

CURIOSITY POST GUIDELINES BEFORE & AFTER PHOTOS

Before and after photos are powerful tools that show the positive impact Nu Skin Products can have for the typical consumer. However, they are consider “product performance claims” and, therefore, need to follow these guidelines:

KEY PRINCIPLES

Today’s audiences can be skeptical about product claims, so keep their perspective in mind when communicating with them.

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

GOOD EXAMPLE



BAD EXAMPLE
(of lighting, camera angle, and resolution)



1 REAL RELATIONSHIPS

Use your own pictures, someone’s you know, or from Flickr. All approved before and after photos are posted in our regional Flickr account (www.flickr.com/photos/nuskinamericas).

2 REAL BENEFITS

Photos must accurately depict actual benefits, and since everyone’s speed to benefit varies, you should not include a timeframe.

3 REAL PHOTOS

Use consistent lighting, background, clarity and resolution, and don’t retouch or modify.

4 REAL CLAIMS

Photos must support legally approved product claims. These claims can be found on the Product Information Pages (PIPs) which are located at www.nuskin.com.