

WhatsApp for Business

WhatsApp, a well-known global messaging platform, recently updated Business and Commerce Policies for its standalone business application – not to be confused with the personal WhatsApp application. The policies, which apply to all business tools, including the WhatsApp Business app and WhatsApp Business Solution, prohibit businesses from transacting in products or services related to multi-level marketing. Consistent with this policy, any Brand Affiliates utilizing the standalone WhatsApp business application or tools must immediately cease any and all promotion of the Nu Skin products and business opportunity using the business platform.

TikTok

The TikTok Community Guidelines prohibit the posting or sharing of content that promotes or depicts multi-level marketing. Consistent with our mission to be a force for good, and in order to uphold the company's reputation, Brand Affiliates may not promote the business opportunity through the TikTok platform, including, but not limited to, posts about Nu Skin related events, incentive trips, or Affiliate promotions. Brand Affiliates can only use TikTok to promote company products as long as content does not violate Nu Skin's Policies and Procedures and other sections of TikTok's Community Guidelines, including country-specific requirements, restrictions, or claims.

Regarding the usage guidelines of Douyin, please contact Nu Skin for further guidance.

Pinterest

Pinterest's Advertising Guidelines prohibit users from posting certain types of advertisements, including those related to multilevel marketing models. These guidelines further prohibit all content related to weight loss from being posted/shared, including advertisements. As a result, Brand Affiliates can in no way use advertisements on Pinterest to promote the Nu Skin business opportunity, products, or weight management programs – even advertisements only directed at people who have engaged with you. However, Brand Affiliates may continue using pins to share information about the products and business opportunity, in accordance with Nu Skin's Social Sharing Guidelines. All content must also comply with the requirements of Pinterest's Paid Partnership Guidelines, including endorsement requirements (e.g., #ad, #sponsored).

*These business advisories are not intended to replace Nu Skin's policies and/or guideline documents. Brand Affiliates must comply with the requirements contained in the Social Sharing Guidelines, the Opportunity and Product Testimonial Guidelines, and any other guideline documents provided by the company.