

# CODE OF ETHICS

## For Nu Skin Brand Affiliates (EMEA)

*At Nu Skin, our mission is to be a “Force for Good”. It is what drives us and makes us different. It requires Nu Skin, its employees, Brand Affiliates, and Brand Representatives to stand out and represent the principles on which our founders built this business. These core principles must guide our actions everyday if we are going to be successful and achieve our mission. As Nu Skin’s Brand Affiliates and Brand Representatives, you must adhere to the following Code of Ethics.*



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You must operate your Brand Affiliate Account in an ethical, professional, and courteous manner. This means, among other things, the following:

- You must comply with the Contract and with all applicable laws;
- You must operate your Brand Affiliate Account honestly;
- You should indicate to prospective customers and Brand Affiliates who you are, why you have contacted them, and what Products you are selling;
- You must not make false or misleading claims about potential earnings under the Sales Performance Program or about the benefits of using the Company's Products;
- You may not pressure any Brand Affiliates or prospective Brand Affiliates to operate in a financially irresponsible way, including, but not limited to, pressuring them to buy more Products or Business Support Materials and Services than they can reasonably use or sell, or to maintain specific inventory requirements;
- You must not encourage or recommend that Brand Affiliates or prospective Brand Affiliates incur debt in order to participate in the business;
- You must explain to your customers and your Team how to return Products or cancel an order;
- You must not represent to prospective Brand Affiliates that they are required to purchase Products or Product packages to become Brand Affiliates. Prospective Brand Affiliates must be informed that they can sign up as customers or that they may purchase Products individually and not in Product packages. In addition, you must not represent to prospective Brand Representatives that they are required to purchase Product packages to become Brand Representatives.

The Company is a member of The European Direct Selling Association (SELDIA) and the World Federation of Direct Selling Associations (WFDSA). Along with the ethical guidelines of this Section, you must comply with the Code of Ethics issued by local and multi-national associations of SELDIA and WFDSA in your business operations<sup>1</sup>. These Codes of Ethics can be found at <https://www.seldia.eu/>, <https://wfdsa.org/> and in Office.

<sup>1</sup>The local Direct Selling Association organisations that Nu Skin Local is currently a member of are:

- Nu Skin Belgium N.V./S.A. - is a member of the APVD, [www.apvd.be](http://www.apvd.be)
- Nu Skin Belgium N.V./S.A. – Luxembourg is a member of the AVD, [www.avd.lu](http://www.avd.lu)
- Nu Skin Czech Republic s.r.o – is a member of the AOP, [www.osobniprodej.cz](http://www.osobniprodej.cz)
- Nu Skin Eastern Europe Kft. - is a member of the Hungarian Direct Selling Association, [www.dsa.hu](http://www.dsa.hu)
- Nu Skin Enterprises Poland Sp.z.o.o - is a member of the PSSB, <https://pssb.pl/>
- Nu Skin Enterprises South Africa (Pty) Ltd – is a member of the DSA of South Africa, [www.dsasa.co.za](http://www.dsasa.co.za)
- Nu Skin France S.A.R.L. - is a member of the FVD, [www.fvd.fr](http://www.fvd.fr)
- Nu Skin Italy S.R.L. –is a member of Avedisco, [www.avedisco.it](http://www.avedisco.it)
- Nu Skin Netherlands B.V.- is a member of the VDV, [www.directeverkoop.nl](http://www.directeverkoop.nl)
- Nu Skin Norway A/S - is a member of the DF, [www.direktesalgforbundet.no](http://www.direktesalgforbundet.no)
- Nu Skin Scandinavia A/S - is a member of the DSF, [www.disafo.dk](http://www.disafo.dk)
- Nu Skin Scandinavia A/S - Ireland is a member of the Irish Direct Selling Association, [www.dsai.ie](http://www.dsai.ie)
- Nu Skin Scandinavia A/S - Sweden is a member of the DF, [www.direkthandel.n.org](http://www.direkthandel.n.org)
- Nu Skin Scandinavia A/S - United Kingdom is a member of the DSA Ltd, [www.dsa.uk.org](http://www.dsa.uk.org)
- Nu Skin Slovakia s.r.o – is a member of the Slovak DSA, [www.zpp.sk](http://www.zpp.sk)
- Nu Skin Enterprises RS LLC is a member of Russian DSA, [www.rdsa.ru/](http://www.rdsa.ru/)
- Nu Skin Enterprises Ukraine - is a member of the Ukrainian DSA, [www.udsa.org.ua](http://www.udsa.org.ua)



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