

# ageLOC® WellSpa iO® Promotional Guidelines

Nu Skin is excited to include the ageLOC® WellSpa iO® in our line-up of beauty device systems! Because we know that many of our Brand Affiliates are also excited to begin promoting this revolutionary device, we have created these guidelines to ensure that all messaging is consistent with official content and company-approved claims.



# ageLOC® WellSpa iO® DOs AND DON'Ts

**DO:** share appropriate claims and personal testimonials that are consistent with the approved benefits found in the ageLOC® WellSpa iO® Product Information Page for your market

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

**DO:** promote products that are sold in your market only

**DO:** follow guidance found in your market's user manual

**DON'T:** claim that ageLOC® WellSpa iO® will treat, cure, or prevent any disease or health condition or that the product cured your own ailment—even if you've experienced it

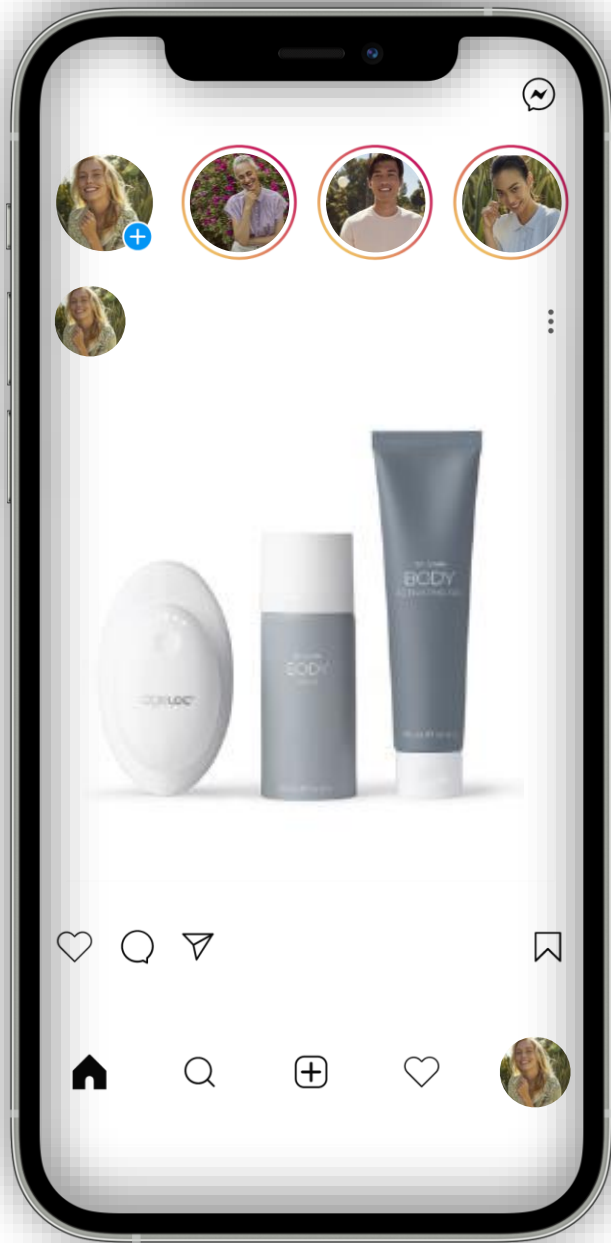
**DON'T:** make ANY claims that ageLOC® WellSpa iO® promotes weight loss, lymphatic detoxification, impacts immune health or provides additional health benefits

**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:** promote/demonstrate use of ageLOC® WellSpa iO® on the back (near spine), neck, or chest – follow the User Manual

**DON'T:** promote use on children

# INAPPROPRIATE PRODUCT CLAIMS



This is #AgeLoc #WellSpaIO registered as a Doctors tool that we can use ourselves at home.

WellSpa IO helps

- Improve circulation
- Support skin overall health
- Lymphatic drainage
- Postpartum body recovery

#Nuskin #WellSpaIO #Lymphatic

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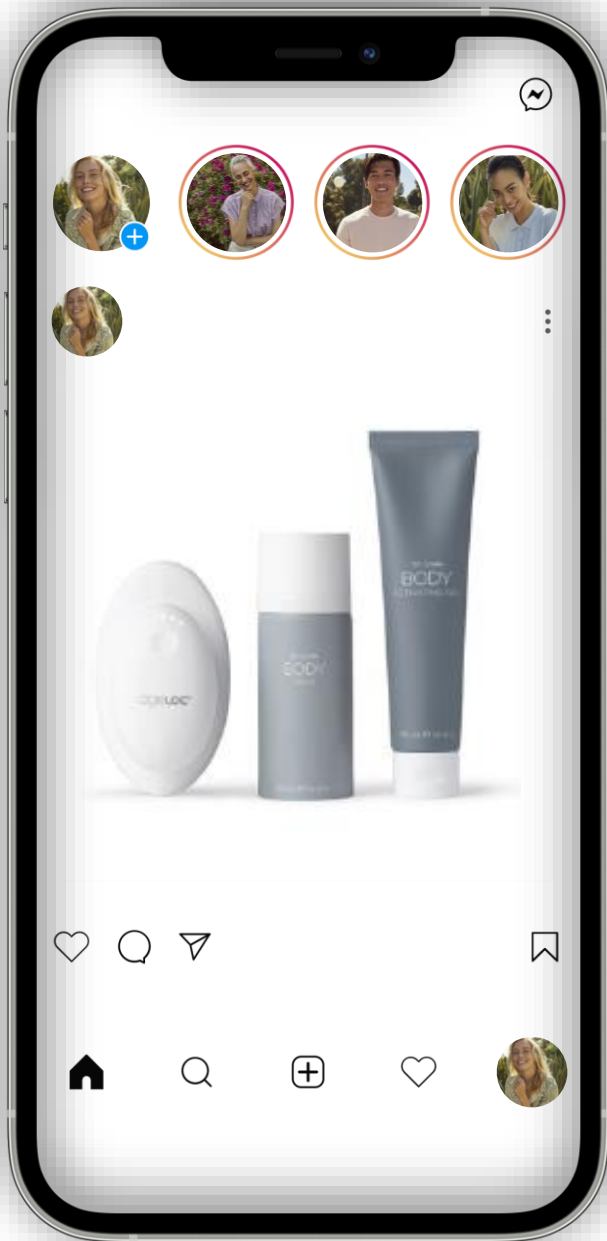
Nu Skin's new WellSpa IO is out of this world! After just 2 uses I lost 2.1cm around my arms and I just keep losing more.

The best part is it doesn't stop there. You can use the WellSpa IO on your entire body which means you aren't limited to losing weight just on your arms.

PM to see my before and after's!

[Note: The above post is inappropriate because (i) WellSpa iO is not a registered medical device; (ii) "helps lymphatic drainage", "helps postpartum body recovery" and "weight loss" are not approved product claims for WellSpa iO; and (iii) using the device for 2 times can help with weight loss it is not a typical consumer experience. ]

## APROPRIATE PRODUCT CLAIMS



I am so excited for Nu Skin's ageLOC® WellSpa iO® I can't even put it into words. I have had the opportunity to test it before it officially comes out and I am in love with this device!

I've been able to tell how much this device has helped support my skins health and helped improve my circulation, and I have loved it.

When this device officially launches I 100% recommend getting one!

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Guess what guys! Nu Skin is coming out with a new device called the ageLOC® WellSpa iO® and I got the opportunity to test it!!!

If you know me, you know that exercise is a huge part of my daily routine but like everyone else I hate being sore afterwards. So, to find out the ageLOC® WellSpa iO® helps you recover from soreness after a good workout I couldn't wait to try this out. Not to mention the ageLOC® WellSpa iO® also helps give you a great pre-workout massage, so your muscles are ready to go.

# BEFORE AND AFTER PICTURES

Before and after photographs must comply with Nu Skin's [Product Testimonial Guidelines](#) and must include how long and how often the product was used to achieve the results. Any social media posts featuring ageLOC® WellSpa iO® must comply with Nu Skin's [Social Sharing Guidelines](#).

Any marketing materials must be consistent with the approved claims for your market found in the Product Information Page for your market.

