



COMPLIANCE MADE SIMPLE:
YOUR GUIDE TO BUILDING A
HEALTHY AND SUSTAINABLE
NU SKIN BUSINESS (EMEA)

The Nu Skin Policies and Procedures (EMEA) (P&P) are the cornerstones of your Nu Skin business. They describe your rights and obligations as an independent Nu Skin Brand Affiliate.

As a Nu Skin Leader, you set an example for your downlines. Therefore, it is important to duplicate your business in alignment with the Nu Skin P&P.

*This flyer contains **10 key messages** that will help you develop your Nu Skin business in a healthy and sustainable way. We encourage you to use this indispensable tool when training new Brand Affiliates. We also urge you to read the complete Nu Skin P&P, which can be found on*

www.nuskin.com

Sale of products *

Direct Selling is a people business. **Your main objective is to sell high-quality products to customers.** As part of your Nu Skin business, you may sponsor other Brand Affiliates to build your sales organisation. However, this should not be your primary focus, but instead part of your fundamental obligation to sell products and increase the sale of products to customers through those in your downline organisation.

You will not be paid any compensation or bonus for sponsoring new Brand Affiliates. Your level of compensation will be based on your hard work, the sales of products you make, and the sales of your downline organisation.

[- P&P Chapter 2, 1.2-6.3-6.7](#)

**If you operating your business in France under the status "VDI mandataire", you may not resell products. You may only collect orders and transmit them to Nu Skin through Nu Skin's website or Nu Skin produced Brand Affiliate web pages. Please consult your local Sales Manager for more information.*





No requirement to purchase or to hold minimum stock

You must clearly explain to any prospect or Brand Affiliate that **there is no requirement to purchase any product or service in order to become a Brand Affiliate**. The only requirement to become a Brand Affiliate is to complete and sign the online Brand Affiliate Agreement. **You are not required to have a minimum inventory.**

Additionally, you are prohibited from ordering more than a reasonable amount of inventory needed for personal use, demonstrations and retail sales. When placing an order, at least 80% of your inventory from previous orders should have been sold or consumed.

- P&P Chapter 1, 1.1; Chapter 2, 3.3



Return and refund policy

Nu Skin offers an extensive return policy for any commercially resalable Product(s) or Business Support Material(s) purchased directly from the Company, including a 100% refund if you cancel your order within 1 month after the date of delivery, and a 90% refund for orders cancelled within 1 year of the purchase date. The refund will also include the regular shipping fee if you cancel your order within 14 days after the date of delivery.

You must give a full refund of the purchase price to your retail customer upon request within the cancellation period stated on the retail receipt if he/she returns the product.

- P&P Chapter 2, 4-5



Advertising, the use of social media, and social selling *

You may only use the marketing materials produced and distributed by Nu Skin or registered with Nu Skin by Blue Diamond Directors, for the given country, to promote our products and the opportunity.

You may use social media to share your Nu Skin experiences with friends and contacts: you may disclose that you are an independent Nu Skin Brand Affiliate, offer support and share your personal experience, individual photos and videos of our products and the business. However, you may not use company trade names or trademarks when naming your pages or group, and you may not use company trademarked logos for profile pictures or unapproved third party pictures, celebrity endorsements, or literature to promote the products or business.

Our products may only be sold through the Nu Skin website, through Nu Skin produced Brand Affiliate web pages, or through your personal e-commerce platform.

[– P&P Chapter 3, 1-7; Social Sharing Guidelines](#)

* If you are operating your business in France, some restrictions may apply to selling products through e-commerce or social media platforms. Please consult your local Sales Manager for more information.

Product claims

When promoting the products, **you may only make the specific product-related claims and representations published in Nu Skin's Business Support Materials and Literature, and that have been approved for use in the Authorised Country where you are making the claims.**

Generally, all product claims should be correct and not misleading, and you should stick to the published instructions of use for any product. You may share your positive personal testimonials, as long as they are consistent with the approved claims.

You may not make any medical claims, or claim that our products treat, cure, or prevent any disease or medical condition. In case your customer has a healthcare concern or question, you should recommend him/her to consult his/her healthcare provider.

[– P&P Chapter 3, 2: Social Sharing Guidelines](#)

Income and opportunity claims

You may share your “Why” and explain clearly that in order to reach your goals, you will need hard work, dedication, and patience. When promoting the Nu Skin opportunity, **your income and lifestyle claims must be correct, realistic, and contain achievable goals for an average person.** It is important that all Brand Affiliates and prospective Brand Affiliates are fully informed and have realistic expectations. **You may not make any income guarantees.**

Always **remember to emphasise the importance of reselling the products** when promoting the Nu Skin income opportunity.

[– P&P Chapter 3, 3: Social Sharing Guidelines](#)



Independent contractor

You are an **independent contractor** and not employed by Nu Skin. As you are self-employed, you may not act on behalf of the Company. In addition, **you are responsible for registration and payment of any taxes** related to your business as required by law.

[- P&P Chapter 2.3](#)

Residency

As an individual, you should sign-up, maintain your Brand Affiliate Account, and manage your Business Activities in the country **where you have your main residence and where you are legally authorised to work.**

As a Business Entity, you should sign-up and maintain your Brand Affiliate Account in the country **where the Business Entity manages its Business Activities.** In addition, your Business Entity must have the necessary business infrastructure to develop its Business Activities in that same country, and **the Primary Participant of the Business Entity must be legally authorised to work** in the country where the Brand Affiliate Agreement is filed.

[– P&P Chapter 1, 1.5-1.10](#)





International Business

Nu Skin allows you to build an international business. **You may conduct business activity as a Brand Affiliate in any Authorised Country.** This means that you cannot sponsor any new Brand Affiliate nor sell products in an unopened country. Aside from a few exceptions listed in the Nu Skin Policies and Procedures, **you may not conduct business activity in unopened countries.**

[- P&P Chapter 4.3](#)

Sponsor change

If you have been a Brand Representative or higher within 24 months prior to your last date of business activity, **you are only allowed to request a sponsor change after remaining inactive for 12 months**. In case you have not reached a pin level of Brand Representative or higher within 24 months prior to your last date of business activity, the required period of inactivity is **6 months**.

You may not encourage or assist another Brand Affiliate in changing to a different sponsor.

[- P&P Chapter 1, 3.3; Chapter 4, 2.2](#)





Read the full Nu Skin Policies and Procedures (EMEA) at

www.nuskin.com

In case of discrepancy between these key messages and the Nu Skin Policies and Procedures (EMEA), the latter shall prevail. Please refer to the trademarks glossary page on www.nuskin.com for a list of all registered trademarks.