

# Social Media Guidelines



# DIRECT SELLING: THE ORIGINAL SOCIAL NETWORK

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.



# SOCIAL MEDIA PROVIDES MANY OPPORTUNITIES

Building relationships and expanding the “warm market”

Communicating

Sharing new information

Engaging with others and the company

Making contacts

Providing personal experiences and testimonials



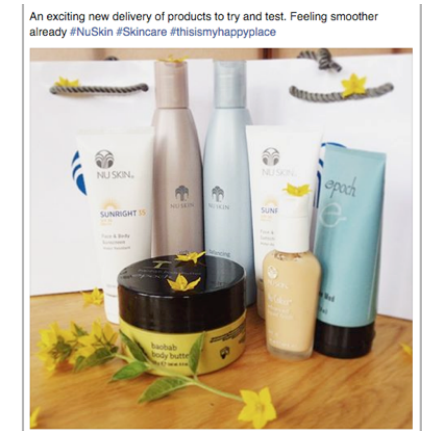
# THE KEY PRINCIPLES AND POLICIES FOR SHARING ARE THE SAME—NO MATTER THE PLATFORM

Basic policies and procedures apply to online and offline communications



# WHAT WE **CAN** DO WITH SOCIAL MEDIA

- Share your experiences with Nu Skin products and the Nu Skin business
- Make new friends and contacts
- Offer support and interact with others
- Link to Nu Skin's website
- Disclose that you are a Nu Skin Independent Distributor



# WHAT WE **CAN** DO WITH SOCIAL MEDIA

Join official Nu Skin fan pages

Share company approved photos, promotional videos, and business support materials

Share individual photos and videos regarding your personal experience with Nu Skin (e.g., incentive trips, global and regional conventions, and individual product usage)





# DO: SHARE YOUR LIFE WITH NU SKIN



# SOCIAL MEDIA DON'Ts

**DON'T:** recruit or attempt to sell products through any online classifieds, marketplaces, or buy/sell sites or groups, Amazon, eBay, Etsy, etc.

**DON'T:** recruit in public forums, discussion groups, message boards, blogs, comment sections, or employment-based websites when such recruiting violates the admin/moderator rules or terms and conditions of such group or site

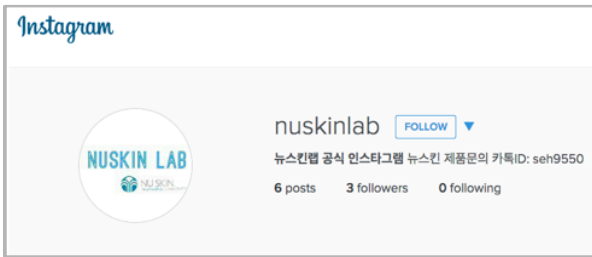
**DON'T:** use company trade names or trademarks when naming your pages or group (e.g., ageLOC, Nu Skin, etc.)

**DON'T:** use unapproved third party pictures, celebrity endorsements, or literature to promote the products or business



# IMPROPER SOCIAL POSTS

IMPROPER USE OF LOGO



UNAPPROVED BEFORE & AFTER



INAPPROPRIATE/FALSE CLAIMS

### Good News for Cancer Patients!

My friend, 41-year-old was diagnosed with last stage of cervical cancer. The doctor told her that she has 3 months left. During the chemotherapy she took R2 and other Pharmanex product. Besides the common hair loss issue, she looks energetic. There was once the nurse mistaken her sister who was accompanying her for review as the cancer patient!!! After 2 reviews the doctor was shocked to find out that the cancer cells were gone!

IMPROPER USE OF TRADEMARK NAME



PROHIBITED E-COMMERCE



IMPROPER POSTING ON BUY/SELL SITES

Dundalk buy and sell

**Hayley**  
Thursday at 18:37

TeGreen Capsules BACK IN STOCK!  
Now Giving a free AP-24 Whitening toothpaste sample when making a purchase  
Contact me now If you would like to kickstart your DETOX!

# PRODUCT CLAIMS DOs

- DO:** use claims found in approved Nu Skin marketing materials
- DO:** discuss our innovative ageLOC science
- DO:** recommend that customers talk to their healthcare provider for ALL healthcare concerns or questions
- DO:** share positive personal testimonials that are consistent with approved claims
- DO:** follow the Product Testimonial Guidelines



# PRODUCT CLAIMS DON'Ts

**DON'T:** claim that our products treat, cure, or prevent any disease, or that the product cured your own ailment

**DON'T:** state or imply that our products helped address, treat, cure, or prevent any disease or other medical condition, or that imply a result that is different from, or goes beyond, our approved marketing claims

**DON'T:** make claims for a product that are not found on Nu Skin's website or in Nu Skin marketing materials applicable to your region or market

**DON'T:** use unapproved pictures, celebrity endorsements, literature, videos, or materials to promote the products—testimonials must comply with testimonial guidelines



# EARNING CLAIMS DOs

**DO:** share your WHY and be authentic and personal

**DO:** talk about the success that can come through hard work and patience

**DO:** talk about having fun with the business

**DO:** emphasize the importance of reselling the product

**DO:** talk about the competitive and innovative Sales Compensation Plan

**DO:** follow the Earnings Claims Guidelines



# EARNINGS CLAIMS DON'Ts

**DON'T:** share details of individual commissions earned or the Sales Compensation Plan

**DON'T:** make lavish or unrealistic lifestyle claims

**DON'T:** offer or imply any guarantee of success by simply following a system

**DON'T:** display copies of bonus or commission checks

**DON'T:** use the terms “passive,” “recurring,” or “residual” income—rather, use “supplemental income”

**DON'T:** use hypothetical earnings that exceed those of the average distributor for the same period



# GETTING STARTED

Pick the social platform that is right for you

*Make sure to join the platform that fits your personality and interests (i.e., location, age, gender, or other target demographics and popular types of media)*

Know the specific guidelines for each platform on which you participate

Follow Nu Skin's distributor/market guidelines

Be clear on what you want to achieve through your social media activity (e.g., expand your warm market, connect with your downline, share experiences, etc.)



# HOW TO PROPERLY USE FACEBOOK

Set up a personal page

Share news and links about Nu Skin products

Invite people to Nu Skin meetings and events

Post company approved videos, marketing materials, and pictures

Link to the company's website, a Blue Diamond approved site, or your own Nu Skin produced distributor web pages

Use the official Nu Skin corporate or market Facebook sites as a reference for approved content and pictures

Set up private groups for business building activities

Use private messaging for business building and training activities



# HOW TO PROPERLY USE TWITTER

Share updates

Drive customers to your Nu Skin produced distributor websites

Share your enthusiasm about Nu Skin, the products, and the business

Share news/links about upcoming meetings and events

Build relationships by replying, retweeting, and joining discussions

Ask questions to spur conversations

Respond to questions and set up one-on-one meetings for follow-up

Retweet announcements and tweets from Nu Skin's official corporate and market Twitter accounts

Use personal hashtags to join in conversation topics and the Nu Skin community

Use private direct messaging for conversations relating to prospecting or business building activities



# HOW TO PROPERLY USE INSTAGRAM

Share pictures in real time

Post product pictures

Respond to questions and comments

Share pictures of you using and enjoying  
Nu Skin and Pharmanex products

Use/share photos posted by the company

Use personal hashtags to join in  
conversation topics and the Nu Skin  
community

Use private messaging for business  
building and training conversations



# HOW TO PROPERLY USE PINTEREST

Set up specific boards and post pictures, infographics, and videos that relate to you and your business

Pin corporate approved photos

Share links to your own Nu Skin produced distributor web pages

Share links of interest to your customers

Repin photos already posted by the company

Share individual pictures of product usage

Use private messaging for business building and training conversations





# HOW TO PROPERLY USE YOUTUBE

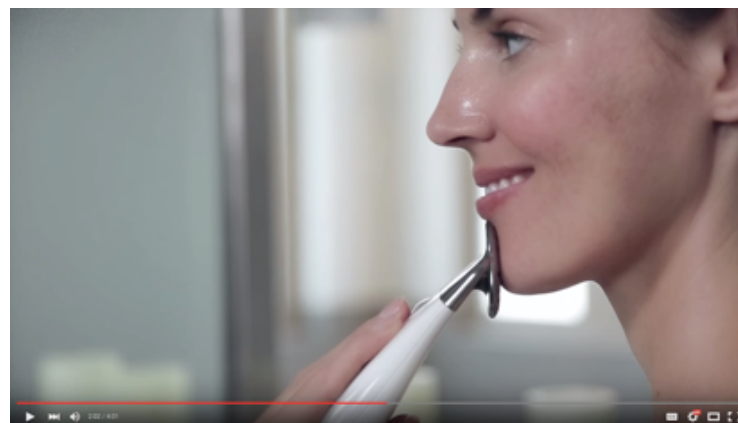
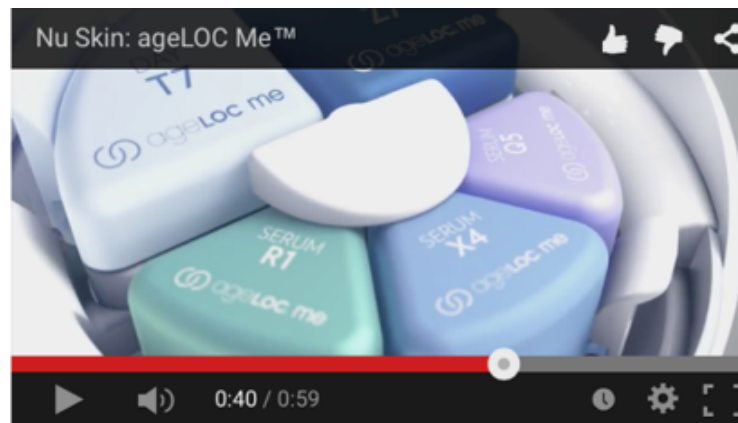
View, share, and comment on company approved videos

Do not create and post/upload training videos that have not been approved by Nu Skin

Subscribe and engage with Nu Skin's official corporate and market YouTube channels

Share individual videos regarding Success Trips, global and regional conventions, and individual product usage

Respond to private messages

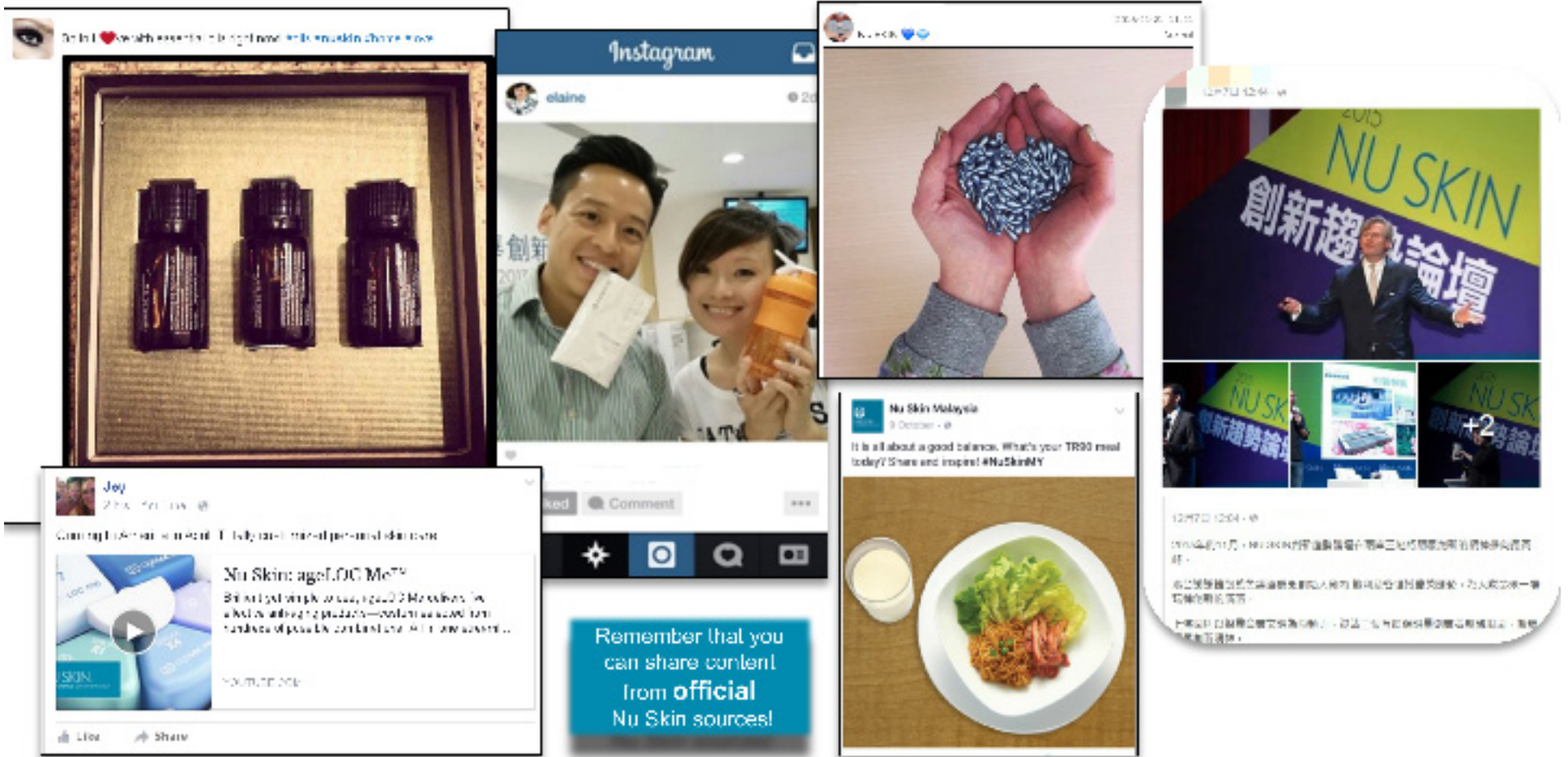


# Social Media Guidelines Appendix

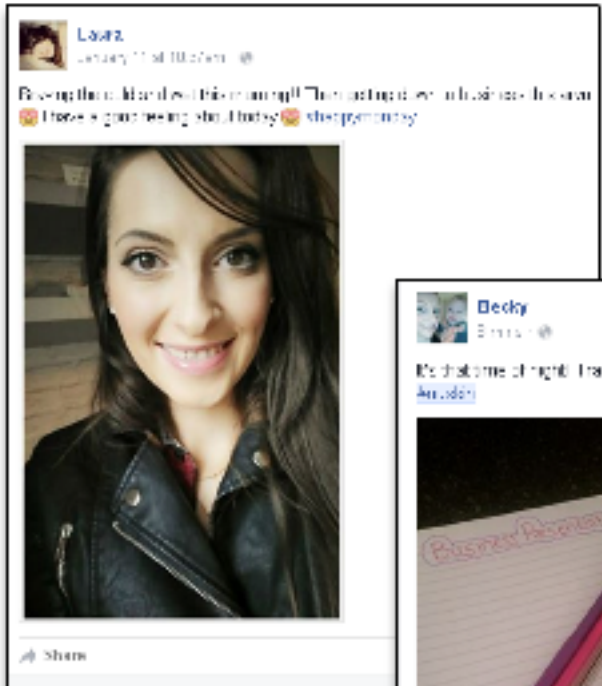


The following guidelines are provided for examples only, and are not intended as an exhaustive list of all permitted or non-permitted uses of a social media.

# WHAT WE **CAN** DO WITH SOCIAL MEDIA



# WHAT WE CAN DO WITH SOCIAL MEDIA



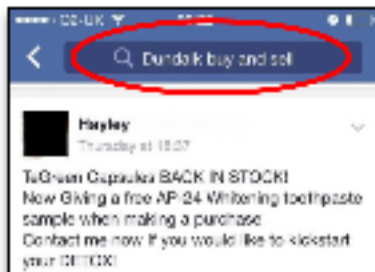
When building relationships and communicating with friends, it doesn't always have to be about Nu Skin



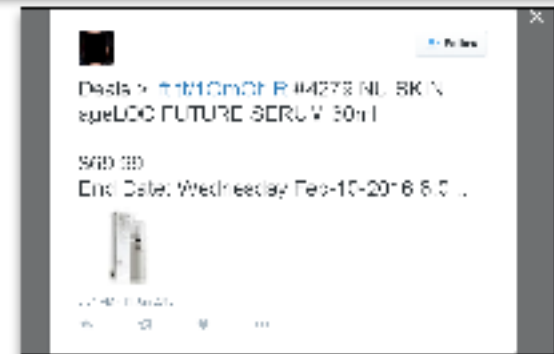
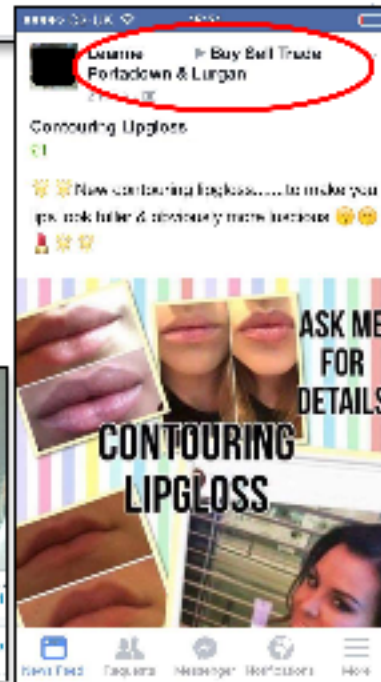


# SOCIAL MEDIA DON'TS

Whether or not Brad actually uses our products, you may not use his **image or likeness** to promote the products (applies for all celebrities)



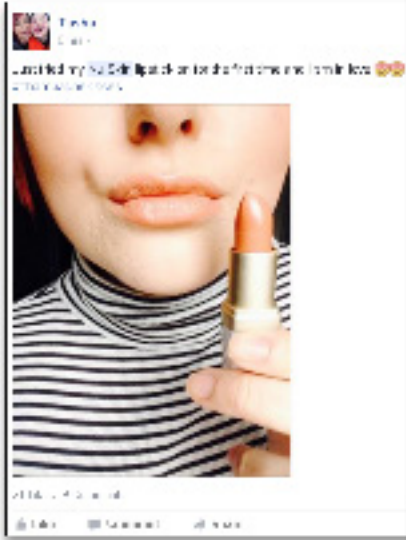
Be sure to use **your own name** when creating accounts and pages – not the company's registered tradenames



As a distributor for a **direct selling company**, you are expected to sell "directly" to consumers via private messaging functions, your own private groups, or company approved sites – not via e-commerce/retail



# PRODUCT CLAIM DO'S



Remember to only make claims that are **consistent** with company materials!



"After pictures" can be an effective alternative to before & after pictures



# PRODUCT CLAIM DON'TS

Even though you may have personally experienced extraordinary results by using the products, ALL product claims must describe results that a **typical consumer** can expect

Take it from these celebrities who are using **ageLOC Y-Span** regularly

중요 질문: 현재 가장 큰 고민은 무엇인지, 피부는 어떤가요? (Important question: What is your biggest concern now, and how is your skin?)

중요 질문: 현재 가장 큰 고민은 무엇인지, 피부는 어떤가요? (Important question: What is your biggest concern now, and how is your skin?)

### Leukemia condition improved

About 10 years ago, Joana was diagnosed with leukemia and had to undergo treatment. At that time, her kidney and liver was also failing and she was very weak and dying.

After she started to use Pharmaceutical grade (1 week, 20-30 Days) Max Tegrion, RoshiMax, Marine Omega, Probiotics, her kidney and liver began to normal & her leukemia was also returned under control.

Joana 一十年以前患上白血病，接受治療，當時腎臟和肝臟功能衰竭，身體非常虛弱，她甚至瀕臨死亡。她開始使用葯用級別（1周，20-30天）Max Tegrion, RoshiMax, Marine Omega, Probiotics, 她的腎臟和肝臟開始恢復正常，她的白血病也得到控制了。

### Feng — Sleep Apnea (睡眠呼吸暫停綜合症)

Need to depend on machine to sleep safely every night. After taking ageLOC Y-Span, no need to use the machine anymore. (需要依賴機器來安全睡覺。使用ageLOC Y-Span後，不再需要機器了。)

AgeLOC R2 Before & After Testimonial

Remember that inappropriate product claims pose **serious regulatory issues** for Nu Skin and your distributorship

### Tuang

27 years old Tuang is troubled from his leg skin allergy since 3 months ago. His leg became very itchy and discomfort. Besides that, it also caused an unpleasant look. The allergy doesn't go off even with doctor prescription. After taking Y-Span, his skin is no longer itchy. Besides that, the inflammation subsided and became more smooth. His friend around him also amazed as his skin is as smooth as silk. Y-Span speed up the recovery, solve inflammation and turn his skin into a healthy skin.



# EARNINGS CLAIMS DO'S

*"With continuous hard work I have managed to create a leveraged income and spend more time with my family"*



**Olivia**  
October 18, 2015

NuSkin The Company for LEADERS

Leaders aren't born, they are made - and they are made just like anything else, through HARD WORK. And that's the PRICE we'll have to pay to ACHIEVE that GOAL, or any GOAL.

The logo for 'THE COMPANY FOR LEADERS' features the text in white on a teal background. A play button icon is integrated into the letter 'O' of 'LEADERS'.

**Terri**

**"IF YOU'RE TRULY PASSIONATE AND PUT THE HARD WORK IN - SUCCESS IS INEVITABLE."**

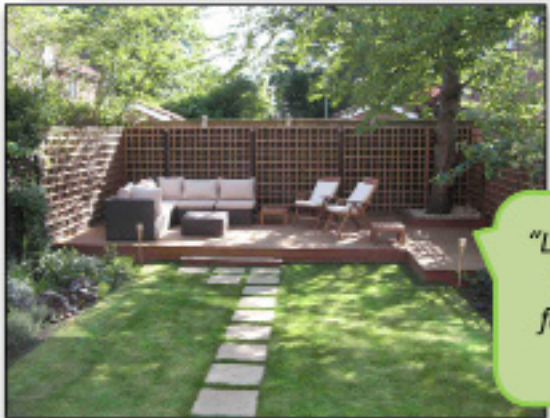
A blurred image of a woman with long hair, wearing a blue dress, standing against a light blue background. The text is overlaid in white.

**Kim**  
2 hrs · 🌐

3rd UK activation of the week! Back down the M6 to Warrington for a product showcase in the morning. No rest for the wicked! Fueled by Pharmed! 🇬🇧

A photograph of two people wearing lion and leopard masks. The person on the left is wearing a lion mask and a black jacket, and the person on the right is wearing a leopard mask and a white jacket. They appear to be at an event.

Always be willing to share the values and culture of Nu Skin



*"Looking forward to having the family over this weekend"*

**NU SKIN EXPO THE 22**

A photograph of a large crowd of people at an expo. The people are gathered around a table, and some are looking at products. The text 'NU SKIN EXPO THE 22' is overlaid on the image.

**Share your WHY!**

**Share it** Like

A photograph of a hand holding a large quantity of blue, round pills. The pills are piled in the palm of the hand. The background is dark.

# EARNINGS CLAIMS DON'TS

Looking for a business? We know full time/part time in Indonesia. Income 5.12 million Rp within 3 months.

Thank you Nu Skin...we could not have purchased this house without you!



April 9, 2015

How to earn extra income...  
Earn Monthly \$4,000 TO \$10,000 in 3-6 months...  
Anti Aging Formula  
Peach System  
World Wide Company

**Ruby Plan**

**NU SKIN DISTRIBUTOR EXECUTIVE RUBY PLAN - How to make money with Nu Skin**  
NU SKIN DISTRIBUTOR EXECUTIVE RUBY PLAN -  
Go to http://www.wiki.ki.com/1484814014

YOUR LIFE NOW

August 9, 2012

When if you could start building something now that would pay you generously every month for the rest of your life - you look over for your kids. Take a look at the Nu Skin opportunity. 85% of Executive distributors make \$50,000 in passive income after 10 years.

**Business Opportunity Highlights**  
GETTING YOUR OWN BUSINESS TOGETHER TODAY

Table with columns: NAME, YEAR, BLUE DIVIDEND SOLUTIONS, MONTH, DISTRIBUTION.

NAME	YEAR	BLUE DIVIDEND SOLUTIONS	MONTH	DISTRIBUTION
MR. AND MRS. JAMES H. HARRIS	2012	100,000.00	MAY 12	100,000.00
MR. AND MRS. JAMES H. HARRIS	2012	100,000.00	MAY 12	100,000.00
MR. AND MRS. JAMES H. HARRIS	2012	100,000.00	MAY 12	100,000.00
MR. AND MRS. JAMES H. HARRIS	2012	100,000.00	MAY 12	100,000.00

Success in the business requires **hard work** – never make it seem otherwise

Only 1 year with Nu Skin and see what I have!!!

Although you may have experienced **remarkable success** through the Nu Skin Sales Compensation Plan, all earnings related claims must be consistent with what an **average distributor** can expect to achieve

권리수익을 이해하십시오

권리소득 (100만원) 만들기

어느 쪽이 빠를까요?

