

Magazine Feature Guidelines

What Sales Leaders Can Do regarding the Cosmo, POPSUGAR, SELF Magazine and Venus Williams features:

- Reshare or repost corporate posts.
- For Instagram, use a post that is identical to the corporate or market posts. See posts and examples below.
- For the POPSUGAR feature, include a link to the article: [25 Long-Wearing Lipsticks, Stains, and Creams That Won't Smudge or Smear](#)
- Tag @cosmo, @popsugar, @selfmagazine and @popsugarbeauty on the respective reshared corporate posts
- For the SELF Magazine Venus Williams feature, use only the Venus Williams image from the article that prepopulates when sharing on social

Because Sales Leaders can only repost and reshare corporate posts, they Cannot do the following:

- Can't use the standalone Cosmo, SELF Magazine, or POPSUGAR logos in any way
- Can't use Venus Williams' image (other than the one from the SELF Magazine article)
- Can't use the cover of the magazines or other images from the magazines
- Can't say that Venus sponsors our products or loves all of our products
- Can't say that Cosmo, SELF Magazine, or POPSUGAR sponsors our products or loves our products
- Can't tag Venus

Approved Posts, Captions and Hashtags

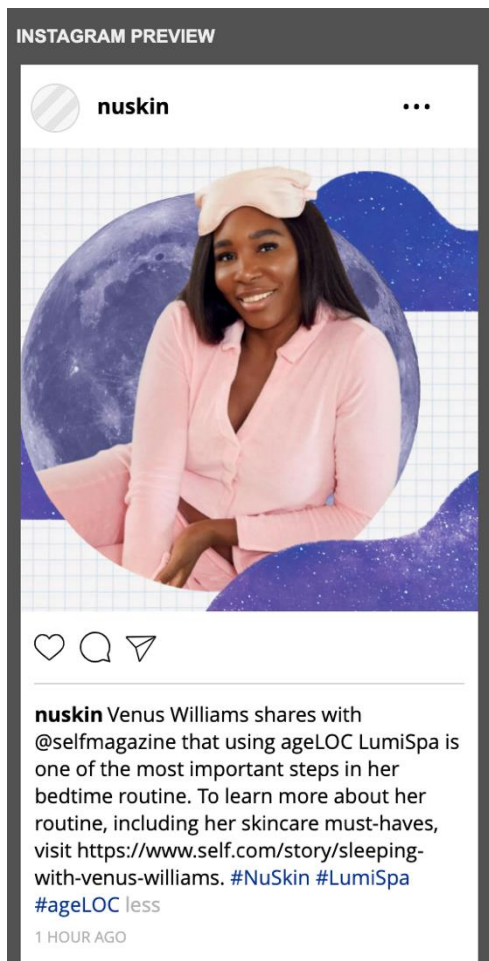
POPSUGAR Content

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

Cosmo Content

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

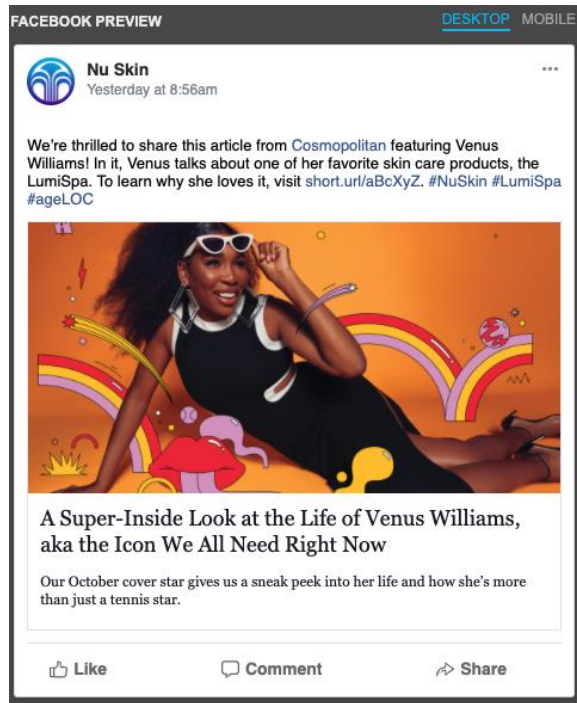
SELF Magazine Content



Venus Williams Cosmo Content

Facebook

We're thrilled to share this article from @Cosmopolitan featuring Venus Williams! In it, Venus talks about one of her favorite skin care products, the LumiSpa. To learn why she loves it, visit <https://www.cosmopolitan.com/entertainment/celebs/a37384627/venus-williams-cosmopolitan-cover-october-2021/>. #NuSkin #LumiSpa #ageLOC



Twitter

Check out this article from @Cosmopolitan featuring Venus Williams! In it, she shares her love for one of her favorite skin care products, #ageLOC #LumiSpa!

<https://www.cosmopolitan.com/entertainment/celebs/a37384627/venus-williams-cosmopolitan-cover-october-2021/>. #NuSkin



nuskin @nuskin • 36m

Check out this article from @Cosmopolitan featuring Venus Williams! In it, she shares her love for one of her favorite skin care products, #ageLOC #LumiSpa! short.url/aBcXyZ. #NuSkin



A Super-Inside Look at the Life of Venus Williams, aka the Icon We All Need Right Now

Our October cover star gives us a sneak peek into her life and how she's more than just a tennis star.

www.cosmopolitan.com



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Instagram

We're thrilled to share this article from @Cosmopolitan featuring Venus Williams! In it, Venus talks about one of her favorite skin care products, the LumiSpa. To learn why she loves it, visit the link in our bio. #NuSkin #LumiSpa #ageLOC

Looking for lips that won't smudge or smear? Featured in @POPSUGAR magazine, Nu Skin Powerlips Polish is "every multi-tasking beauty buff's dream." Not convinced? Try it for yourself.

#PowerlipsPolish #lipcolor #NuSkin

****Instagram feed posts do not allow hyperlinks, so Sales Leaders can direct their followers to a link in their bio to see the article. As an alternative, Sales Leaders can include the article links in their caption for their followers to copy and paste into a browser.**

For example:

We're thrilled to share this article from @Cosmopolitan featuring Venus Williams! In it, Venus talks about one of her favorite skin care products, the LumiSpa. To learn why she loves it, visit www.cosmopolitan.com/entertainment/celebs/a37384627/venus-williams-cosmopolitan-cover-october-2021/. #NuSkin #LumiSpa #ageLOC

