

SOCIAL SHARING GUIDELINES

For Nu Skin Brand Affiliates (Hong Kong & Macau)

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. As a Brand Affiliate, you represent Nu Skin. It is imperative for social media use to be consistent with Nu Skin’s image and brand standards and policies.

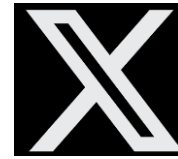


To both protect and enhance Nu Skin’s reputation when using social media, follow these basic guidelines as well as our detailed Policies and Procedures. Please only post and engage with content that meets these guidelines.

KEY PRINCIPLES ARE THE SAME – NO MATTER THE PLATFORM

BECAUSE OTHERS MAY THINK MESSAGES ARE...	ALWAYS TAKE CARE TO...
“Too good to be true”	KEEP IT REAL Be straightforward and don't overstate
“Too little information”	BACK IT UP Provide specifics that alleviate concerns
“Too much too soon”	MAKE IT RELEVANT Meet your audience where they are today

SOCIAL SHARING DOs AND DON'Ts



DO: share positive personal experiences, product science, and testimonials that are consistent with approved claims

DO: talk about having fun with the business and the success that can come through developing skills, hard work, and commitment

DO: talk about Nu Skin's competitive and innovative sales performance plan

DO: share appropriate photos and videos regarding your personal experience at Nu Skin in line with Nu Skin's guidelines

DO: direct customers to your personal selling site or a company selling platform

DO: disclose your relationship with Nu Skin as a Brand Affiliate, e.g. #NSbrandaffiliate

DO: use the following disclaimer when you talk about company sponsored success trips or other incentive trips: *In Hong Kong & Macau, approximately 0.57% of average Active Brand Affiliates during 2023 qualified for an incentive trip.*

DON'T: claim or imply that our products treat, cure, or prevent any disease, or that the product helped cure your own ailment – even if true

DON'T: make lifestyle or income claims that (i) exceed modest supplemental income of HKD/MOP 2,000 (ii) are false or misleading

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

DON'T: make comparisons related to specific competitors, products, or business opportunities

DON'T: state or imply that company sponsored success trips or other incentives are unconditional or easy to achieve

DON'T: promote the products using contests, raffles, sweepstakes, or games of chance

SITES/MARKETPLACES (Not applicable in HK/Macau) APPROPRIATE



AP-24 Whitening Fluoride Toothpaste

COMPLIANCE BEAUTY STORE EXAMPLE

€ 13.35

quantity

ADD TO CART

BUY IT NOW

Whitening Fluoride Toothpaste

Now you can smile with confidence thanks to the great tasting Whitening Fluoride Toothpaste that brightens and whitens teeth while fighting plaque formation.

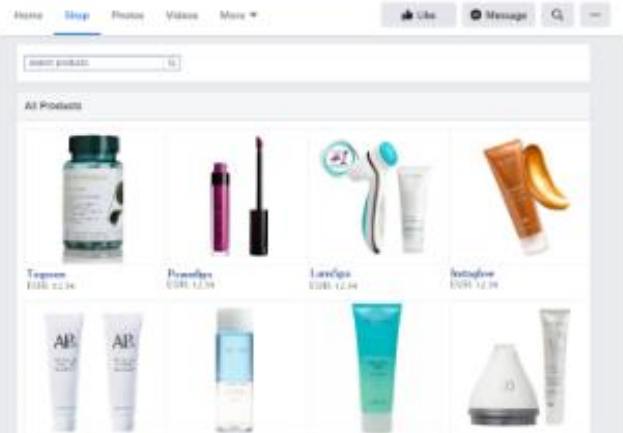
Facebook Twitter Pinterest Print



Beauty Store

Instagram Beauty/Makeup

Shop Now



sort by Alphabetically, A-Z

12 products



Pharmanex® Tegreen (30 capsules)
29 EUR



Sunright® Insta Glow
36 EUR



ageLOC® Edition Nu Skin® Galvanic Spa® System II
400 EUR



ageLOC® Tru Face® Essence Ultra
230 EUR

OPPORTUNITY/LIFESTYLE CLAIMS

APPROPRIATE

I've been able to earn up to HKD2,000 a month to help cover household expenses. Contact me about selling our amazing health and wellness products...and no start-up fees!
#nuskinbrandaffiliate #opportunity



I've been able to earn a little extra cash each month to help with my house payment! Want to learn more? Contact me about an amazing sales opportunity!
#nuskinbrandaffiliate #supplementalincome
#yourbusinessyourway #opportunity



INAPPROPRIATE

I never would have thought this crazy **toothpaste biz** would **buy me my dream car**...
 ASK ME about how I make **CRAZY money** on social media...**\$\$\$\$**. Seriously, you have SO MUCH to gain!
#toothpastemoney #nuover #nucar



[Note: The above post is misleading and inappropriate because it implies that substantial money (“buy me my dream car”; “CRAZY money”; “\$\$\$\$”) can be earned in an easy way (“toothpaste biz”; “#toothpastemoney”).]

This could be YOUR life! Are you looking to make **replacement and recurring income**? Do you want to **pay off debt**? Make **home and car payments**? You ready to live life on your terms? CALL ME!
#makemoney #financialfreedom #debtfree #residualincome
#timefreedom



[Note: The above post is inappropriate because: (i) it conveys a net impression that substantial money (“pay off debt”; “home and car payments”; “#debtfree”; diagram of holding a bunch of cash) can be earned easily by following what others do; and (ii) the terms “replacement and recurring income”, “#financialfreedom”, “#residualincome” and “#timefreedom” are misleading and not approved to be used – see Opportunity Testimonial Guidelines.]

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted words and terms** that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.

OPPORTUNITY/LIFESTYLE CLAIMS

APPROPRIATE

Earn some extra Christmas cash! Message me to learn how to make an extra HKD1,500.

#nuskinbrandaffiliate #opportunity #beautyandwellness
#empowerme #supplementalincome



INAPPROPRIATE

Hey—shout out to my girl Ashley! Just in time for the holiday season she started her own business selling beauty products to make an extra HKD10,000 and pay for her family's **WHOLE Christmas holiday trip!** See her promotion of Lash + Brow Serum — stuff WORKS!

#nuskinbrandaffiliate #opportunity #beautyandwellness



[Note: The above post is inappropriate because the “extra HKD10,000” mentioned in the post exceeds the approved supplemental income claim of HKD2,000. Also, an average person would reasonably expect that payment for a “family’s WHOLE Christmas holiday trip” would cost more than HKD2,000.]

In determining whether a post is appropriate, it’s important to consider the text, the picture, and the overall context. Avoid using the **highlighted words and terms** that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.

PRODUCT CLAIMS

APPROPRIATE

I just LOVE my Tegreen! Contact me for more info!
[#amazingproducts](#) [#advertisement](#)



Of all the AMAZing products, MY FAV is the toothpaste!
Look at MY results! This opportunity keeps me smiling every day!
[#whitening](#) [#brightsmile](#) [#amazingbiz](#) [#ad](#)



BEFORE



AFTER

INAPPROPRIATE



[Note: The above post is inappropriate because a number of unapproved and exaggerated claims are added in the description of the product, including medical/health claims (e.g. claims relating to high blood pressure, heart disease, cholesterol, diabetes, allergies, against illness, as well as weight loss claims), unapproved claims with no experimental proof on the product (e.g. “increases energy”, “lowers stress”, “aids proper digestion”, “helps clear up acne”), and misleading claims (e.g., “no caffeine”, as the product is 99.5% caffeine free, but not totally caffeine free).]

OMGGGG! You have to get your hands on this **MAGIC** toothpaste!

I've sold over 100 tubes this month **\$\$\$**. Get in on my next order! #whiteningtoothpaste #freebusiness

#immediateresults #ap24money



[Note: The above post is inappropriate because: (i) there is an exaggeration of the effect of the product, which is not a realistic portrayal of the benefits that *most consumers may experience* (“MAGIC”; “#immediateresults”; “After 1 USE”); (ii) the before and after photos were not taken under the same lighting and angle; and (iii) it implies substantial money can be earned easily (“\$\$\$”; “#freebusiness”).]

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted words and terms** that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.

SUCCESS TRIPS

APPROPRIATE

So excited for all the hard work me and my team have put into our businesses to earn success trips to beautiful locations! It's so much fun to celebrate with my team and make new friends! <3 #friends #funlife #cheers

#free-to-join-opportunity#NSbrandaffiliate
In Hong Kong & Macau, approximately 0.57% of average Active Brand Affiliates during 2023 qualified for an incentive trip.



Me and my team having a great time in the Southern Caribbean! I get to earn trips, help others, work hard and start qualifying for Sydney! Join our team!

#mybusiness #NSbrandaffiliate
In Hong Kong & Macau, approximately 0.57% of average Active Brand Affiliates during 2023 qualified for an incentive trip.



You must provide the company-approved disclaimer below.

In Hong Kong & Macau, approximately 0.57% of average Active Brand Affiliates during 2023 qualified for an incentive trip.

INAPPROPRIATE

COME TRAVEL WITH ME **FOR FREE!**
 ... I'm 3 months into this amazing biz --- I've hired a superstar team of bossbabes, **quit my job**, taken my daughter on a trip to ICELAND, and am going to BERMUDA soon, too! Curious about what I do?! #messageme #bossbabes **#freebiztravel** #nulife



[Note: The above post is inappropriate because: (i) it is misleading to say that the incentive trip is free ("FOR FREE"; "#freebiztravel") without mentioning that hard work has to be put in to earn it; and (ii) "quit my job" is misleading and not approved to be used – see Opportunity Testimonial Guidelines.]

I WON A **FREE CRUISE!**!! Me and my husband are going to these places **for FREE!** :-) I'm looking for 3 more people to come with me on 2 trips a year **#buildinganempire #freetrips #money #privilegedlife**



[Note: The above post is inappropriate because: (i) it is misleading to say that the incentive trip is free ("FREE CRUISE"; "for FREE"; "#freetrips") without mentioning that hard work has to be put in to earn it; and (ii) it conveys a net impression of being able to enjoy a luxurious lifestyle simply by building the business ("#buildinganempire"; "#money"; "#privilegedlife").

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted words and terms** that are particularly problematic. On the other hand, we encourage you to use words and concepts that are underlined.

SOCIAL SHARING Addendum



NU SKIN®
DISCOVER THE BEST YOU®

FAQ

Q: How do I promote the Nu Skin business opportunity?

A: Please refer to the [Opportunity Testimonial Guidelines](#) to understand how to appropriately promote the earnings opportunity.

Q: Why am I only allowed to share average results about the products and opportunity?

A: Because others may decide to purchase products or join the business based on the experiences you share with them, it's important to make sure prospects have accurate information and realistic expectations. Although many Brand Affiliates and customers have experienced extraordinary results, many have not. Because of this, all representations must be consistent with approved product benefits and average compensation figures. Just because something is true doesn't mean you can say it.

Q: Why do I need to use a disclaimer when talking about success trips?

A: Because incentives you receive from Nu Skin (including trips) are considered compensation, it's important to provide the right context to avoid confusion as to the number of Brand Affiliates who actually earned them. When talking about success trip qualification, this disclaimer must be used: *"In Hong Kong & Macau, approximately 0.57% of average Active Brand Affiliates during 2023 qualified for an incentive trip."*

Q: How does the return policy work with social selling?

A: All Brand Affiliates who choose to use social media platforms must disclose to customers and adhere to Nu Skin's product refund and exchange policy for retail customers. The Company reserves the right to refund retail customers, in its sole discretion, if it determines that its refund/exchange policies have not been followed, and bonus commission deductions will be withheld from the selling Brand Affiliate.

Q: Why can't I sell on online marketplaces (Carousell, Facebook Marketplace, HKTVmall, eBay, Amazon, Etsy, etc.)?

A: The Company believes the use of social media is simply an extension of the one-to-one direct selling relationship. Products promoted in brick and mortar stores and online marketplace sites are just the opposite and do not support interaction with the customer.

Q: Am I allowed to show product names on social media platforms and selling sites?

A: Company tradenames, product names, and Company pictures may be used in individual posts. Company tradenames, product names, or logos cannot be used when naming or branding a Brand Affiliate's social media platform or selling site.

Q: Can I publicly share product prices, discounts and promotions?

A: Although product prices can be included on your selling site, you may not promote or share specific pricing or discounts on social media. You may, however, highlight promotions on your social media pages (for example, "Great holiday promotion now - see my selling site for more details").

Q: I have achieved great financial success through my Nu Skin business. How can I share my life on social media?

A: We encourage Brand Affiliates to use social media to authentically post about all aspects of their lives. When sharing their life, Brand Affiliates cannot state or imply that Nu Skin has allowed them to achieve a certain level of wealth. As independent contractors, Brand Affiliates are generally free to post about important life events and experiences – as long as Brand Affiliates do not make or imply any connection to the Nu Skin business.

Q: I have friends all over the world, can I sell products to friends in other markets?

A: Brand Affiliates may only sell products purchased from the market where the Brand Affiliate resides. Online customers are only permitted to purchase and receive product(s) from the market in which the customer resides. Brand Affiliates may sell products to customers residing in another market only through Company-produced tools and platforms.

Q: Is paid advertising permitted?

A: You may use paid advertising to promote your personal image, provided that the advertisement (i) does not mention; (ii) does not link to a page that relates to; and (iii) has nothing to do with Nu Skin and/or a Nu Skin business or product. Any paid advertising that relates to Nu Skin must be directed only to people who like your page or engage with you, e.g. a Boosted Facebook post to followers.

Q: Is Search Engine Optimization (SEO) permitted?

A: SEO features in any form are prohibited and cannot be used, unless they are used for promotion of a page that does not mention or has nothing to do with Nu Skin and/or a Nu Skin business or product.

Q: Can I use automated messaging and chatbots?

A: Automated messaging and chatbots are permitted, but limited to targeting only people who follow/like your page or who actively engage with you on your page (e.g. likes a post or makes a comment).

Q: Can I promote my business on any social media platform?

A: In addition to complying with Nu Skin's policies and guidelines, you must follow any platform-specific policies, rules, and guidelines. Keep in mind that some platforms restrict the type of content that can be posted (for example, Pinterest doesn't allow advertisements related to multilevel marketing models or contents regarding weight loss products), whereas other platforms, such as TikTok and WhatsApp for Business, have prohibited all multilevel marketing related activities from their platforms. Please refer to the Social Media Platform Rules in page 13 below for more information.

Q: What if I have questions about what is or isn't allowed?

A: Please refer to additional documents in the Regulatory Corner of the Nu Skin website (https://www.nuskin.com/en_HK/corporate/REGULATORY_CORNER.html). If you have additional questions, please don't hesitate to contact the Hong Kong and Macau Compliance team at (https://www.nuskin.com/content/nuskin/en_HK/corporate/contact.html).

SOCIAL MEDIA PLATFORM RULES

Many social media platforms have established policies or community guidelines regarding prohibited content and other restrictions related to their platforms. Below are some relevant restrictions associated with several popular platforms based on their specific policies and guidelines. Please note that this list is not all-inclusive, and that Brand Affiliates are ultimately responsible for complying with any/all Nu Skin policies and platform-specific rules.

TikTok:

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 the content does not violate Nu Skin's Policies and Procedures. See TikTok's Community Guidelines for more details.

WhatsApp for Business:

The policies for 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 shall not promote Nu Skin products or Nu Skin business opportunities by using such business platform.

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 contents 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. See Pinterest's Paid Partnership Guidelines for more details.

Facebook/Instagram (Meta):

Meta's Advertising Standards (Unrealistic Outcomes) state that ads must not contain promises or suggestions of unrealistic outcomes for health, weight loss, or economic opportunity. "Misleading business models - Ads promoting income opportunities must fully describe the associated product or business model and must not promote business models offering quick compensation for little investment, including multi-level marketing opportunities."



NU SKIN[®]
DISCOVER THE BEST YOU[®]