

NU SKIN PRODUCTS ON AMAZON: FREQUENTLY ASKED QUESTIONS

Why is Nu Skin partnering with an Amazon Authorized Agent?

Nu Skin engages in a number of actions to defend and protect Nu Skin Brand Affiliates' opportunity to sell Nu Skin and Pharmanex products directly to customers. To expand this ongoing effort, Nu Skin is partnering with an Amazon Authorized Agent to further reduce the number of unauthorized Nu Skin sales on Amazon. We expect this to also further protect our premium brand in the marketplace and assure quality to every customer. Although this system will not automatically eliminate all other sellers, over time we expect unauthorized sellers will be significantly reduced.

What is the Name of Nu Skin's Amazon Authorized Agent?

The name of the Nu Skin Amazon Authorized Agent (our site) will be called 'Discover the Best You'. This site will only offer and sell Nu Skin products at full retail price. 'Discover the Best You' will replace many other unauthorized Amazon sales beginning in July 2020. 'Discover the Best You' does not receive commissions from the Nu Skin Compensation Plan or compete or sell through other platforms. Due to Amazon rules, no prospecting or lead generation is connected to Nu Skin or any Nu Skin Brand Affiliate, and no Amazon customer data will be collected. We are testing this in the US only.

What Types of Products will 'Discover the Best You' Offer?

'Discover the Best You' will only offer Nu Skin and Pharmanex products that are currently being sold through unauthorized and discounted channels. 'Discover the Best You' will not offer our entire product portfolio (only available through Brand Affiliates or nuskin.com) or discount products or run any promotions.

What is the Benefit for Nu Skin's Brand Affiliates?

Through this program, we expect to:

- Protect and enhance the direct selling opportunity for Brand Affiliates to sell Nu Skin products to end consumers
- Reduce unauthorized, discounted, counterfeit or expired sales of Nu Skin products
- Improve and protect Nu Skin's premium brand and reputation
- Assure the highest quality and personal service to every consumer through our Brand Affiliates

Does This Authorized Outlet Apply to Other International Markets?

No. This program is specific to the U.S. market. We will review the outcomes of this program and assess whether similar brand protection arrangements can be made in the future in other markets.

What Can I Do to Help Limit Unauthorized Sales That Harm the Nu Skin Brand?

If you see sales listings on Amazon or other sites that appear to be unauthorized, feature expired products, or are otherwise damaging to the Nu Skin brand, you are encouraged to report the listing to our Nu Skin Education & Conduct Department at nacompliance@nuskin.com. They can determine the nature of the listing and take appropriate action in accordance with our policies and brand standards.