

# OPPORTUNITY TESTIMONIAL GUIDELINES

For Nu Skin Pacific Brand Affiliates

These guidelines provide you with information about how to promote the Nu Skin Business.

NU SKIN®

# 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

# OPPORTUNITY CLAIMS

An Opportunity Claim is any statement, presentation, video, or social media post that depicts:

- 1) Earnings that can be made through the Nu Skin business,
- 2) Purchases or a lifestyle made possible by Nu Skin earnings, or
- 3) Awards received through Nu Skin incentive programmes (including success trips).

Opportunity Claims should be:

- True
- Never Misleading
- Compliant with these guidelines, [the Policies and Procedures](#), and all other guidelines published by Nu Skin

# GENERAL REQUIREMENTS

All opportunity claims must comply with the following guidelines:

1) Claims must be truthful, accurate and never deceptive or misleading.

2) Lavish lifestyle claims and imagery (exotic vehicles, high-end vacations, yachts, airplanes, etc.) are strictly prohibited.

3) Do not claim (or imply) that a Nu Skin business is **easy** or does not require substantial time, skills, or hard work.

4) Do not claim (or imply) that **everyone will succeed** if they simply put in the hours or follow a system.

5) Do not claim (or imply) that operating a Nu Skin business will: allow participants to **quit jobs, replace fulltime income, or provide financial freedom**.

6) Keep messaging **balanced and realistic**, do not focus only on examples of the highest-level successful Brand Affiliates.

7) Do not make claims beyond your own experience, compensation, and title.

8) Income, earnings, awards, bonus, and/or compensation claims made on social media (AUD 380/NZD 410 or **that is equivalent or less than USD\$250**). Figures must be accompanied by “AUD/NZD” or a clarification that earnings are specific to the Pacific (Australia and New Zealand).

9) All social media posts should **clearly disclose** your relationship with Nu Skin. Don't **hide your relationship** with Nu Skin behind a “more” button or in a string of hashtags.

Please note that some social media platforms may restrict content related to opportunity claims and that Brand Affiliates are solely responsible for complying with specific platform requirements. Please see page 12 of the Social Sharing Guidelines for examples.

When making income claims outside of social media (including events, team meetings, and one-to-one conversations), please follow the guidance on [page 13](#) of this document



# APPROVED EXAMPLE POSTS



Pay for those soccer fees!



I want my kids to try everything. Make extra AUD 380/NZD 410 to pay those soccer fees by sharing amazing products. No start-up fees or required product purchases.

#nuskinaffiliate #opportunity  
#yourbusinessyourway  
#timeflexibility #empowerme

Make AUD 380/NZD 410 a month help you with those extra coffee breaks? Build a beauty business with your friends! No start-up fees or required purchases!

#nuskinaffiliate #opportunity  
#empowerme #yourbusinessyourway  
#timeflexibility #empowerme



## Holiday Earnings



Earn a little extra Christmas cash! Contact me about an amazing opportunity sharing premium wellness and beauty products.

#nuskinaffiliate



# APPROVED EXAMPLE POSTS

## General Earnings



Hey—shout out to my girl Jessica! She is killing it with her beauty business. Check out her promotion for Lash + Brow Serum —stuff WORKS! With this amazing new sales incentive, there has never been a better time to start this side gig. DM me for details!  
#nuskinaffiliate



7 months ago, I made the smartest decision I've ever made! And this whole biz is free to join... and no required purchases! Contact me about an amazing opportunity sharing premium wellness and beauty products.

#nuskinaffiliate



# APPROVED EXAMPLE POSTS

## Supplemental Income



Need a little extra income to help make that monthly car payment?

Contact me to learn more about our amazing company and best-in-class products!

#nuskin\_affiliate  
#beautyandwellness #opportunity  
#yourbusinessyourway



I've been able to earn a little extra cash each month to help with my kid's activities!

Want to learn more? Contact me about an amazing sales opportunity!

#nuskin\_affiliate  
#supplementalincome  
#yourbusinessyourway #opportunity



# DESCRIBING THE OPPORTUNITY

The following terms, and terms with similar meaning, **may only** be used in compliance with these guidelines and in a context that is not misleading:

- ✓ flexible schedule
- ✓ time flexibility
- ✓ leveraged income
- ✓ supplemental income
- ✓ work independently

The following terms, and terms with similar meaning, do not accurately reflect the income opportunity for most Brand Affiliates and **may not** be used:

- ✗ passive income
- ✗ residual income
- ✗ replacement income
- ✗ financial freedom
- ✗ time freedom
- ✗ recurring income
- ✗ unlimited income potential
- ✗ financial flexibility
- ✗ full-time income
- ✗ life changing income

Nu Skin wants Brand Affiliates to emphasise all aspects of the business, not just the ability to make a little extra income. Keep it real by making sure people know they can have the opportunity to own their own business, build leadership skills and abilities, share best-in-class products, be part of a Force for Good culture, and build relationships with others interested in health and wellness... and don't forget the experiences, including the opportunity to earn and qualify for Success Trips!



# OPPORTUNITY CLAIMS DON'Ts

**DO NOT** make claims about the total sales revenue and/or gross sales for your account or those in your organisation.

**DO NOT** make claims about the amount of time required to reach specific titles or compensation levels.

**DO NOT** display earnings checks from Nu Skin, including screenshots of bonuses or statements.

**NEVER** encourage people to quit jobs or school, take out loans, or incur debt.

**DO NOT** reshare, retweet, or “like” posts that are inconsistent with these guidelines.

**DO NOT** offer or imply any guarantee of success or income, including guarantees related to following a system.

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## IMPROPER CLAIMS



I've easily been able to earn US\$450 (AUD 684/NZD 738) in passive income each month working only from my phone. Reach out to learn more!

#nuskin #freedom

# LIFESTYLE POSTS



## APPROVED



Posts about accomplishments or life milestones that are not related to the Nu Skin business

*Spending time with the family for the next 2 weeks on our quarterly getaway!*

*This time we decided on a secluded beachfront property ☀️  
#livingthelife #islandlife"*

## UNAPPROVED



Posts related to the Nu Skin opportunity should be limited to supplemental income.

*Here's the villa we'll be staying at for the next week during our Caribbean getaway! I'm so grateful the company I'm partnered with provides the means for me to travel to all sorts of GORGEOUS destinations around the world*

*#blessed #opportunity"*



# UNAPPROVED EXAMPLE POSTS



I'm so excited to say that I have been able to earn US\$1000 (AUD 1,520/NZD 1,640) a month selling Nu Skin's amazing products! If you want to learn how you can earn recurring income like this, message me!

#nuskin #opportunity #mybusinessmyway #recurringincome #guaranteedmoney



Guess what guys!? Through my Nu Skin business, I've been able to make enough money every month to cover my car payment! If you want to learn how to pay YOUR monthly car payment message me!

#nuskin #opportunity #guaranteedincome #empowerme #bossbabe #financialfreedom





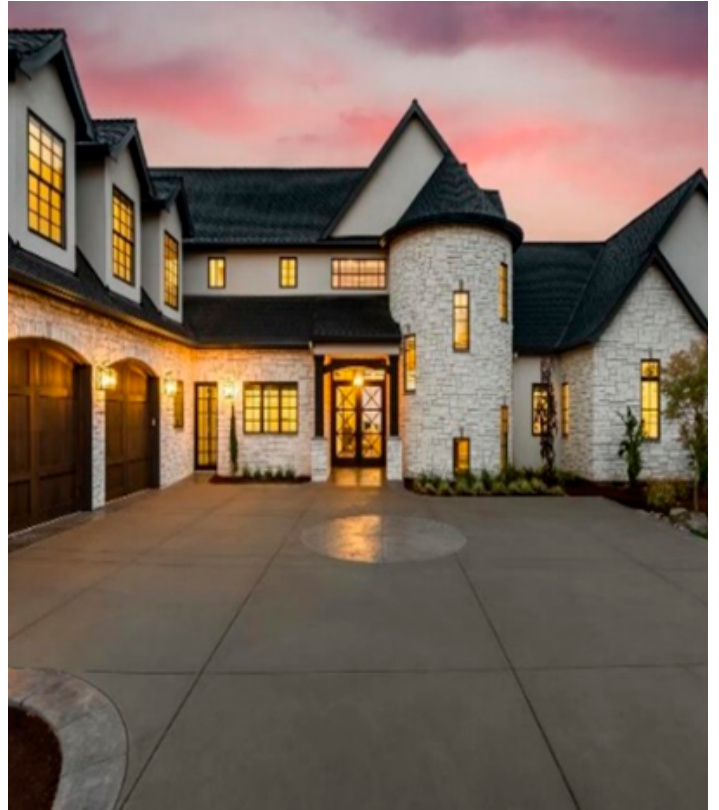
# UNAPPROVED EXAMPLE POSTS



I can help two more mamas work from home with me this month! Here's what I'm currently working on – Pick a number! Which one would you want most?! Personally, I am working on number 10!

1. Earn an extra US\$1000 (AUD 1,520/NZD 1,640)
2. Go on a cruise this year
3. Pay off credit card debt
4. Be a stay-at-home parent
5. Save for your children's college
6. Take your family to Disney
7. Give back to the community
8. Fire your boss
9. Upgrade your phone
10. Pay off your mortgage

#nuskin #workfromhome #mamapower  
#bossbabe



Do your dreams include a trip to some of the most beautiful 5-star resorts in the world for you plus one?  
I'm looking for 2 more people to come with us! 3 months left to qualify!

Earn from day one!! Unlimited earning potential!!

Sign up, post, make money, instant profit, TOTALLY FREE!

Comment or PM me for details!

#nuskin #freetrip #unlimitedpotential #totallyfree #financialfreedom

# INCOME CLAIMS OUTSIDE OF SOCIAL MEDIA

- There are many scenarios in which the income opportunity may be discussed – including Brand Affiliate events, team meetings, and one-to-one conversations.
- It's critical that Brand Affiliates provide balanced messaging to accurately reflect the income opportunity and focus on realistic outcomes.
- Because the level of understanding and earning potential will vary significantly depending on the audience, please carefully follow the below guidance – in addition to all other guidance within this document and the Nu Skin Policies and Procedures.

If Your Audience Consists of...	DO	DON'T
Prospects – Lapis/SBP	<ul style="list-style-type: none"> <li>✓ Focus on modest supplemental income reflective of the “Share” and early “Build” section of the Velocity Sales Performance Plan.</li> <li>✓ Talk about income potential reflective of the “Build” section of the Velocity Sales Performance Plan.</li> <li>✓ Accurately and honestly explain the earnings potential associated with building and leading a team as set forth in the “Lead” section of the Velocity Sales Performance Plan. Earnings claims may be personalised by sharing details of leaders’ Nu Skin journey and actual income level.</li> <li>✓ Use the approved income disclaimer* whenever making income claims.</li> </ul>	<ul style="list-style-type: none"> <li>✗ <b>Don't</b> spend a significant amount of time talking about higher compensation levels or imply that participants are likely to achieve a similar level of income.</li> <li>✗ <b>Don't</b> use claims or imagery of mansions, private jets, exotic cars, or other luxury items.</li> <li>✗ <b>Don't</b> share content with those outside the intended audience.</li> </ul>
EBP/Ruby and above	<ul style="list-style-type: none"> <li>✓ Focus on income potential reflective of the “Lead” section of the Velocity Sales Performance Plan.</li> <li>✓ Successful leaders may share details of their actual income and lifestyles.</li> <li>✓ Use the approved income disclaimer* whenever making income claims.</li> </ul>	<ul style="list-style-type: none"> <li>✗ <b>Don't</b> share content with those outside the intended audience.</li> </ul>

\*Generating compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick programme and there are no guarantees of financial success. See full compensation summary at [www.nuskin.com](http://www.nuskin.com).

## Balanced approach

### A BALANCED APPROACH IS NECESSARY

Making sure that opportunity presentations are balanced in approach is important to all of us in Nu Skin. It ensures a holistic, honest look at our opportunity for anybody interested and it also goes a long way towards protecting the company reputation.

For meetings with group members who are ready to take the next steps in their Nu Skin Business, please follow the below Opportunity Presentation Checklist to make sure that your approach is balanced, honest and compelling. Please ensure that all non-optional elements are integrated into your presentation.

### Opportunity Presentation Checklist

#### Presentations to prospects – Senior Brand Partner/Lapis Partner

- ☐ Your Personal Nu Skin Story
- ☐ Products were significant for you as a user and an entrepreneur
- ☐ “Share” income potential & the importance of customers in the business
- ☐ (Optional) “Build” income potential & the principles behind building a Nu Skin Team
- ☐ (Optional) “Lead” income potential & the principles behind long-term, sustainable success in Nu Skin
- ☐ Emphasise how the Nu Skin business success requires significant time, effort, skill, talent and is affected by both external & local market forces that make personal experiences vary.
- ☐ (Optional) Lean in on the advantages of Nu Skin business in this current economy where it provides a low barrier to entry, flexible involvement in terms of time committed but still provides a long-term, sustainable opportunity for those able to reach higher levels of performance.
- ☐ Always use the appropriate disclaimers when making income claims



## Presentations to Executive Brand Partner/Ruby Partner & Above

- ☐ Your Personal Nu Skin Story
- ☐ Products were significant for you as a user and an entrepreneur
- ☐ “Lead” income potential & the principles behind long-term, sustainable success in Nu Skin
- ☐ Relate your Nu Skin business success to the positive impacts taking on this opportunity has had in your life.
- ☐ (Optional) Share your personal story of how the Nu Skin business has transformed your life
- ☐ Emphasise how the Nu Skin business success requires significant time, effort, skill, talent and is affected by both external & local market forces that make personal experiences vary.
- ☐ Always use the appropriate disclaimers when making income claims

## Product Claims:

*All shared product claims and personal testimonials must be consistent with the applicable Nu Skin Product Information Page, marketing and training guidelines that govern the product.*

*Product Testimonials, must not claim that a product will diagnose, treat, cure, or prevent any disease or health condition. This includes but not limited to claims about hair growth and weight loss. Brand Affiliates cannot claim or imply that Nu Skin products will help your hair to grow as this is not an approved claim. Brand Affiliates can also not claim or imply that Tegreen and/or ageLOC WellSpa IO will assist with weight loss as this is not an approved claim. Even if you or your customers have experienced great results from using Nu Skin’s products, only official claims that have been substantiated by Nu Skin can be shared. To understand more about sharing product claims within our policies please refer to the Product Testimonial guidelines found [here](#) or watch our short video [here](#).*

*Please note that these principles apply to all social media and online platforms, including social media posts (regardless if they are shared publicly or in a closed groups), online videos, meetings, Zoom calls, and one-on-one interactions.*