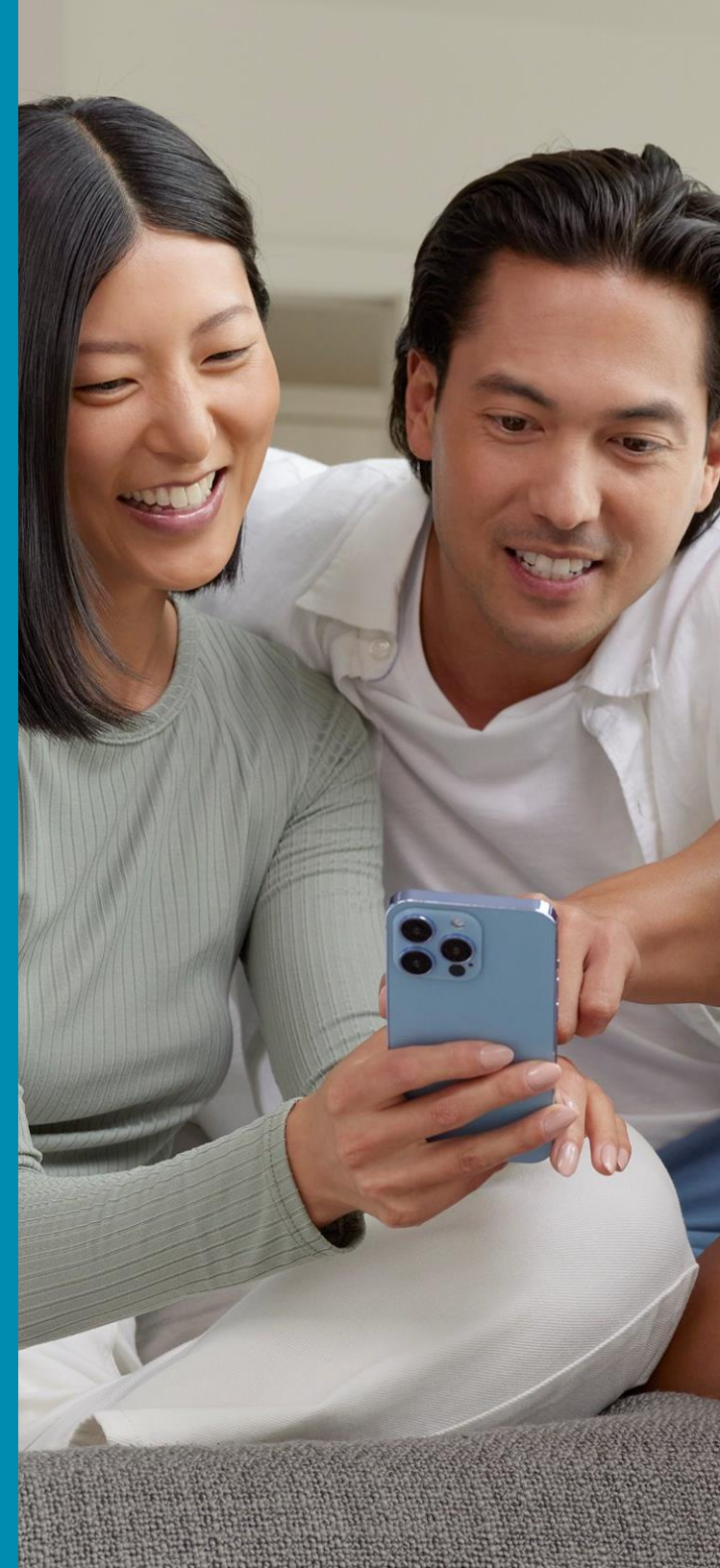


EmpowerSTART Incentive Guidelines

Nu Skin is excited to introduce the EmpowerSTART Incentive program, which allows Brand Affiliates to earn incredible bonuses by achieving important performance milestones. When promoting this new incentive, it's vital that all Brand Affiliates closely follow the principles found in these guidelines. Any promotion of the EmpowerSTART incentive that is inconsistent with these guidelines is strictly prohibited.



PUBLIC POSTS - DOs AND DONTs

Specific details about the EmpowerSTART Incentive cannot be promoted or advertised publicly (public Instagram accounts, public Facebook pages, etc.). All Brand Affiliates must comply with the following DOs and DONTs when posting in the public domain.



DO: only use the “EmpowerSTART” or “EmpowerSTART Program” or “EmpowerSTART Incentive” within your public posts to generate interest (e.g., “My day got better after learning about the EmpowerSTART Incentive.”)

DO: follow the Opportunity Testimonial Guidelines and all other guidance released by Nu Skin related to earnings claims

DO: follow any/all community standards and guidelines as dictated by individual platforms. For example, the EmpowerSTART Incentive cannot be promoted on TikTok.

DON'T: advertise or promote specific details of the EmpowerSTART incentive on public platforms

DON'T: state or imply that the EmpowerSTART program is an opportunity to earn income or an income opportunity. For example, do not use the hashtag #earnwithEmpowerStart

DON'T: engage in any type of paid promotion (sponsored ads, boosted posts, etc.)

DON'T: make any lifestyle or income claims that are inconsistent with the Opportunity Testimonial Guidelines

INAPPROPRIATE PUBLIC POSTS



Clint Shepherd

2m · 🌐



This has been an amazing Monday and seems to only be getting better now that I've heard about Nu Skin's new EmpowerSTART incentive program where you can earn up to HKD6975!!!

PM to find out how.



👍 Like

💬 Comment

➦ Share



Write a comment...



Clint Shepherd

29m · 🌐



Have you ever wanted to earn a bonus just for doing some social media posts and selling a few products?

With Nu Skin's new EmpowerSTART program you can do that just by submitting your LOI and maintaining your title!!!

PM me if you'd like to EmpowerSTART your Life



👍 Like

💬 Comment

➦ Share



Write a comment...



APPROPRIATE PUBLIC POSTS

 **Clint Shepherd**
July 31 at 1:33 PM · 🌐

Are you ready to EmpowerSTART your life?



 Like  Comment  Share

 Write a comment...     

 **Clint Shepherd** is 😊 feeling happy.
July 31 at 1:39 PM · 🌐

This has been a fantastic Monday, and it got even better since learning about the EmpowerSTART program



 Like  Comment

 Write a comment...     

PRIVATE POSTS - DOs AND DONTs

Details about the EmpowerSTART Incentive can only be discussed and promoted in private platforms, including via closed groups, private accounts, and 1-on-1 interactions. Please follow the below DOs and DONTs when sharing details about the EmpowerSTART Incentive in private environments.



DO: promote the EmpowerSTART Incentive's details only in closed/private settings

DO: share the company-produced EmpowerSTART Incentive Summary contained at the end of this document to promote the EmpowerSTART Incentive (cannot be edited or modified)

DO: use the following short-form disclaimer whenever sharing or discussing the EmpowerSTART Incentive Summary:

""On a monthly basis, an average of 24.3% of the active Brand Affiliates in HONG KONG / MACAU earned a sales compensation payment in 2022. A complete summary of earnings at each level in the Sales Compensation Plan can be found at:

https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/2022-HONG-KONG-and-MACAU-BRAND-AFFILIATE-SALES-COMPENSATION-SUMMARY.pdf

DO: follow the Opportunity Testimonial Guidelines and as well as any/all platform-specific community standards and guidelines. For example, the EmpowerSTART Incentive cannot be promoted on TikTok.

DON'T: state or imply that it is easy to achieve the EmpowerSTART Incentive or any individual bonus amount (e.g., earning the first bonus of HKD2,325/MOP2,400 is easy)

DON'T: show or promote each individual EmpowerSTART Incentive amount (i.e., HKD2,325/MOP2,400, HKD4,650/MOP4,800) or the sum of the 2 amounts (i.e., HKD6,975/MOP7,200), except for the company-approved EmpowerSTART Incentive Summary contained at the end of this document

DON'T: offer or imply any guarantee of success or income, including guarantees related to following a system or providing hypothetical earnings

DON'T: engage in any type of paid promotion (sponsored ads, boosted posts, etc.)

DON'T: make any lifestyle or income claims that are inconsistent with the Opportunity Testimonial Guidelines

INAPPROPRIATE PRIVATE POSTS

VIP Training Group



Clint Shepherd

Admin · 2d · 🌐



I'm so excited for Nu Skin's new EmpowerSTART incentive program where you can earn an extra HKD\$6975 bonus just for becoming and maintaining Brand Rep Status!

If you want to learn how this awesome new incentive works reach out to me for more details.

"An average of 24.3% of HONG KONG / MACAU Active Brand Affiliates earned a sales compensation payment on a monthly basis in 2022. A complete summary of earning at each level in the Sales Compensation Plan can be found at:

https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/2022-HONG-KONG-and-MACAU-BRAND-AFFILIATE-SALES-COMPENSATION-SUMMARY.pdf"



Like

Comment

Send



Write a comment...



VIP Training Group



Clint Shepherd

Admin · 2d · 🌐



Nu Skin's new incentive program is out of this world. You get paid a bonus when you LOI and for just for maintaining your title!!!



Like

Comment

Send



Write a comment...



APPROPRIATE PRIVATE POSTS

VIP Training Group



Clint Shepherd

Admin · July 31 at 2:35 PM · 🌐



I just heard about Nu Skin's new EmpowerSTART program and couldn't be any more excited. It's awesome to think new Brand Representatives can now receive additional bonuses for their sales activities.



Like

Comment

Send



Write a comment...



VIP Training Group



Clint Shepherd

Admin · August 3 at 7:26 AM · 🌐



Shoutout to my awesome team member and great friend Jane Doe for getting her first EmpowerSTART bonus!!!

I am so excited for you and know you are going to do great things!



Like

Comment

Send



Write a comment...



COMPANY-APPROVED EMPOWERSTART INCENTIVE SUMMARY SLIDE

<p>STEP 1</p> <p>Maintain your first month as a Brand Representative with 4+ Building Blocks</p>	<p>Earn HKD2,325/ MOP2,400</p>
<p>STEP 2</p> <p>Maintain your third month as a Brand Representative with 4+ Building Blocks</p>	<p>Earn HKD4,650/ MOP4,800</p>

Each Bonus is paid with the monthly commission calculation for the month the Bonus was earned.

For a complete summary of sales compensation paid at all levels within Nu Skin's global Sales Performance Plan, please click [here](#). Note that these figures do not represent a Brand Affiliate's profit, as they do not consider expenses incurred by a Brand Affiliate in the promotion of his/her business and they do not include retail markup income. On a monthly basis, an average of 24.3% of the active Brand Affiliates in HONG KONG / MACAU earned a sales compensation payment in 2022.