

This presentation is prepared by Nu Skin in March 2025 and is intended exclusively for Nu Skin Brand Affiliates registered in Europe & Africa. It may not be used anywhere else.

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Generating sales compensation as a Brand Affiliate requires considerable time, effort, and dedication. Success will also depend upon your skills, talents, and leadership abilities. There is no guarantee of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at [www.nuskin.com](http://www.nuskin.com).

There are no bonuses paid for recruiting. You do not receive any compensation for sponsoring other Brand Affiliates.

For all details, defined terms and definitions, please refer to the Sales Performance Plan and Star Program Terms and Conditions available in My Workspace on [www.nuskin.com](http://www.nuskin.com).

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# Star program





# Power of 3\*

**Our data shows a clear link between early earnings and retention**

- **Through a good customer base, we see new Brand Affiliate retention increase by 250%\*\***
- **It also shows Brand Representatives' 3 and 6 month retention triples if they have 3 paid Brand Affiliates.\*\*\***

## The Goal

- **To recognise early signs of those utilising the higher milestones of the Sales Performance Plan and drive sustainable growth.**
- To identify individuals focused on achieving steady customer growth, while also working with Brand Affiliates who share the same goal. This allows their uplines to recognize their efforts and foster even closer working relationships with them.



\*Statistics created by Nu Skin from internal data sourced analysis of all Brand Affiliates between Jan 2019 & Sept 2024, Globally excluding Mainland China.

\*\*BAs who got paid for their first time since joining Nu Skin between Jan 2019 and Sept 2024, global numbers excluding Mainland China

\*\*\* BAs who were promoted to BR status for the first time since joining Nu Skin between Jan 2019 and Sept 2024, global numbers excluding Mainland China



# Star Program

## Me+3

### Star Affiliate

Achieve at least 500 Direct Customer Sales Volume (DC-SV) in a calendar month.

### Star Brand Representative

- Achieve Star Affiliate status in a calendar month.
- Be a Brand Representative with 2,000 GSV in the same calendar month.
- Develop, register, or maintain at least **three Personally Registered Star Affiliates** in the same calendar month.

### Star Leader

- Achieve Star Brand Representative status in a calendar month.
- Develop or maintain at least **three G1 Star Brand Representatives** in the same calendar month.





# Star Program

Star Program is a recognition program composed of 3 components to nurture and stimulate Power of 3 behavior\* that is core activities to sustain the business.

## RECOGNITION

STAR AFFILIATE

STAR BRAND REPRESENTATIVE

STAR LEADER

## Me+3 BEHAVIOR

500 DIRECT CUSTOMER  
SALES VOLUME

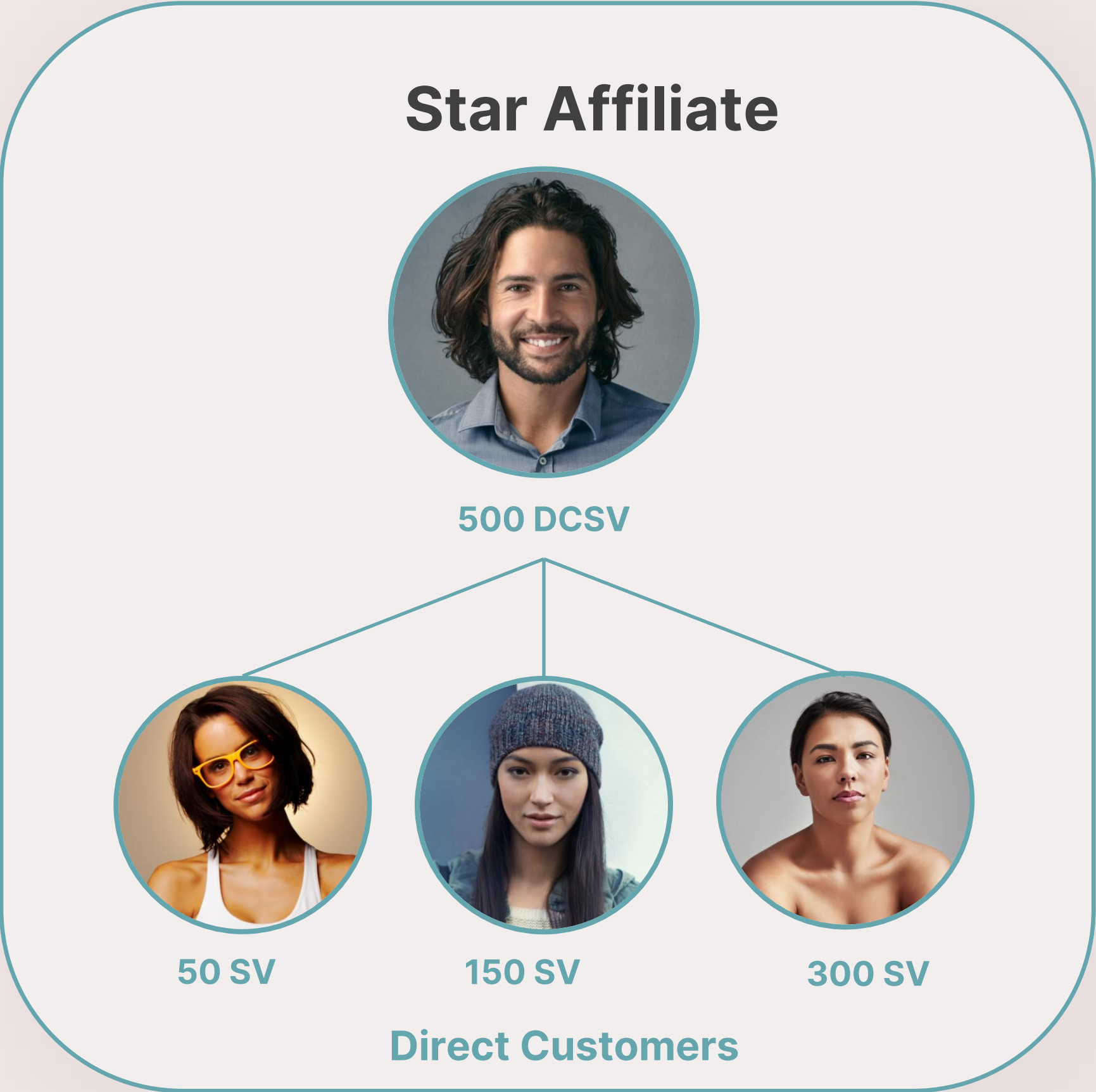
+3 PERSONALLY REGISTERED AFFILIATES  
WITH 500DC-SV

+3 G1 STAR BRAND REPRESENTATIVES

\*For more details and data on Power of 3 analysis please refer to slide 3 of this presentation.

# Star Affiliate

Star Affiliate recognizes achieving 500 DC-SV by selling products to your Direct Customers



## What you need to do?

Achieve 500 DC-SV and become a STAR AFFILIATE

## What do you get?

Unlocks 8% Selling Bonus and 12% Affiliate Referring Bonus under the Sales Performance Plan.  
Recognition across Nu Skin channels.

## Good to know:

Direct Customer Sales Volume (DC-SV) is the sum of all Product Sales Volumes from purchases by your Direct Customers (Members and Retail Customers).

# Star Brand Representative

## Me & 3 Star Affiliates

Star Brand Representative recognizes the development of 3 Personally Registered Star Affiliates.



### What you need to do?

Achieve STAR AFFILIATE status & become a Brand Representative (or above) with 2.000 GSV and develop 3 Personally Registered STAR AFFILIATES in the same calendar month.

### What do you get?

Reach higher percentages of Selling and Affiliate Referring Bonus under the Sales Performance Plan.  
Recognition across Nu Skin channels.

### Good to know:

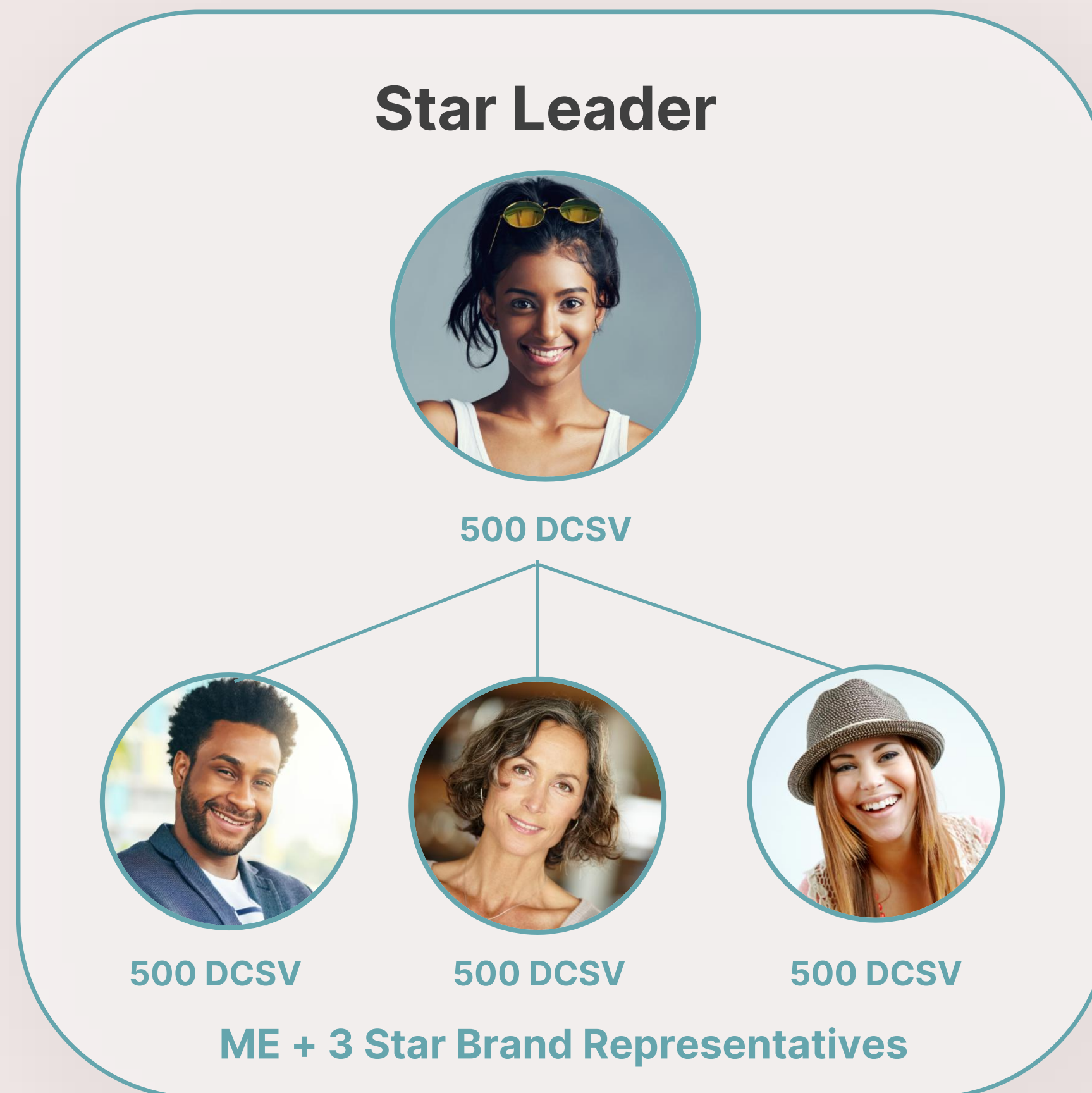
**Personally Registered Brand Affiliate:** when you sign up a Brand Affiliate with Nu Skin, that Brand Affiliate becomes your Personally Registered Brand Affiliate



# Star Leader

## Me & 3 Star Brand Representatives

Star Leader recognizes the development of 3 G1 Star Brand Representatives



### What you need to do?

Become a STAR BRAND REPRESENTATIVE & Develop 3 STAR BRAND REPRESENTATIVES on your G1 in the same calendar month

### What do you get?

Reach higher percentages of Selling and Affiliate Referring Bonus under the Sales Performance Plan.  
Recognition across Nu Skin channels.

### Good to know:

**Generations** are the Brand Representative levels in your Team. Every Brand Representative you directly lead and who is the first Brand Representative below you in your Team is your G1 Brand Representative.  
Your Personally Registered Star Affiliate can also be your STAR Brand Representative.



# Star Program in a nutshell

**Star Affiliate:**  
Sell products to Direct  
Customers and  
achieve 500 DC-SV

**Star Brand Representative:**  
Be a Star Affiliate + be a Brand Representative with  
2,000 GSV + Personally Register and develop 3  
Star Affiliates

**Star Leader:**  
Be a Star Brand Representative +  
Develop 3 G1 Star Brand  
Representatives

## STAR AFFILIATE



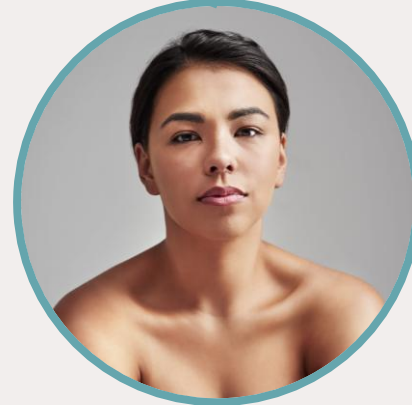
500 DCSV



50 SV



150 SV



300 SV

ME + Direct Customer/s

## STAR BRAND REPRESENTATIVE



500 DCSV



500 DCSV



500 DCSV



500 DCSV

ME + 3 Star Affiliates

## STAR LEADER



500 DCSV



500 DCSV



500 DCSV



500 DCSV

ME + 3 Star Brand Representatives



# P R Y S M iO

## STAR POINTS\*

### MECHANICS

Qualification period: 1 March – 30 September 2025

1. Be a Star Brand Representative\*\*
2. Each month you achieve Star Brand Representative , earn 1 Star Point for each Star Brand Representative on your G1-G3\*\*
3. Accumulate “Star Points”\*\*
4. Have a minimum of 10 accumulated Star Points\*

= Top 100 Star Point achievers earn exclusive access to purchase a limited edition Prysm iO\*\*\*

\*For all details, please refer to Prysm iO Star Points Terms and Conditions available on My Workspace. Available in EU markets only. South Africa and Iceland are excluded from the Prysm iO Star Points Incentive.

\*\*Please check the Star Program Rules on [www.nuskin.com](http://www.nuskin.com) for Terms and Conditions and details on how to become a Star Brand Representative and accumulate Star Points.

\*\*\*More details on Prysm iO limited edition purchase will be shared soon. Timing for purchase will be shared at a later date and may be subject to change.



