

Social Media Guidelines Appendix



The following guidelines are provided for examples only, and are not intended as an exhaustive list of all permitted or non-permitted uses of a social media.

WHAT WE CAN DO WITH SOCIAL MEDIA

So in L♥ve with essential oils right now! #oils #nuskin #home #love

Instagram
elaine

2016-01-21, 11:01
Normal
NU SKIN

12月7日 12:44 · 赞

2015
NU SKIN
創新趨勢論壇

Nu Skin Malaysia
9 October · 赞

It is all about a good balance. What's your TR90 meal today? Share and inspire! #NuSkinMY

Joy
2 hrs · YouTube · 赞

Coming to America in April. Totally customized personal skin care.

Nu Skin: ageLOC Me™
Brilliant yet simple to use, ageLOC Me delivers five effective anti-aging products—custom selected from hundreds of possible combinations. All in one stream...

YOUTUBE.COM

Like Share

Remember that you can share content from **official** Nu Skin sources!

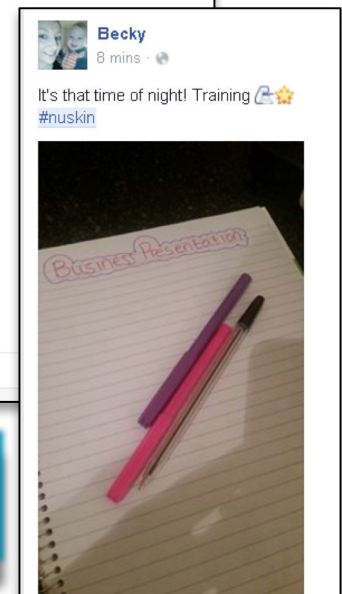
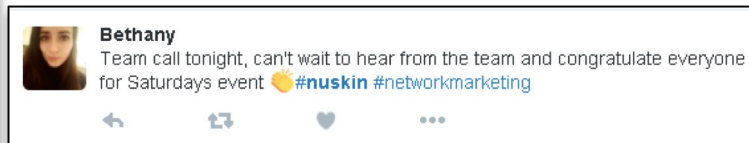
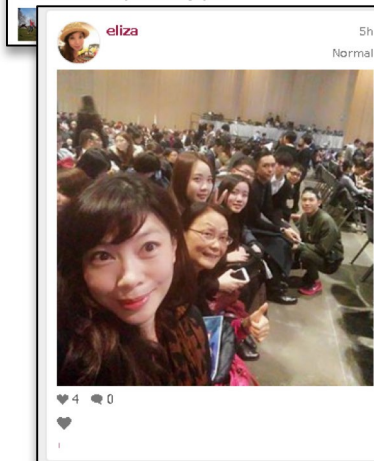
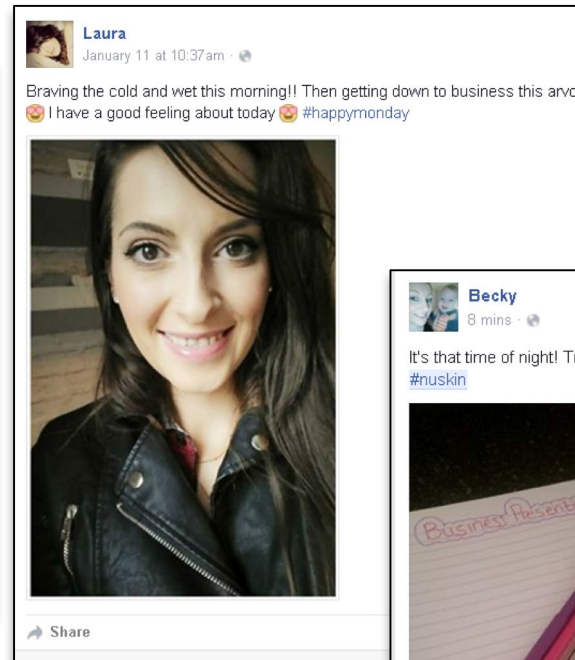
12月7日 12:04 · 赞

2015年的11月，NU SKIN創新趨勢論壇在兩岸三地將蕙顧創新的精神推向最高峰。

港台邀請到藍色經濟概念創始人剛特·鮑利及各種域菁英匯聚，為大家帶來一場玩轉創新的演講。

上海場則以探尋商業文明為原動力，邀請三位互聯網明星創業者親臨現場，激發創業創新精神。

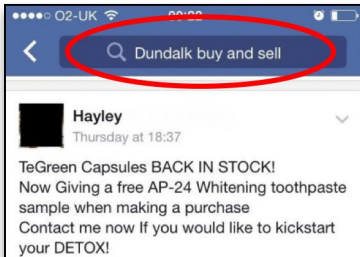
WHAT WE CAN DO WITH SOCIAL MEDIA



When building relationships and communicating with friends, it doesn't *always* have to be about Nu Skin

SOCIAL MEDIA DON'TS

Whether or not Brad actually uses our products, you may not use his **image or likeness** to promote the products (*applies for all celebrities*)



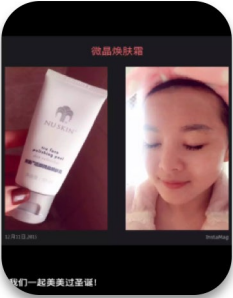
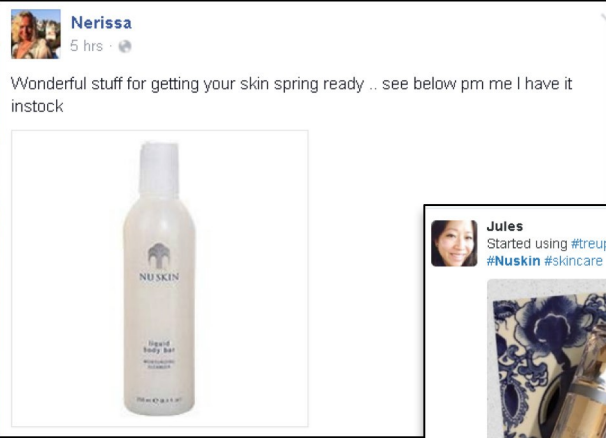
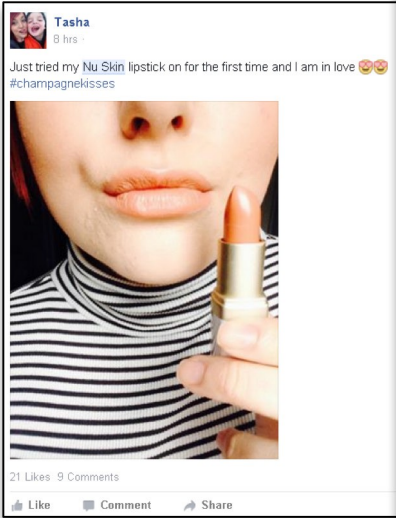
Be sure to use **your own name** when creating accounts and pages – not the company's registered tradenames



As a distributor for a **direct selling company**, you are expected to sell "directly" to consumers via private messaging functions, your own private groups, or company approved sites– not via e-commerce/retail

PRODUCT CLAIM DO'S

Remember to only make claims that are **consistent** with company materials!



“After pictures” can be an effective alternative to before & after pictures



PRODUCT CLAIM DON'TS

Even though you may have personally experienced extraordinary results by using the products, ALL product claims must describe results that a **typical consumer** can expect

Take it from these celebrities who are using ageLOC Y-Span regularly

左圖是八月份的面，但大家一定好難想像我!!! 唔講唔知如此恐怖!!! 八月份之前半年盡四處尋醫，多餘和壓抑的心情一直纏繞我!!! 最終還是沒有好結果!!! 直到八月遇上nuskin，專人套裝加spa機，水腫，連喉嚨，堅持了兩個月!!! 唔別個面，一身輕松!!! 唔管你信不信，反正我就是用好了!!! 這雀斑的朋友有救啦!!!

2012-11-14 20 來自三星 Galaxy Note II

화상입은 환자가 6개월동안 누스킨 셀트렉스 울트라 리커버리 플루이드를 사용해 놀라운 개선효과를 보셨어요

뽀루지가 올라왔을때에도 재생에센스를 바르고 다음날이 되면 확실히 가라 앉더라고요~

Leukemia condition improved

About 1.5 years ago, Joana was diagnosed with Leukemia and has to undergo treatment. At that time, her kidney and liver was also failing and she was very weak and dying. After she started to take Pharmanex products (Lifepak, g3, R2, CordyMax, Tegreen ReshiMax, Marine Omega, Probio), her kidney and liver is now back to normal & her leukemia is also now well under control.

Joana 一年半前患上白血病必須接受治療，她的腎臟和肝臟也嚴重衰退中，身體非常虛弱。她開始大量服用華茂保健品（如沛，g3, R2, 虫草，綠茶，靈芝，深海魚油，益生菌）輔助治療一段時間後，現在腎臟和肝臟已經恢復正常。她的白血病也已經受到控制了。

Feng – Sleep Apnea (睡眠呼吸暫停綜合症)

Need to depend on machine to sleep safely every night. After taking g3 for 3 weeks, no need to use the machine anymore. 服用g3 三个礼拜后不再需要使用以上呼吸補助儀器

Ageloc R2 Before & After Testimonial

Remember that inappropriate product claims pose **serious regulatory issues** for Nu Skin and your distributorship

Tuang

37 years old Tuang is troubled from his leg skin allergy since 3 months ago. His leg became very itchy and discomfort. Besides that, it also caused an unpleasant look. The allergy doesn't go off even with doctor prescription. After taking Y-Span, his skin is no longer itchy. Besides that, the inflammation subsided and become more smooth. His friend around him also amazed as his skin is as smooth as silk. Y-Span speed up the recovery, solve inflammation and turn his skin into a healthy skin.

EARNINGS CLAIMS DO'S

“With continuous hard work I have managed to create a leveraged income and spend more time with my family”



Olivia
October 10, 2015

Nu Skin The Company for LEADERS

Leaders aren't born, they are made - and they are made just like anything else, through HARD WORK. And that's the PRICE we'll have to pay to ACHIEVE that GOAL, or any GOAL

Terri

"IF YOU'RE TRULY PASSIONATE AND PUT THE HARD WORK IN - SUCCESS IS INEVITABLE."

Kim
4 hrs

3rd UK destination of the week! Back down the M6 to Warrington for a product showcase in the morning. No rest for the wicked! Fueled by Pharamanex!

Always be willing to share the values and culture of Nu Skin



“Looking forward to having the family over this weekend”

NU SKIN EXPO TW Q3

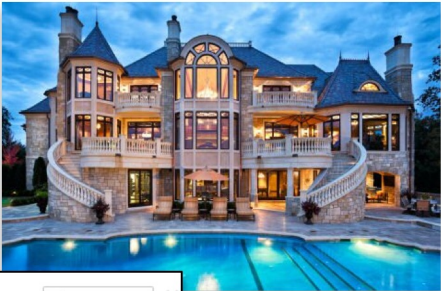
Share your WHY!

Pin it Like

EARNINGS CLAIMS DON'TS

Looking for 4 Business Partners Full-Time/Part-Time in Indonesia. **Income 3.12 million Rp within 5 months.**

Thank you Nu Skin...we could not have purchased this house without you!



April 9, 2015 ·

How To Earn Extra Income.....
 Earn Monthly Rm 4000 TO Rm 10000++ In 3 to 6 months.....
 Anti Aging Product
 Proven System
 World Wide Company

Ruby Plan

NU SKIN DISTRIBUTOR EXECUTIVE RUBY PLAN - How to make money with Nu Skin

NU SKIN DISTRIBUTOR EXECUTIVE RUBY PLAN - How to make money with Nu Skin CHANGE YOUR...

YOUTUBE.COM

August 8, 2012 · Like Page

What if you could start building something now that would pay you generously every month for the rest of your life - a willable asset for your heirs. Take a look at the Nu Skin opportunity. 95% of Executive distributors make \$500K/yr in passive income after 10 years.

Business Opportunity Highlights
 GETTINGYOUNGEREVERYDAY.NSPRODUCTS.COM

I found the most powerful secret to generating income know to modern man and my income shot to over \$1 million a year.....

KEY BANK OF UTAH
 FEDERAL OFFICE
 80 NORTH UNIVERSITY
 PROVO, UTAH 84601

Check No. 5339818USA

SIX HUNDRED EIGHTY NINE DOLLARS

DATE 20 MAY 91 AMOUNT \$**\$30,809.72
 USA Funds

Signature: Robert W. Powers

SI3 TITLE: BLUE DIAMOND EXECUTIVE

Month	Commissions
APR 91	130,708.02
MAR 91	128,595.86
FEB 91	107,298.52
JAN 91	76,367.41
Total	460,969.81

Although you may have experienced **remarkable success** through the Nu Skin Sales Compensation Plan, all earnings related claims must be consistent with what an **average distributor** can expect to achieve

권리수입을 이해하십시오

누스킨: 진정한 자산, 뛰어난 소용돌이 플랫폼
 다른사람: 단순한 거래로 채워진 수익적인 소용돌이 플랫폼

95%의 사람들이 움직이는 5%소속
 5%의 사람들이 움직이는 95%소속

권리소득(100만원) 만들기

2억 5천 오피스텔 구입 vs 회원 15명

어느쪽이 빠를까요?

Success in the business requires **hard work** – never make it seem otherwise

Only 1 year with Nu Skin and see what I have!!!

