

# Nu Colour® Lash + Brow Serum Guidelines

Nu Colour® Lash + Brow Serum is NOW AVAILABLE! As you share your excitement via social media or otherwise, please ensure that all content is consistent with company-approved claims and follow the principles outlined in these guidelines.



# Nu Colour® LASH + BROW

## DOs and DON'Ts

**DO:** share appropriate claims and personal testimonials that are consistent with the approved benefits found in the Nu Colour® Lash + Brow Serum Product Information Page for your market

**DO:** focus on promoting the visible benefits (e.g., “visibly longer”,) consistent with approved claims

**DO:** use only company-approved before and after pictures found on <https://media.nuskin.com/media/?viewType=grid%23#> or your own before and after pictures that comply with these guidelines and Nu Skin’s Product Testimonial Guidelines [https://www.nuskin.com/content/dam/HK/REGULATORY\\_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf](https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf)

**DO:** provide a realistic portrayal of the benefits that consumers may experience

**DON'T:** claim that the Nu Colour® Lash + Brow Serum prevents hair loss or can result in hair growth—even if the claim is based on your own personal experience

**DON'T:** promote any Nu Colour® Lash + Brow Serum results using before and after pictures that do not comply with these guidelines and Nu Skin’s Product Testimonial Guidelines [https://www.nuskin.com/content/dam/HK/REGULATORY\\_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf](https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf)

**DON'T:** claim results that are outrageous, extreme, or “too good to be true” as they cannot be substantiated or reflect a typical consumer’s experience

**DON'T:** compare the Nu Colour® Lash + Brow Serum to lash extensions, imply that the product can be used as an alternative to extensions, or that it can lead to similar results

# INAPPROPRIATE PRODUCT CLAIMS

Clint Shepherd  
18m · 🔒

Guess what guys!!! Nu Skin recently came out with a new product that is totally changing the eyelash world. You can now have amazing thick eyelashes that grow naturally and make your eyelashes darker. And as an added bonus it will even help your eyebrows grow to be thicker and more beautiful.

If you are interested in Nu Skin's new Lash+Brow Serum PM me.



Like

Comment

Write a comment...



Clint Shepherd  
Just now · 🔒

Anyone else sick of paying a few hundred dollars monthly to get your eyelashes done? I found this amazing new product Nu Skin has that has helped my eyelashes grow fuller and longer naturally to where I no longer need extensions anymore!

If you want to ditch your eyelash extensions PM me



Like

Comment

Write a comment...



# APPROPRIATE PRODUCT CLAIMS



Clint Shepherd

17m · 🔒



Nu Skin has done an amazing job with their new Lash+Brow Serum!!! I love how much this serum has helped strengthen and condition my wife's lashes and brows.

Check out her before and after photos below to see just how much this serum has helped her lashes and brows look visibly fuller and longer!!! I'm excited to see how the Lash+Brow Serum will continue to help her in the future.



👍 Like

💬 Comment



Write a comment...



Clint Shepherd

58m · 🔒



You know what I love? A product that not only works but is also safe for me to use.

I was thrilled when I found out Nu Skin's Lash+Brow Serum works with my contacts and also has a non irritating formula that is Safety Ophthalmologist tested.

If you want to try this amazing new serum let me know and I'll send you a PM



👍 Like

💬 Comment



Write a comment...



# BEFORE AND AFTER PICTURES

By posting your own Before and After images on social media, you agree that you have not manipulated your images in any way, and you have not undergone a cosmetic procedure while demonstrating the benefits of the Nu Colour® Lash + Brow Serum.

- Before and after images must comply with Nu Skin's Product Testimonial Guidelines [[https://www.nuskin.com/content/dam/HK/REGULATORY\\_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf](https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/Product-Testimonial-Guidelines-2022-ENG.pdf)].
- All images must depict at least four weeks of using the Nu Colour® Lash + Brow Serum as directed.
- All posts must include the product used and how long and how often the product was used to achieve the results depicted.
- All images must align with the claims and product benefits found in your market's Product Information Page.
- Images cannot depict hair growth or other implied claims not contained within your market's Product Information Page.

