

Nu Colour Lash + Brow Serum Guidelines

Nu Colour Lash + Brow Serum is NOW AVAILABLE! As you share your excitement via social media or otherwise, please ensure that all content is consistent with company-approved claims and follow the principles outlined in these guidelines.



Please refer to the trademarks' glossary on www.nuskin.com for a list of all registered trademarks in the Nu Skin European markets and South Africa.



LASH + BROW DOs and DON'Ts

DO: share appropriate claims and personal testimonials that are consistent with the approved benefits found in the [Lash + Brow Serum Product Information Page](#) for your market

DO: focus on promoting the visible benefits (e.g., “visibly longer”,) consistent with approved claims

DO: use only company-approved before and after pictures found [here](#) or your own before and after pictures that have been approved by Nu Skin

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

DON'T: claim that the Lash + Brow Serum prevents hair loss or can result in hair growth—even if the claim is based on your own personal experience

DON'T: promote any Lash + Brow Serum results using before and after pictures that have not been approved by Nu Skin

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: compare the Lash + Brow Serum to lash extensions, imply that the product can be used as an alternative to extensions, or that it can lead to similar results

INAPPROPRIATE PRODUCT CLAIMS

Clint Shepherd
18m · 🔒



Guess what guys!!! Nu Skin recently came out with a new product that is totally changing the eyelash world. You can now have amazing thick eyelashes that grow naturally and make your eyelashes darker. And as an added bonus it will even help your eyebrows grow to be thicker and more beautiful.

If you are interested in Nu Skin's new Lash+Brow Serum PM me.



Like

Comment



Write a comment...



Clint Shepherd
Just now · 🔒



Anyone else sick of paying \$100+ monthly to get your eyelashes done? I found this amazing new product Nu Skin has that has helped my eyelashes grow fuller and longer naturally to where I no longer need extensions anymore!

If you want to ditch your eyelash extensions PM me



Like

Comment



Write a comment...



APPROPRIATE PRODUCT CLAIMS



Clint Shepherd

17m · 🔒



Nu Skin has done an amazing job with their new Lash+Brow Serum!!! I love how much this serum has helped strengthen and condition my wife's lashes and brows.

Check out her before and after photos below to see how much this serum has helped her lashes and brows look visibly fuller and longer!!! I'm excited to see how the Lash+Brow Serum will continue to help her in the future.



Like

Comment



Write a comment...



Clint Shepherd

58m · 🔒



You know what I love? A product that not only works but is also easy for me to use.

I was thrilled when I found out that Nu Skin's Lash+Brow serum contains a non-irritating formula that is Ophthalmologist-tested.

If you want to try this amazing new serum let me know and I'll send you a PM



Like

Comment



Write a comment...



BEFORE AND AFTER PICTURES

All before and after pictures featuring Lash + Brow Serum must be submitted to Nu Skin for approval prior to use. Please submit your photos, together with the signed [consent form](#), via email at before-after@nuskin.com. If approved, your pictures will be posted on Nu Skin's market-specific platforms for worldwide use by Nu Skin Brand Affiliates.

Before and after pictures 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. Pictures must only depict results that are based on 4 weeks of use or longer. Any social media posts featuring Lash + Brow Serum must comply with Nu Skin's [Social Sharing Guidelines](#) and must be consistent with the approved claims for your market found in the [Product Information Page](#) for your market.

