

ageLOC® WellSpa IO™ Promotional Guidelines

Nu Skin is excited to welcome the ageLOC WellSpa IO to our line-up of beauty device systems! Because our Brand Affiliates are excited to begin promoting this revolutionary device, we have created these guidelines to ensure that all messaging is consistent with official content and company-approved claims.



WellSpa iO DOs and DON'Ts

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

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

DO: promote products that are sold in your market only

DO: follow guidance found in your market's [ageLOC WellSpa iO User Manual](#)

DON'T: claim that ageLOC WellSpa iO will treat, cure, or prevent any disease or health condition or that the product cured your own ailment—even if you've experienced it

DON'T: make ANY claims that ageLOC WellSpa iO promotes weight loss, lymphatic detoxification, impacts immune health, or provides additional unapproved health benefits not contained in the Product Information Page.

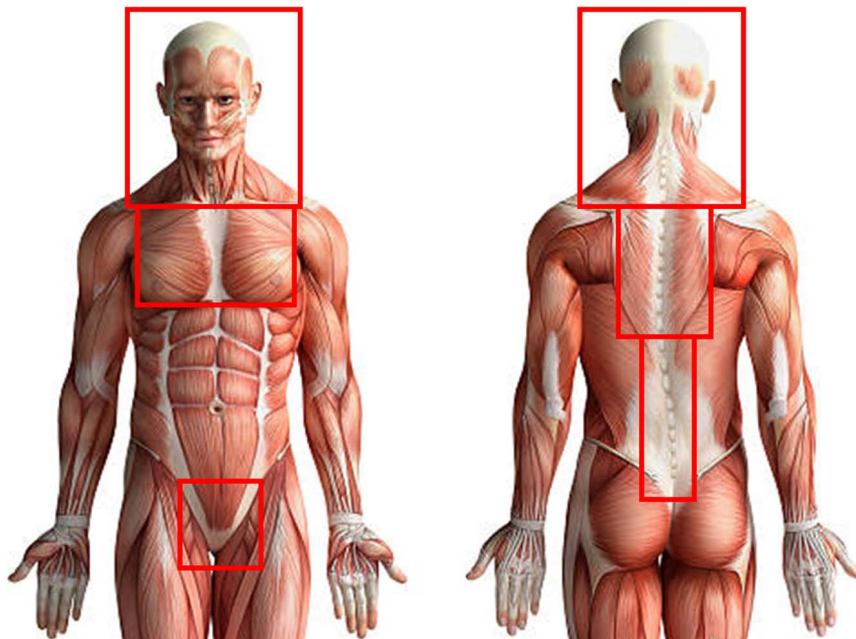
DON'T: claim results that are outrageous, extreme, or “too good to be true” as they cannot be substantiated or reflect a typical consumer's experience

DON'T: promote use on children

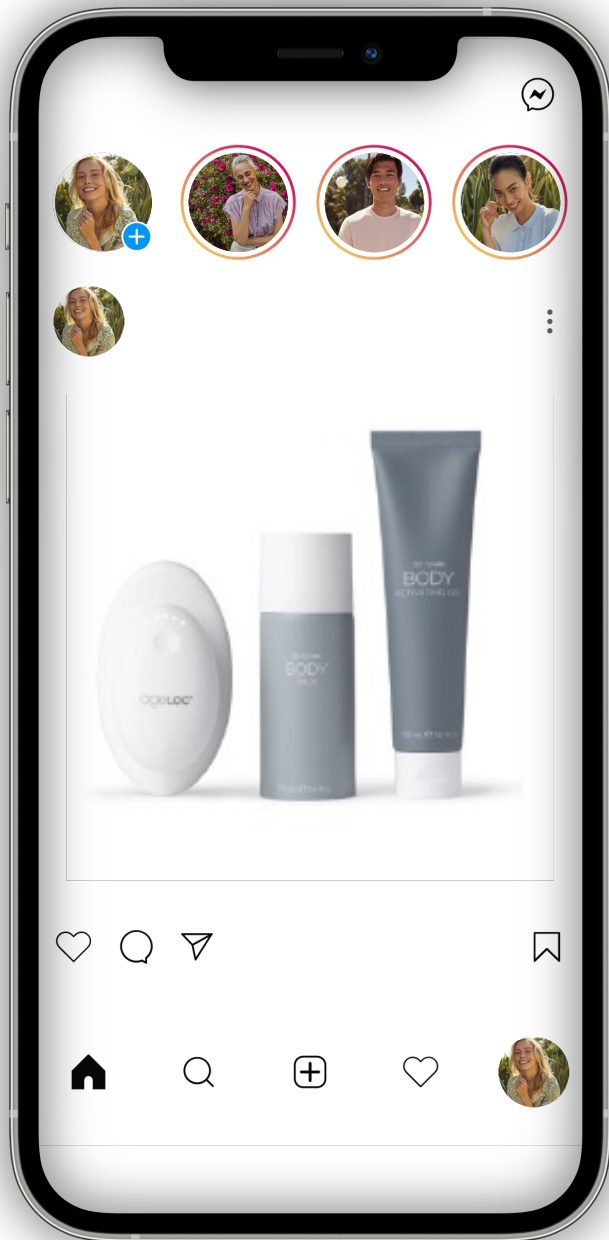
DON'T: promote/demonstrate use of ageLOC WellSpa iO System on the head/face, chest, décolleté, neck, upper back and along the spine, or groin – follow the User Manual.

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See image for additional guidance.



INNAPROPRIATE PRODUCT CLAIMS



This is #AgeLoc #WellSpaIO – an amazing wellness device that we can use ourselves at home!

WellSpa IO helps

- Support overall health – ~~cancer, skin, weight loss~~
- ~~Lymphatic drainage~~

#Nuskin #WellSpaIO #Lymphaticsystem

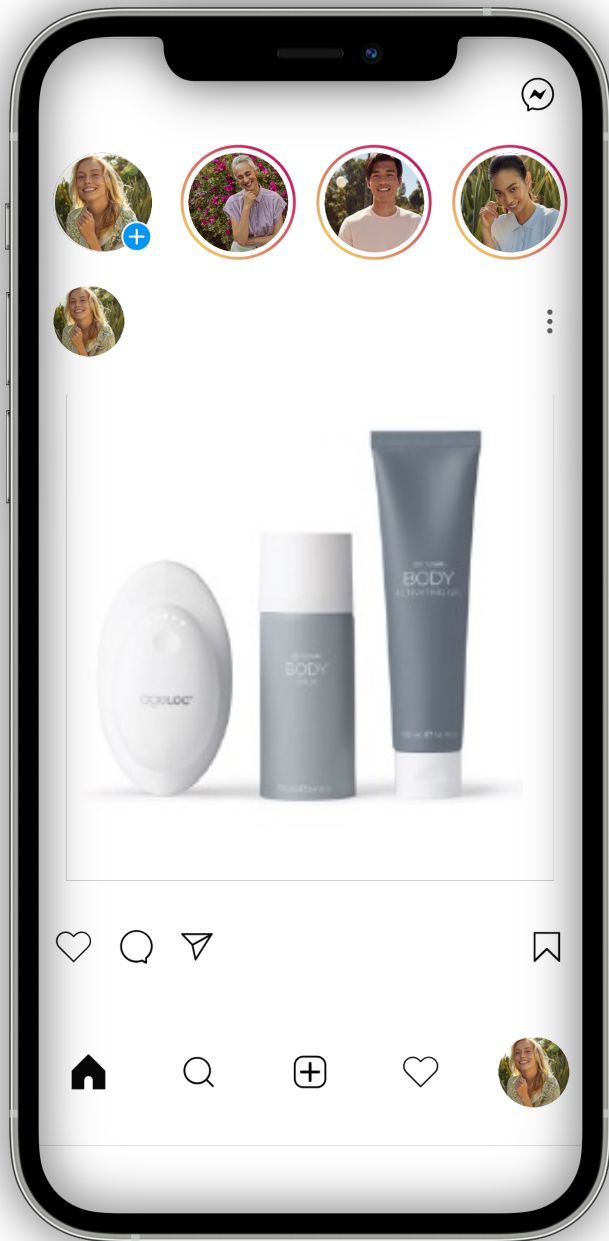
Nu Skin's new WellSpa IO is out of this world! I've been using daily for 2 weeks and ~~have lost 2.1cm around my arms and I just keep losing more.~~

The best part is it doesn't stop there. You can use the WellSpa IO ~~on your entire body~~ which means ~~you aren't limited to losing weight just on your arms.~~

PM to see my before and after's!

The ground floor opportunity associated with this device can ~~make you wealthy \$\$\$~~ - contact me now!

APPROPRIATE PRODUCT CLAIMS



The wording in **green text** are considered appropriate claims

I am so excited for this spa device I can't even put it into words. I am in love with this thing!

I've already received compliments about how **my skin looks visibly younger**. It can also help reduce the appearance of dimples for smoother, radiant skin – contact me for more information!

Let me know if you're interested!

Guess what guys! Nu Skin is coming out with a new device called the WellSpa IO and I got the opportunity to test it!!!

If you know me, you know that exercise is a huge part of my routine but like everyone else I hate being sore afterwards. So, to find out the WellSpa IO helps relax my skin & mind after a workout - I couldn't wait to try this out!

The WellSpa IO helps you feel invigorated and ready to go when added to your pre-workout routine!

BEFORE AND AFTER PICTURES

By posting your own Before and After images on social media, you agree that you have not manipulated your images in any way and you have not undergone a cosmetic procedure while demonstrating the benefits of the WellSpa iO.

- Before and after images must comply with Nu Skin's [Product Testimonial Guidelines](#)
- All images must depict at least four weeks of using WellSpa iO as directed.
- All posts must include the product used (i.e. ageLOC WellSpa iO device and relevant consumables) and how long and how often the product was used to achieve the results depicted.
- All images must align with the claims and product benefits found in your market's [Product Information Page](#).
- Images cannot depict weight loss or other implied claims not contained within your market's Product Information Page.

