

WELCOME TO NU SKIN



**DISCOVER THE KEY PRINCIPLES
EVERY EMEA BRAND AFFILIATE
SHOULD KNOW!**



Congratulations on your decision to join Nu Skin.

We would like to guide you through your journey with Nu Skin. To do so, we have selected five key principles that you need to remember.

These principles are further described in the Nu Skin Policies and Procedures (EMEA) (P&P), which are the cornerstone of your relationship with us. Hence, we strongly invite you to read them carefully. We wish you success in making the most out of your Nu Skin experience.

KEY PRINCIPLES FOR NEW EMEA BRAND AFFILIATES:

1. OFFER HIGH-QUALITY PRODUCTS TO CUSTOMERS

As you feel passionate about Nu Skin products, you might also like to share them together with your experience. If you do so, remember that your main purpose is to **sell high-quality products to customers**; the recruitment of new Brand Affiliates is not your main objective, but rather an integral part of your fundamental obligation to sell products.

[- P&P Chapter 2.1.2](#)

2. NO PURCHASE REQUIRED

You **are not required** to purchase products in order to become a Brand Affiliate. In addition, you must place orders based upon **reasonably** projected use (e.g. personal use, demonstrations and/or retail sales). Avoid overstocking products and **never incur debts** to purchase products. In fact, by placing an order, you certify that you have already consumed at least 80% of the inventory delivered in your previous orders.

[- P&P Chapter 2.3](#)

3. REFUND POLICY

Nu Skin allows you to **return** any commercially resalable products purchased directly from the company. Nu Skin will refund you as follows:

Order cancelled within 14 days of the date of delivery	100% refund of purchase price + initial shipping fee
Order cancelled within 1 month of the date of delivery	100% refund of purchase price
Order cancelled within 1 year of the purchase date	90% refund of purchase price

You can also separately return any commercially resalable products sold as part of a Business Kit. Products will then be refunded at the appropriately discounted price.

[- P&P Chapter 2.4.1](#)

4. MAKE PRODUCT CLAIMS AS APPROVED BY NU SKIN

Nu Skin wants to encourage you to share your enthusiasm for our products face-to-face or via social media. Please remember, however, that you may only make **specific product-related claims published in Nu Skin's Business Support Materials and Literature that have been approved for use in your region or market**. You can also share personal testimonials and experiences that are consistent with those approved materials. Please note that the use of medical claims is absolutely forbidden.

[- P&P Chapter 3.2; Social Sharing Guidelines](#)

5. SHARE THE OPPORTUNITY IN REALISTIC AND ACCURATE TERMS

Be genuine and **accurate** when you talk about the opportunity and your ongoing life story with Nu Skin. **Do not offer any guarantee** of success or use hypothetical or unrealistic earning claims to attract people. In order to reach your goals, you will need hard work, dedication and patience.

[- P&P Chapter 3.3; Social Sharing Guidelines](#)



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

www.nuskin.com

In case of discrepancy between these key principles 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.