

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
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WEEK 12



Nu Colour®

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Write a comment...

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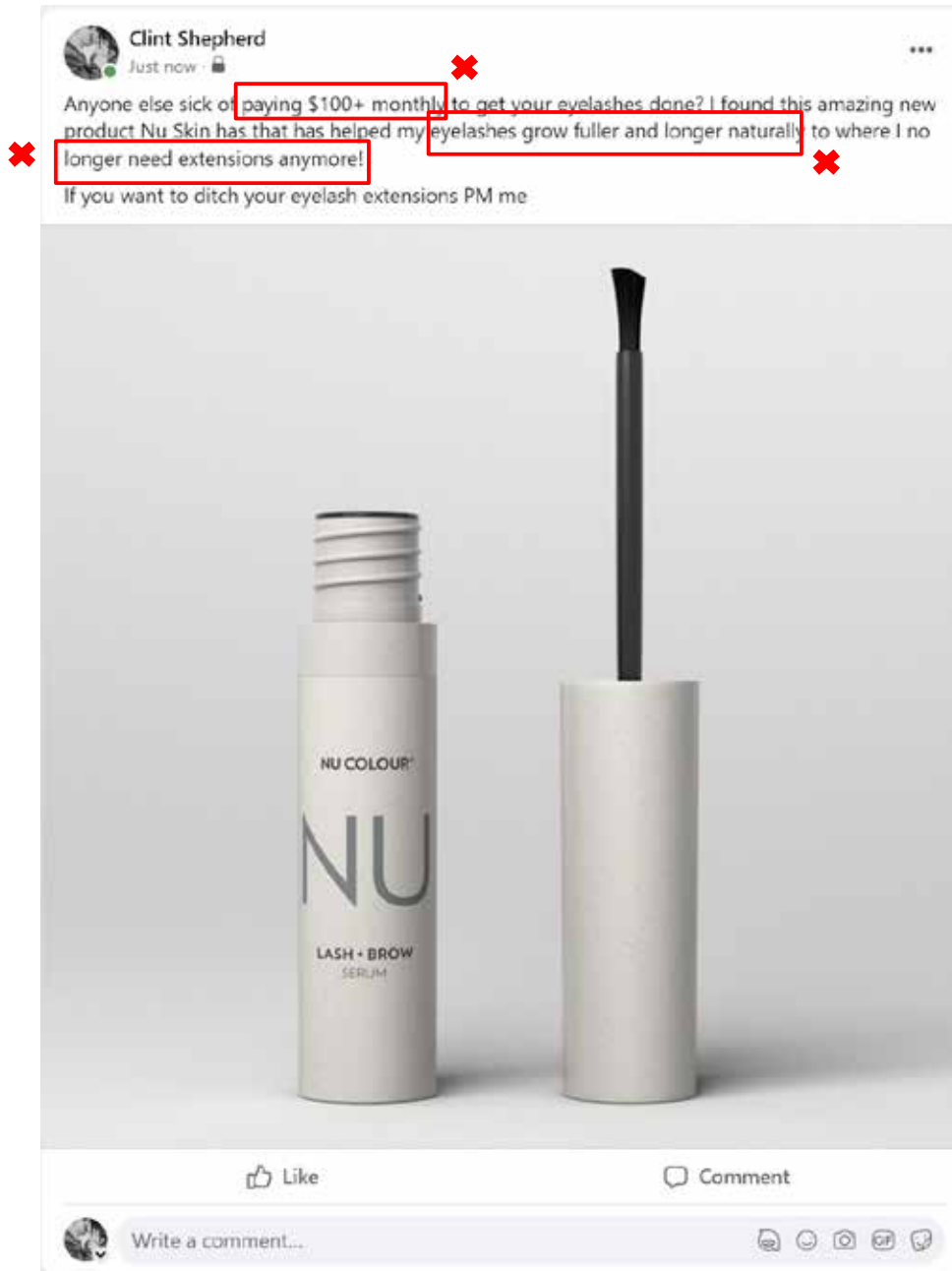
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Suggested revision: Guess what guys!! Nu Skin recently came out with a new product that is giving your eyelashes and eyebrows some love! You can now have visibly longer, thicker, shinier and fully looking lashes naturally. And as an added bonus, it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

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

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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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