin business opportunity, products, or weight management programs – even advertisements only directed at people who have engaged with you. However, Brand Affiliates may continue using pins to share information about the products and business opportunity, in accordance with Nu Skin's Social Sharing Guidelines. See Pinterest's Paid Partnership Guidelines for more details.

## **Facebook/Instagram (Meta):**

Meta's Advertising Standards (Unrealistic Outcomes) state that ads must not contain promises or suggestions of unrealistic outcomes for health, weight loss, or economic opportunity.

"Misleading business models - Ads promoting income opportunities must fully describe the associated product or business model and must not promote business models offering quick compensation for little investment, including multi-level marketing opportunities."

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