

# Social Selling Guidelines

1. Distributors may sell Nu Skin and Pharmanex products through “Personal eCommerce Portals”—independently owned and operated eCommerce sites utilized for the sole purpose of selling Products to a Distributor’s personal customers via social media sites.

2. All Nu Skin and Pharmanex products may be sold via Personal eCommerce Portals, including social media platforms.

3. All Personal eCommerce Portals must remain generic. No Company tradenames, product names, or logos can be used in such manner as to advertise or attract customers directly to a Personal eCommerce Portal. Notwithstanding the above, company and product names may be used in individual posts.

4. There will be no tolerance for improper before and after photos, product testimonial, income, compensation, or lifestyle claims, and any such activity will be grounds for immediate compliance action. You must know and comply with the Product and Opportunity Testimonial Guidelines found on your market’s website.

5. Distributors are prohibited from selling any Products consumer-to-consumer (C2C) or via Online Marketplaces, including, but not limited to, Amazon, eBay, Facebook Buy and Sell pages, Yahoo bid, TaoBao, Carousell, T-Mall, etc.



Take care of your face better with Nu Skin!



Good morning! Woke up today to wash up and listen to lectures  
#tr90 #nuskin



Try this extra gentle exfoliant scrub! It isn't rough on your skin and will help remove make up and everything else clogging your pores to help your creams work better!

6. Distributors selling products online via Personal eCommerce Portals may only sell Products purchased from the country where the Distributor resides. Online customers are only permitted to purchase and receive product(s) from the country in which the customer resides.

7. Personal eCommerce Portals, including Business Entities, Electronic Storefronts, “boutiques,” and any other similar entity, is limited in size to less than 10 employees and total revenue of less than USD \$50,000 monthly from sources **other than Nu Skin Products.**

8. All distributors who choose to use a Personal eCommerce Portal 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 Distributor.

9. Distributors can use Payment Gateways to accept credit cards and authorize/process payments at their discretion, subject to assumption of any risk or liability arising from compliance with Payment Card Industry (“PCI”) standards including all applicable data, privacy, and security laws.

10. Search Engine Optimization (“SEO”) features in any form for Personal eCommerce Portals are prohibited and cannot be used. Keywords used in the page title, meta description, ALT tags, and/or the page’s body content, that would otherwise be used to directly attract customers are prohibited.



With a busy lifestyle, it can be hard to fit pampering into your week, so I always make a little ME time while giving my skin some much needed TLC!  
#healthyskin #metime #spaday  
#nuskin #galvanicspa



Every day is a new day to change your life! Consistency and hard work = flexibility to sit at home on the patio and build my business with Nu Skin



Our 180 Face Wash contains concentrated vitamin C and Ginseng extract - making it one of the most powerful anti-aging cleansers around!  
#nuskin  
#antiaging #facewash

11. Online Advertising of Products and Personal eCommerce Portals, subject to #12, is prohibited (e.g. banner ads, pay-per-click ads, AdWords ads, pop-up ads, and Cost per Mile).

12. Social Media Advertising is permitted but limited to those advertisements targeting only people who follow/like a Distributor's page or actively engage with them on their page (e.g. like a post or comment).

13. Any and all contests, sweepstakes, raffles, or games of chance are strictly prohibited.

14. The company, in its sole discretion, can prohibit the use of any ecommerce portal that does not meet the parameters of social selling.

15. In the event that any discrepancies exist between the English version of this Social Selling Guidelines and the Chinese translation thereof, the English version will be controlling.



The best spa is in your house! Apply the Glacial Epoch Marine Mud on your body or face (avoiding the eyes and around the mouth) Let the mud dry for 15-20min, then remove, rinsing with warm water! Simple as that!... And so gentle, it can be used up to 3 times a week.



Most toothpastes include peroxides and other harmful ingredients! AP24 tastes great, leaves your teeth slick and mouth fresh WITHOUT peroxides and much cheaper than whitening!



It's not just about the great products, it's a unique opportunity of a lifetime! I just saw my kids get on the bus, now it's time to get work!  
#bossbabe #nuskin  
#coffee #ap24



Nu Skin scientists work hard to use the best ingredients for clean, fresh products! The results speak for themselves!

# Defined Terms

**Business Entity** – Any business entity such as a corporation, partnership, limited liability Company, trust, or other form of business organization legally formed under the laws of the jurisdiction in which it was organized.

**Company** – Nu Skin International, Inc and any of its affiliated entities.

**Contract** – The agreement between a Distributor and the Company composed of the following: these Policies and Procedures, the Sales Compensation Plan, Distributor Agreement, Business Entity Forms, supplemental services, International Sponsor Agreement, Product Purchase Agreement, Arbitration Agreement, and other international agreements (collectively, the “Contract”). The Contract is the complete and only agreement between the Company and a Distributor.

**Distributor** – An independent contractor authorized by the Company under the Contract to purchase and retail Products, recruit other Distributors, and receive bonuses in accordance with the requirements of the Sales Compensation Plan. A Distributor’s relationship to the Company is governed by the Contract.

**Electronic Storefront** – An electronic storefront is an e-commerce solution for merchants who want to host a website that advertises their products or services and for which consumer transactions are generated online.

**Online Advertising** – Also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers (e.g. banner ads, pay-per-click ads, AdWords ads, pop-up ads, and Cost per Mile).

**Online Marketplace** – An online marketplace (or online e-commerce marketplace) is a type of ecommerce site where product or service information is sold by multiple third parties and transactions are processed by the marketplace operator.

**Payment Gateway** – A payment gateway is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for ebusinesses, online retailers, bricks and clicks, or traditional brick and mortar.

**Personal eCommerce Portal** – A Company approved site that is utilized for the sole purpose of selling Company products to a Distributor’s personal customers. It enables a distributor to market, sell, and accept payments for online orders that are generated via one’s social selling site. It cannot be used as an Online Marketplace.

**Products** – The products and services of the Company that are sold through local affiliates in the individual Authorized Countries.

**Sales Compensation Plan** – The specific plan utilized by the Company that outlines the details and requirements of the compensation structure for Distributors.

**Social Media Advertising** – The offer or sale of Products, recruitment of prospective Distributors, or training of Distributors, which refers to the Company, the Products, the Sales Compensation Plan, or the trade names or logos that is targeted only to those that engage with a Distributor on a given platform, including, but not limited to following a page, liking a post, or commenting on a photo.

**Social Selling** – The ability to sell Products online through Company approved sites, including blogs, websites, social platforms, and Personal eCommerce Portals. Sites cannot be used as online marketplaces.

# Frequently Asked Questions

Q: What is a Personal eCommerce Portal? And how can it be used?

A: By definition, a Personal eCommerce Portal is a Company approved site that is utilized for the sole purpose of selling Company Products to a Distributor 's personal customers. It enables a Distributor to market, sell, and accept payments for online orders that are generated via one's social selling site. It cannot be used as an Online Marketplace. In short, social media platforms, websites, blogs, etc can be used for Social Selling.

Q: Is Online Advertising permitted?

A: Online Advertising must only be directed to people who like your page or engage with you, e.g. a Boosted Facebook post to followers. Distributors may not use any other form of paid advertising, clicks, referrals, or other advertising to target specific demographics or aggregate/drive traffic to the Personal eCommerce Portal.

Q: Why can't I sell on online marketplaces (e.g. Facebook Buy and Sell Pages, eBay, Amazon, Etsy, etc.)?

A: Direct selling is best known for marketing and selling Products to consumers through one-on-one personal contact. The Company believes the use of social media is simply an extension of that 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: I experienced extraordinary results with Nu Skin Products and the business opportunity (income), why can't I post a real testimonial or picture?

A: Although your experience may be true, if it does not depict those of the average consumer and/or does not comply with Company policy, including local market regulations, it cannot be used. Visit "My Office" or "Regulatory Corner" of NU SKIN Hong Kong and Macau official website to find the latest Distributor Compensation Summary and to familiarize yourself with the Product Testimonial Guidelines and Opportunity Testimonial Guidelines.

Q: Why can't I do raffles or contests to engage my followers?

A: Games of chance are highly regulated by government authorities and many socialmedia platforms have very detailed policies, as well. As a result, contests, sweepstakes, etc. are strictly prohibited. The Company will only permit referral posts (e.g., someone gives you a referral, you give them a tube of toothpaste).

Q: What photos can/can't I post?

A: Share YOUR personal experiences. Your photos must demonstrate results that are consistent with the Nu Skin marketing materials and not be retouched or modified. If you want to share other 's photos, go to your regional Facebook account for Corporate approved imagery: <https://www.facebook.com/NUSKINHKMCBusinessPage/>

Q: Can I continue to use services like PayPal?

A: Yes, Payment Gateways are permitted to authorize payments.

Q: Why are Personal eCommerce Portals subject to employee and revenue restrictions?

A: Direct selling is driven by relationships that are built through person-to-person interactions. In order to ensure that all customers receive personalised care and meaningful communication, Nu Skin has limited the use of Personal eCommerce Portals to individuals and smaller entities who are more suited to fulfill the needs of Nu Skin's growing customer base. Please note that the revenue restriction is only applicable to sources other than Nu Skin Products.

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).

Please contact your Compliance team for more information: [antipd@nuskin.com](mailto:antipd@nuskin.com)