

SOCIAL SHARING GUIDELINES

For Nu Skin Brand Affiliates (Europe and Africa)

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.



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 and guidelines available in the Reputation Corner. 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, product science, 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 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) and clarify that your posts are advertisements, (e.g. #advertisement)

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 modest supplemental income (€500 or the local currency equivalent per month), that are false or misleading, or that are based on retail profit

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

*Please see [Local Restrictions](#).

OPPORTUNITY/LIFESTYLE CLAIMS

APPROPRIATE

I've been able to earn up to €500 a month to help cover household expenses. Contact me about selling our amazing beauty and wellness products...and no start-up fees!

#nuskinbrandaffiliate #advertisement #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 #advertisement
#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 #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 €500.

#nuskinbrandaffiliate #advertisement #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 €1200 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 #advertisement



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
#advertisement



BEFORE



AFTER

INAPPROPRIATE



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**



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






AP-24 Whitening Fluoride Toothpaste

COMPLIANCE BEAUTY STORE EXAMPLE

€ 13.35

Quantity:

[ADD TO CART](#)

[BUY IT NOW](#)

Whitening Fluoride Toothpaste

Now you can smile with confidence thanks to this great tasting Whitening Fluoride Toothpaste that brightens and whitens teeth while fighting plaque formation.

[SHARE](#) [TWEET](#) [PIN IT](#)



Home [Products](#)

[Search](#) [Cart](#)

Products

sort by: [Alphabetically, A-Z](#) 12 products

		
Epoch Yin and Yang Mask € 42.22	Epoch Glacial Marine Mud € 37.46	Epoch Hand Cream € 23.02
		
Epoch Baobab Body Butter € 44.74	Epoch Sole Solution € 35.80	Epoch IceDancer € 33.76

sort by: [Alphabetically, A-Z](#) 12 products

			
Nutricentials Pumps Hyaluronic Acid + B5 € 54.65	Nutricentials Pumps Ceramides + Postbiotics € 54.65	Nutricentials Pumps Bakuchiol € 54.65	Day Dream Protective Cream Creamy Day Moisturizer SPF 30 € 56.18
			
HydraClean Creamy Cleansing Lotion € 28.57	To Be Clear Pure Cleansing Gel € 30.08	Here You Glow Exfoliating Toner € 31.43	In Balance pH Balance Toner € 27.61

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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 #advertisement In EMEA, about 0.2% of average Active Brand Affiliates during 2023 qualified for an incentive trip.



Me and my team having a great time in the Southern Caribbean! I get to earn trips, help others, work hard and start qualifying for Sydney! Join our team! #mybusiness #NSbrandaffiliate #advertisement In EMEA, about 0.2% of average Active Brand Affiliates during 2023 qualified for an incentive trip.



You must provide the company-approved disclaimer below.

In EMEA, about 0.2% of average Active Brand Affiliates during 2023 qualified for an incentive trip.

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?! #message me #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 Addendum



NU SKIN®
DISCOVER THE BEST YOU®

FAQ

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: Do I need to use a disclaimer when talking about income/lifestyle potential?

A: Yes. Please see the Opportunity Testimonial Guidelines for required disclaimers and when to use them.

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: *"In EMEA, about 0.2% of average Active Brand Affiliates during 2023 qualified for an incentive trip."*

Q: Why do I have to disclose that I am a Brand Affiliate and that my posts are advertisements?

A: Advertising requirements in many markets require that disclosure needs to be given whenever a company provides some form of compensation. Disclosure must be clear, prominent, and in immediate proximity to the post, not in a general "about" section, overwhelmed by other content/text, or in a hyperlink. For individual social media posts, you can, for example, use hashtags to disclose your relationship with Nu Skin (e.g.#NSBrandAffiliate) and that the post is an advertisement (e.g.#advertisement). In addition, please make sure to check and abide by all local legal requirements in your resident market, as well as the terms of use of any platform(s) you are using.

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 re-selling Brand Affiliate.

Q: Why can't I sell on online marketplaces (Facebook Marketplace, eBay, Amazon, Etsy, 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.

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: Is it okay to talk about and teach duplication?

A: "Duplication" is the concept of teaching, coaching, and encouraging others to become successful using the same principles that contributed to your own success. Teaching and following this principle can be a powerful part of your business and is encouraged. However, "duplication" cannot be used to talk about guaranteed systems, specific timeframes, or to emphasize recruiting over product sales and sound business practices.

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 description, benefits, and ingredients. You may not post any promotional, training or recruiting 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: Can I use services like PayPal, Square, and Venmo?

A: Yes, Brand Affiliates can use payment gateways to accept credit cards and authorize/process payments at their discretion, subject to assumption of any risk or liability arising from compliance with Payment Card Industry ("PCI") standards, including all applicable data, privacy, and security laws.*

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, providing that no local restrictions in the customer's market prevent you from doing this.

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, 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, AdWords ads, and 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 use automated messaging and chatbots?

A: Automated messaging and chatbots are permitted, but limited to targeting only people who follow/like your page or who actively engage with you on your page (e.g. likes a post or makes a comment).

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: How does Nu Skin ensure a level playing field for social sellers?

A: Selling sites, including business entities, electronic storefronts, "boutiques," and any other similar entity, are limited in size to less than 10 employees and total revenue of less than USD \$50,000 monthly from sources other than Nu Skin.

Q: Why can't I do raffles or contests to engage my followers?

A: Games of chance are highly regulated by state and federal governments and many social media platforms have very detailed policies, as well. As a result, contests, sweepstakes, etc. are strictly prohibited. The Company will only permit referral posts (e.g., someone gives you a referral, you give them a tube of toothpaste)

The company, in its sole discretion, can prohibit the use of any social sharing platform that does not meet the parameters of these Social Sharing Guidelines and applicable law.

*Please see [Local Restrictions](#).

LOCAL RESTRICTIONS

Austria: According to the Austrian legislation on visiting individuals for promotional activities, re-selling food supplements is prohibited. Food supplements purchased from Nu Skin Local are for personal use only.

France: According to the French legislation on VDI (Vendeur à Domicile Indépendant), Brand Affiliates with VDI status should not conclude any distance sales. However, social media may be used to promote the products. Additionally, VDI Mandataires are not allowed to buy and resell company products.

Italy: According to the Italian legislation on Direct Selling activities, Brand Affiliates can only collect purchase orders and transmit them to the company. Therefore, re-selling activities on any platform are not permitted. This restriction applies to each Brand Affiliate, regardless of your resident market.

SOCIAL MEDIA PLATFORM RULES

TikTok:

Brand Affiliates may not promote the business opportunity through the TikTok platform, including, but not limited to, posts about Nu Skin related events, incentive trips, or Brand 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 and guidelines. See TikTok'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 Policies & Procedures and 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."



NU SKIN®
DISCOVER THE BEST YOU®