

# BEFORE AND AFTER PHOTOS

For Nu Skin Brand Affiliates (EMEA)

*High-quality testimonials can have a positive impact on potential customers or sales leaders. As a Brand Affiliate, you represent Nu Skin. It is imperative for testimonials to be representative and consistent with Nu Skin's image and brand standards, and to be compliant, truthful and not misleading. Testimonials disclose important facts that will allow consumers to make informed choices and buy those products that best suit their need and expectations.*



To make sure your testimonials meet our global standards, please follow the basic guidelines outlined here as well as our detailed Policies and Procedures. Please be committed to only use testimonials that meet these standards.

# KEY PRINCIPLES

Today's audiences can be skeptical about product claims, opportunity claims, the direct selling industry as a whole, and their ability to thrive in this business model.

Keep their perspective in mind when communicating with them.

BECAUSE THEY OFTEN THINK MESSAGES ARE...	ALWAYS TAKE CARE TO...
<p>“Too good to be true”</p>	<p><b>KEEP IT REAL</b> Be straightforward and don't overstate</p> 
<p>“Too little information”</p>	<p><b>BACK IT UP</b> Provide specifics that alleviate concerns</p> 
<p>“Too much too soon”</p>	<p><b>EASE THEM IN</b> Meet your audience where they are today</p> 

# BEFORE AND AFTER PHOTOS

Before and After photos are powerful tools that show a visual representation of the positive impact and effectiveness Nu Skin products can have for the average consumer. However, they are considered “Product Performance Claims” and, therefore, need to follow our global advertising and marketing guidelines to ensure the photos are genuine, not manipulated nor misleading.

**1** In taking before and after photos, a consistent methodology is essential. The list of parameters is not exhaustive but will help to ensure consistency:

- a) Lighting
- b) Clothing
- c) Background
- d) Makeup (should be minimal, if any)
- e) Clarity and resolution
- f) Body position
- g) Pose
- h) Angle of face
- i) Facial expression

**2** Photos must accurately depict benefits that may be achieved by an average consumer using the product.

**3** Photos must only support legally approved product claims applicable to your region or market. (These claims can be found in the Product Information Pages on [www.nuskin.com](http://www.nuskin.com))

4 You must be dressed modestly and appropriately for the type of product you are highlighting. Excessively suggestive photos or those revealing too much skin do not meet Global Marketing standards.

5 Your photos must be original and not retouched or modified. Please make sure that you hold dated proof that the photos are genuine and have not been manipulated.

6 Obtain copyright permission before using any photos that are not your own and do not use celebrity or other company trademarks without permission.

7 Small prints and qualifications. Disclaimers should not be used as a “carte blanche” to excuse otherwise disallowed activities or impressions. If the advertisement is inherently misleading, it remains so regardless of any superimposed disclaimer or qualifier.

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## Appendix



NU SKIN®  
DISCOVER THE BEST YOU®

The following guidelines are provided for examples only and are not intended as an exhaustive list of all permitted or non-permitted uses of before and after pictures.

# GREAT EXAMPLES

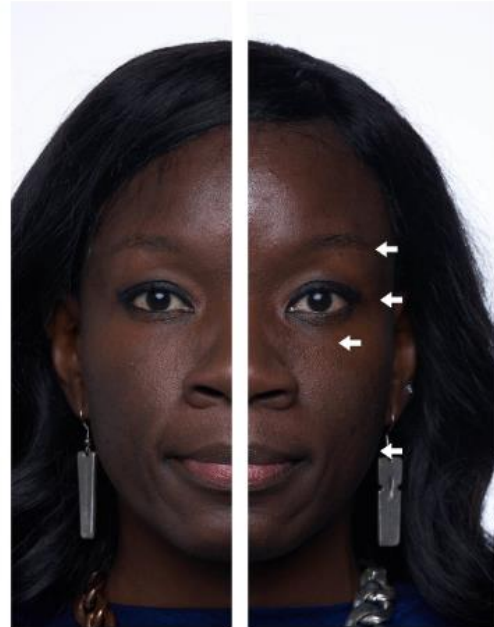


BEFORE



AFTER

AP-24® Whitening Fluoride Toothpaste



BEFORE

AFTER

ageLOC® LumiSpa™ Accent & IdealEyes

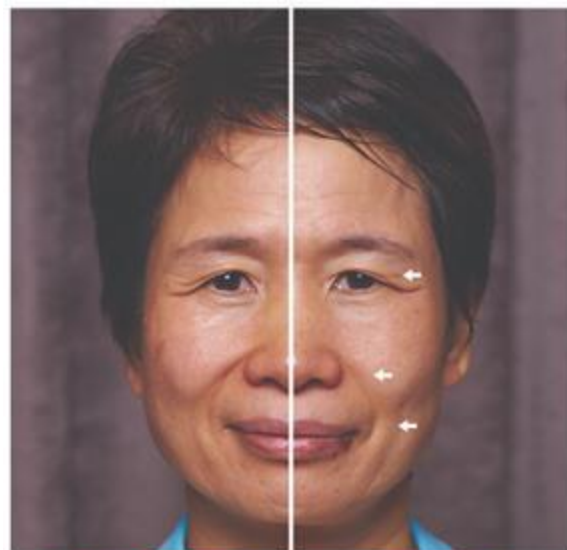


BEFORE



AFTER

ageLOC® Galvanic Body Trio



BEFORE

AFTER

ageLOC® LumiSpa™



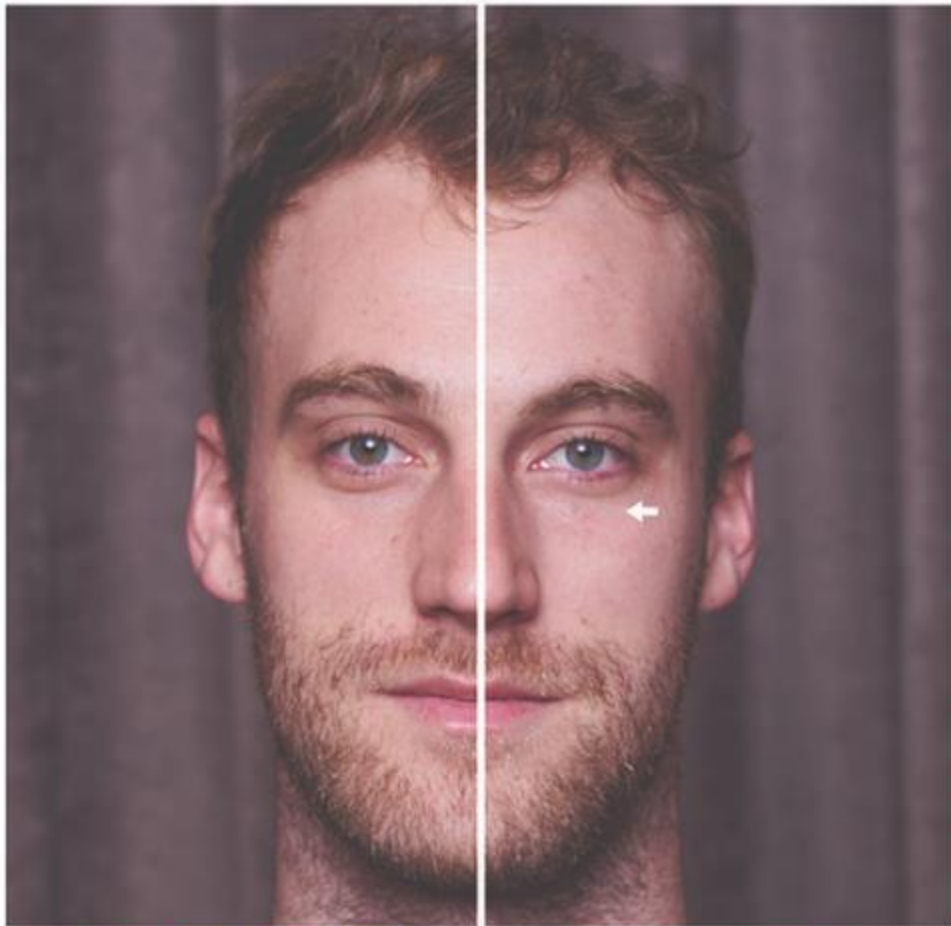
BEFORE AFTER

ageLOC® LumiSpa™



BEFORE AFTER

ageLOC® LumiSpa™



BEFORE

AFTER

ageLOC® LumiSpa™





BEFORE

ageLOC® Galvanic Body Trio

AFTER



BEFORE



AFTER

Nu Colour® Lip Plumping Balm



BEFORE



AFTER

Nu Colour® Curling Mascara Black

BEFORE



AFTER

ageLOC® Galvanic Body Trio





**BEFORE**      **AFTER**

Dr. Dana Nail Renewal System



**BEFORE**      **AFTER**

ageLOC® LumiSpa™ Accent & IdealEyes



**BEFORE**      **AFTER**

ageLOC® LumiSpa™ Accent & IdealEyes



**BEFORE**      **AFTER**

Dr. Dana Nail Renewal System

# INAPPROPRIATE EXAMPLES



Unauthorized medical claims and conditions are shown.



The consistency is not relevant. The lighting, makeup and angle is different.



Unauthorized product claims are shown.



Unauthorized product claims are shown.



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DISCOVER THE BEST YOU®