

India Market Frequently Asked Questions

Q1: When is Nu Skin planning to open the India market?

A1: Nu Skin India is planning to open via two stages:

- **Prelaunch, Qualified-Entry:**
 - Nu Skin is anticipating opening the India market operations for business for all qualified **India-eligible Brand Representatives** on November 1, 2025. The qualified entry, prelaunch period is expected to run through April 30, 2026.
 - Qualified, India-eligible Brand Representatives+ may enter India upon successful enrollment as a Nu Skin India direct seller.
- **Main launch:**
 - Nu Skin India plans to formally open the market to all India-Eligible Brand Affiliates in Q2, 2026. The specific market opening date will be confirmed at a later date.
 - Nu Skin India is planning an India market launch event early Q2, 2026. Details will be provided at a later date.

Q2: Who can qualify to become a Brand Affiliate in India when the market opens?

A2: Indian law is very strict regarding who can conduct business as a direct seller in India.

Note: Only registered Nu Skin India Brand Affiliates (i.e., authorized direct sellers) can conduct business and personally sponsor downline members in India. Prospective Nu Skin India Brand Affiliates must be one of the following to be eligible to enroll as Nu Skin India direct sellers in India.

Prospective Nu Skin India Brand Affiliates must be one of the following to be eligible to enroll as Nu Skin India direct sellers in India:

- Indian National – Indian citizen and resident of India with a valid Indian government-issued ID
- Non-resident Indian Nationals (NRI) – Indian Nationals living outside of India with a valid Indian passport (or other valid Indian government-issued ID)
- A registered Overseas Citizen of India (OCI) with a valid OCI card
- A registered Person of India Origin (PIO*) with a valid PIO card
- Foreigners with valid Indian government-issued business visas

*The PIO card program is being phased out and merged into the OCI program

Note:

- India Direct Selling Guidelines require every Nu Skin direct seller to have a personal direct selling card issued by Nu Skin upon successful enrollment. This card must be produced upon request and will only be issued to verified direct sellers.
- A valid India ID will be required to sponsor any downline in India. No India downline will be linked directly to a non-India-eligible ID upline.
- Indian nationals will be unable to sponsor internationally with India ID numbers (i.e., no international sponsorship).
- All Indian Brand Affiliates must also have local addresses and bank accounts in India.

Q3: Can non-Indian Nu Skin Brand Affiliates conduct business in India when the market opens?

A3: No, unless they meet India-eligible requirements. This includes obtaining a valid Indian business visa or forming an Indian business entity—each of which requires a valid Indian address and bank account. Forming an Indian entity involves additional legal and ongoing maintenance obligations. All legal requirements must be fully met, and proof of compliance must be provided to Nu Skin upon request.

Conducting unauthorized business in India as a foreigner without a valid business visa issued by the government of India is strictly prohibited under Nu Skin policy and the laws of India.

Q4: What can I do today to prepare for the India market?

A4: Continue building a healthy Nu Skin consumer and sales leader base in your home market and other Nu Skin-Authorized Countries. Look for and actively recruit people into your organization (within Authorized Countries) who are eligible to build a Nu Skin business in the India market, upon opening.

Note: Do not make any preparations, promises, or assumptions concerning India market expansion until we have communicated the formal market launch plan and timelines. We actively monitor and enforce our policies related to all Unopened Countries. **See the [India Premarketing Guidelines](#) for more information.**

Q5: Can I expand my business to the India market today?

A5: No. As a Brand Affiliate, you are only legally allowed to sell products in and recruit individuals who are residents of Authorized Countries where Nu Skin operates.

Note: We currently do not operate in India, so you may not yet build your India business through your India-eligible downline members in India.

In the meantime, we encourage you to support your global India-eligible enrollees in building their businesses in Authorized Countries.

Q6: How can I prepare to expand my business to the India market?

A6: Build locally and think globally by finding, enrolling, and supporting India-eligible individuals in markets where Nu Skin currently operates. Start building now in Nu Skin Authorized Countries to position yourself to participate in the growth of the India market upon launch.

Q7: When may I begin recruiting in India?

A7: India-eligible Brand Affiliates may begin formally recruiting and enrolling Indian Brand Affiliates into their organizations when the market officially opens, and they are registered as direct sellers in India (or prelaunch targeted for Q4 for those who qualify).

Note: Prior to market opening, it is not possible to enroll customers or downline Brand Affiliates, place orders, or conduct Business Activity in India.

Q8: How can I qualify to be rewarded for my role in supporting my India-eligible Brand Representatives as they build their businesses in India?

A8:

- International, non-India-eligible Brand Representatives may qualify for a Global Growth Pool (paid by and in their home market) upon successfully meeting the following requirements:
 - Personally sponsor and support at least one India-eligible Brand Representative in their home market who registers as a direct seller in India when the market opens.
 - Support personally sponsored India-eligible Brand Representative as those individuals build their Nu Skin India businesses by creating and maintaining India Leadership Teams that achieve specific sales performance targets.
 - Leadership Team qualification sales performance targets will be communicated when the India market Sales Performance Plan is formally released.
- This Global Growth Pool will be based on various factors, including team sales, customer volume, and leadership support.

Note: It is your responsibility to train and support your India-eligible Brand Representatives in your home market. Leadership Teams in India can only be built and supported directly by India-eligible Brand Representatives who register as direct sellers in India.

Q9: What will the India Sales Performance Plan be?

A9: India's Sales Performance Plan will have some unique features; however, it will be similar to our global Sales Performance Plan. While the plan is not yet ready for official release, it will include bonuses focused on selling, building, and leading. All activities are already found in our global plan.

Q10: What products will be offered in the qualified-entry period?

A10: Nu Skin India will launch with a portfolio focused on (a) core nutrition and weight management products anchored to Prysm and (b) core beauty regimen and anti-aging products anchored to LumiSpa iO. We will release more detailed information following the Aegean Cruise Team Elite Trip.

Q11: Can I register a Brand Affiliate who has residency in both a Nu Skin Authorized Market and in the India market, with the intent to transfer their account to India, upon opening the new market once it is opened?

A11: No. New Brand Affiliates you register must fulfill all residency, citizenship, and work/tax identification requirements of the market where they establish a Brand Affiliate Account. When the Nu Skin India market opens, all confirmed India-eligible Nu Skin Brand Affiliates will be eligible to register as direct sellers in India and receive a Nu Skin India Market Identification Number to be used when building their Nu Skin India businesses. They will not need to terminate, transfer, or merge their Brand Affiliate Account that was established outside of India. They may continue to maintain two separate accounts, as long as they continue to comply with all requirements of both Brand Affiliate Agreements.

Only an approved Nu Skin India ID number may be utilized to build a Nu Skin India business. More information will be provided prior to the opening of the market.

Q12: Will Nu Skin India business results generated by my personally sponsored India-eligible downline Brand Affiliates/Brand Representatives impact my local market pin title, and vice/versa?

A12: No. Due to local market regulations:

- Nu Skin India will operate as a stand-alone market with a market-specific business opportunity plan. Nu Skin India business results will not impact your local market pin title.
- Nu Skin India will recognize business achievements separately and distinctly from the Nu Skin global Sales Performance Plan that exists in other Authorized Countries. All India recognition will take place in accordance with the local India Sales Performance Plan.
- International leaders who personally sponsor and maintain at least one India-eligible Brand Representative in their home market (and that India-eligible Brand Representative builds a Nu Skin India leadership team) will be eligible to participate in a Global Growth Pool, which is designed to reward that Nu Skin leader for their ongoing leadership, training, and support of their India-eligible Brand Representative and their support of Nu Skin India Leadership Teams who achieve specific sales performance targets.

Note: Having an India-eligible Brand Representative in India (in their home market) who maintains at least one Nu Skin India leadership team is required every month to qualify the upline non-India-eligible Nu Skin leader for continued participation in the Global Growth Pool.

India performance results will not count towards an India-eligible Brand Representative's Nu Skin Brand Representative title status in any other Authorized Country. Only non-India market results will qualify non-India pin title achievement and subsequent payout within the Brand Representative's home market.

Q13: Why are uplines of India-eligible Brand Affiliates/Brand Representatives ineligible to qualify for compensation in the India market sales performance plan?

A13: International uplines of India-eligible Brand Affiliates/Brand Representatives are unable to directly sponsor Brand Affiliates in India. As such, international leaders of India-eligible Brand Affiliates/Brand Representatives are ineligible to qualify for any compensation in the India Sales Performance Plan. We recognize the role leaders play in mentoring and training their sales organizations. To this end, we created a Global Growth Pool, which will reward leaders for the roles they play from their home markets in the development of their India-eligible Brand Representatives, paid by their home markets.

Note: International uplines of India-eligible Brand Affiliates/Brand Representatives are prohibited from directly sponsoring Brand Affiliates in India.

For further inquiries, please email us at indiainfo@nuskin.com