

FAQs

Platinum Elite

Platinum Elite Pool

1. How big will the Platinum Elite Pool be?

The Platinum Elite Pool size will be \$2,000,000 USD. Additional Platinum Powershot Pools may also become available each quarter if Nu Skin achieves core quarterly revenue targets.

2. How do I participate in the Platinum Elite Pool?

Platinum Elite leaders can earn up to four shares—one share for every 100,000 year-over-year Organizational Sales Volume growth you achieve in 2024.

1–4 Star Platinum Elite leaders can earn one share for every 100,000 year-over-year Organizational Sales Volume growth you achieve in 2024, plus bonus shares equal to the cumulative total of all star levels you achieve. For example, a 2-Star Platinum Elite with 1,000,000 Organizational Sales Volume growth will earn a total of 13 shares; 10 shares for their Organizational Sales Volume Growth (100,000 x 10) and an additional three shares for their 2-Star Platinum Elite status (one star plus two stars).

You'll earn more shares by achieving higher Platinum Elite Titles!

3. Is there a cap to the number of shares I can earn from a given Leadership Team?

Yes. You can earn a maximum of 10 shares per Leadership Team since a maximum of 1,000,000 Leadership Team Sales Volume growth is counted per Leadership Team. This is true for both year-over-year Organizational Sales Volume growth as well as Platinum Elite Pool shares.

4. Platinum Elite requires you have any Organizational Sales Volume growth (for example 10,000 Organizational Sales Volume growth). However, you only earn Platinum Elite Pool shares starting at 100,000+ Organizational Sales Volume growth?

Yes. You can achieve Platinum Elite (the recognition, pin/insert, and extra day on the 2025 Team Elite Trip) with any Organizational Sales Volume growth. But to participate in the Platinum Elite Pool, you must achieve at least 100,000 Organizational Sales Volume growth.

5. When will you pay out the Platinum Elite Pool?

We'll transfer payments for the Platinum Elite Pool (and any applicable Platinum Powershot Pools) during the 2025 Team Elite Trip. Payments will appear in your Velocity Account at this time based on your eligibility.

6. Do I need to attend the Team Elite Trip to participate in the Platinum Elite Pool?

No. In order to participate in the Platinum Elite Pool, you need to qualify but don't need to attend the Team Elite Trip.

7. What benefits will I receive as a Platinum Elite on the Team Elite Trip?

All Platinum Elite will enjoy an extra day at our Team Elite Trip destination, an exclusive welcome activity, and our highest recognition during the Trip!

Platinum Powershot Pools

8. What are Platinum Powershot Pools and how can they be achieved?

Nu Skin will create an additional \$2,000,000 USD Platinum Powershot Pool for each of the last three quarters of 2024 in which we achieve \$440,000,000 USD core quarterly revenue. Nu Skin core quarterly revenue is defined as revenue from the company's Nu Skin segments, as determined under generally accepted accounting principles in the United States of America. It excludes revenue from Rhyz entities. Platinum Powershot Pools will be assessed on a per-quarter basis only and are not dependent on nor necessarily additive to any other quarterly results.

9. How do I participate in Platinum Powershot Pools?

To participate in Platinum Powershot Pools, you must achieve Platinum Elite in 2024. You must also develop at least one First-Time G1 Brand Representative in the quarter that Platinum Powershot Pool is earned.

10. How do I earn shares in Platinum Powershot Pools?

If you qualify to participate, the shares you earn for any Platinum Powershot Pools will be the same amount of shares as you earn for the base Platinum Elite Pool.

11. What if Nu Skin achieves less than \$440,000,000 USD core quarterly revenue in Q2, Q3, or Q4 2024? Will the Platinum Powershot Pool be available in quarters that do not achieve the target revenue?

If the \$440,000,000 USD core quarterly revenue is not achieved for one or more of the quarters, but the average revenue across the three remaining quarters of 2024 is at least \$440,000,000 USD, the Platinum Powershot Pool amount for the originally missed quarter(s) will be granted!

12. Can I qualify for Platinum Powershot Pools without being Platinum Elite?

No. You must achieve Platinum Elite to participate in the Platinum Elite Pool and any Platinum Powershot Pools.

13. Can I qualify for Platinum Powershot Pools without being 1–4 Star Platinum Elite?

Yes! You must be at least Platinum Elite, but you do not need to be 1–4 Star Platinum Elite.

14. If I didn't qualify for any Platinum Powershot Pools, can I still participate in the Platinum Elite Pool?

Yes. All Platinum Elites can qualify to earn shares in the Platinum Elite Pool, regardless of whether or not they also qualify to participate in any Platinum Powershot Pools.

Organizational Sales Volume Growth

15. Is the Organizational Sales Volume growth requirement for Platinum Elite a cumulative year-over-year requirement or a December vs December comparison?

It's a cumulative, year-over-year comparison. Nu Skin will compare your annual Organizational Sales Volume (January 1–December 31) for the current year with your annual Organizational Sales Volume from the previous year.

16. How is my previous Organizational Sales Volume determined?

Your previous Organizational Sales Volume is your entire annual Organizational Sales Volume for the previous year. For example, if you are qualifying for Platinum Elite in 2024, your previous Organizational Sales Volume for the growth comparison would be your Organizational Sales Volume for January–December 2023.

17. Does the 2,000,000 Organizational Sales Volume requirement and the 500,000 Organizational Sales Volume year-over-year growth requirement mean that I must have a minimum of 2,500,000 Organizational Sales Volume to qualify as a 1-Star Platinum Elite?

No. It's possible to grow by 500,000 Organizational Sales Volume and still meet the 2,000,000 Organizational Sales Volume requirement. For example, if you had 1,400,000 cumulative Organizational Sales Volume in one year but increased to 2,000,000 cumulative Organizational Sales Volume in the next year, you would fulfill both requirements.

Likewise, if you had 1,000,000 annual Organizational Sales Volume in 2023 and increased to 2,000,000 annual Organizational Sales Volume in 2024, you would fulfill the Organizational Sales Volume growth requirement to be a 2-Star Platinum Elite (assuming all other requirements were also met).

18. Is there a maximum amount of Organizational Sales Volume growth per Leadership Team that I can count toward my year-over-year Organizational Sales Volume growth requirement?

Yes. You may count a maximum of 1,000,000 Organizational Sales Volume growth from each of your Leadership Teams. This maximum only applies to certain qualification scenarios.

19. Is there any way I can still qualify for Platinum Elite if I have more than 500,000 Organizational Sales Volume year-over-year growth in a year, but less than 2,000,000 annual Organizational Sales Volume?

No. You must complete all Platinum Elite qualification requirements in order to qualify.

20. If I have 2,000,000 year-over-year Organizational Sales Volume growth and don't have a new First-Time G1 Brand Representative, will I qualify as a Platinum Elite?

No. Platinum Elite recognition has both personal and team performance requirements that must be met.

21. Do I need to complete my 2025 Team Elite Trip qualifications by the end of December in order to be Platinum Elite? Or do I have until March 2025 based on my rolling 12 months?

2025 Team Elite Trip qualification can be completed based on rolling 12 months. However, all other Platinum Elite requirements are based on 2024 performance.

First-Time G1 Brand Representative

22. What is the definition of a First-Time G1 Brand Representative?

A First-Time G1 Brand Representative is a Brand Affiliate in your Consumer Group who qualifies as a Brand Representative for the first time since signing up with the Company and is on your G1. This Brand Representative must achieve 2,000 Group Sales Volume their first full month as a Brand Representative. If they achieve 2,000 Group Sales Volume in the same month as their Brand Representative Promotion Date and are promoted mid-month, it will still count.

23. If I have a Brand Representative who had lost their Title prior to 2024 but has now regained their Title this year, will they count as a First-Time G1 Brand Representative?

No. Your First-Time G1 Brand Representative must be a Brand Affiliate in your Consumer Group who qualifies as a Brand Representative for the first time since signing up with the Company and is on your G1.

24. If an account in my Consumer Group was a Brand Representative in the past, lapsed, closed their account, and re-enrolled, will they count as a First-Time G1 Brand Representative if they qualify as a Brand Representative again?

If the account reclaimed their previous distributor ID when they re-enrolled, they will not count as a First-Time G1 Brand Representative for you, since that account has previously qualified as a Brand Representative. If they claimed a new distributor ID (and qualify as a Brand Representative), they will count.

25. If an account that had not previously been a Brand Representative merged with an account that was previously a Brand Representative, can the new merged account count as a First-Time Brand Representative?

If either account had been a Brand Representative prior to 2024, the new merged account will not count as a First-Time Brand Representative.

26. If an account from my Consumer Group achieved a Brand Representative Promotion Date of July 1, 2024, will that account count as a First-Time G1 Brand Representative in Q2 or Q3?

It will count for Q3. The credit for each First-Time G1 Brand Representative is attributed to the month of their Brand Representative Promotion Date, regardless of which month the account achieves 2,000 Group Sales Volume. If a Brand Representative Promotion Date is on the first of the month, the new Brand Representative must achieve 2,000 Group Sales Volume that same month and will be credited in that month. In the case of a mid-month Promotion Date, the credit will go to the month of the Promotion Date, as long as the First-Time G1 Brand Representative achieves 2,000 Group Sales Volume the next month.

27. If an account from my Consumer Group achieved a Brand Representative Promotion Date of June 8, 15, or 22, 2024, will that account count as a First-Time G1 Brand Representative in June when they promoted or July when they achieved 2,000 Group Sales Volume?

The credit for the First-Time G1 Brand Representative will be given to the month of their Brand Representative Promotion Date, regardless of which month the account achieves 2,000 Group Sales Volume. In this case, they would count in June, as long as they achieve 2,000 Group Sales Volume in July.

28. If a First-Time G1 Brand Representative doesn't achieve 2,000 Group Sales Volume or uses Flex Blocks in their first full month, can they achieve 2,000 Group Sales Volume in their second full month and still count as a First-Time G1 Brand Representative?

No, they must achieve 2,000 Group Sales Volume in their first full month to be counted as a First-Time G1 Brand Representative.

29. If an account from my Consumer Group achieved a Brand Representative Promotion Date of June 8, 15, or 22, 2024, and they achieve 2,000 Group Sales Volume in that same month, do they still need to achieve 2,000 Group Sales Volume during their first full month?

No, if they achieve 2,000 Group Sales Volume in the same month as their Brand Representative Promotion Date and promoted mid-month, it will still count.

30. I developed a First-Time G1 Brand Representative in May. Can this count for my annual requirement to be Platinum Elite, as well as the Q2 Platinum Powershot Pool?

Yes, it will count for both.

Leadership Teams

31. How are incremental Leadership Teams counted?

Incremental Leadership Teams are determined by comparing your number of Leadership Teams in December of the year you're qualifying for Platinum Elite to your number of Leadership Teams in December of the previous year.

32. Do I need to meet the incremental Leadership Team requirement to be Platinum Elite? Or is it only for 1–4 Star Platinum Elite?

The incremental Leadership Team requirement is only for 1–4 Star Platinum Elite.

33. Can my qualifying-year Leadership Teams be different from my baseline-year Leadership Teams?

Yes. Leadership Team requirements are based simply on your number of Leadership Teams, regardless of whether they are the same Leadership Teams from the previous December.

34. Can I count a G1 Sales Leader that has previously achieved 5,000+ Leadership Team Sales Volume as an incremental Leadership Team?

Incremental Leadership Teams are determined by comparing your number of Leadership Teams in December of the year you are qualifying for Platinum Elite to your number of Leadership Teams in December of the previous year. For example, December 2024 vs December 2023. As such, you just need to ensure you have one more qualified Leadership Team in December of the current year compared to December of the previous year. The specific Leadership Teams that are included in this calculation do not matter.

35. What do I need to do to qualify for 1–4 Star Platinum Elite if I did not have any Leadership Teams in December of the previous year?

If you did not have any Leadership Teams in December of the previous year, you must qualify as Team Elite with six Qualifying Months during the Team Elite Qualification Period and have four Leadership Teams (one with 10,000+ Leadership Team Sales Volume; one with 20,000+ Leadership Team Sales Volume; one with 30,000+ Leadership Team Sales Volume; and one with 40,000+ Leadership Team Sales Volume) in December and maintain your Team Elite status from January until the Team Elite Trip the next year (i.e., January–March 2025). Please see full requirements for Team Elite Trip qualification.

You must also complete all other 1–4 Star Platinum Elite qualification requirements between January through December of the year you are qualifying as a 1–4 Star Platinum Elite (i.e., January–December 2024). Because you did not have any Leadership Teams in December of the previous year, your incremental Leadership Team requirement will have been met by completing Team Elite Trip qualification requirements.

36. Will I achieve my incremental Leadership Team requirement if I drop one Leadership Team mid-year, but then grow one new Leadership Team in December of that year?

No. Incremental Leadership Teams are determined by comparing your number of Leadership Teams in December of the year you are qualifying for Platinum Elite to your number of Leadership Teams in December of the previous year. For example, if you drop one Leadership Team in 2024, but then grow just one new Leadership Team in December 2024, you would still have the same total number of Leadership Teams December 2024 vs December 2023, so you wouldn't meet the incremental Leadership Team requirement.

37. How many Leadership Teams do I need to qualify for 1–4 Star Platinum Elite if I had four Leadership Teams in December of the previous year?

To qualify for Platinum Elite in this scenario, you'd need at least four Leadership Teams (one with 10,000+ Leadership Team Sales Volume; one with 20,000+ Leadership Team Sales Volume; one with 30,000+ Leadership Team Sales Volume; and one with 40,000+ Leadership Team Sales Volume) and one more incremental Leadership Team (with 5,000+ Leadership Team Sales Volume) in December of this year.

38. I'm trying to become a Team Elite this year for the first time. Do you still look at December 2023 Leadership Teams to determine my incremental requirement for Platinum Elite, even though I wasn't Team Elite last year?

Yes. The first check will be to see if you had 10,000+, 20,000+, 30,000+, and 40,000+ Leadership Team Sales Volume Leadership Teams. If you had only 10,000+, 20,000+, and 30,000+ Leadership Team Sales Volume Leadership Teams in December 2023, then even if you had any 5,000+ Leadership Team Sales Volume Leadership Teams, your baseline to build from would be three Leadership Teams, and you will need to achieve 10,000+, 20,000+, 30,000+, and 40,000+ Leadership Team Sales Volume Leadership Teams in December 2024 to achieve an incremental Leadership Team. If you had 10,000+, 20,000+, 30,000+, and 40,000+ Leadership Team Sales Volume Leadership Teams in the prior year, then 5,000+ Leadership Team Sales Volume Leadership Teams will also be counted in the baseline, and you will need to improve this count by one 5,000+ Leadership Team.

39. Will 5,000+ Leadership Team Sales Volume Leadership Teams now be counted in my December 2023 baseline?

If you achieved 10,000+, 20,000+, 30,000+, and 40,000+ Leadership Team Sales Volume Leadership Teams in December 2023, then any 5,000+ Leadership Team Sales Volume Leadership Team will also be counted in your December 2023 baseline. If you did not achieve 10,000+, 20,000+, 30,000+, and 40,000+ Leadership Team Sales Volume Leadership Teams in December 2023, then any 5,000+ Leadership Team Sales Volume Leadership Teams you had in December 2023 will not be counted in your baseline. Your baseline would be three Leadership Teams, with a requirement to reach 10,000+, 20,000+, 30,000+, and 40,000+ Leadership Team Sales Volume Leadership Teams in December 2024.

40. What would some incremental Leadership Team examples look like for 1–4 Star Platinum Elite?

Example A—If you had five Leadership Teams in December 2023, then you would need to have at least six Leadership Teams (two with 5,000+ Leadership Team Sales Volume; one with 10,000+ Leadership Team Sales Volume; one with 20,000+ Leadership Team Sales Volume; one with 30,000+ Leadership Team Sales Volume; and one with 40,000+ Leadership Team Sales Volume) in December 2024.

Example B—If you had two Leadership Teams in December 2023, then you would need at least four Leadership Teams (one with 10,000+ Leadership Team Sales Volume; one with 20,000+ Leadership Team Sales Volume; one with 30,000+ Leadership Team Sales Volume; and one with 40,000+ Leadership Team Sales Volume) in December 2024.

Example C—If you had six Leadership Teams in December 2023, then you would need at least six Leadership Teams (two with 5,000+ Leadership Team Sales Volume; one with 10,000+ Leadership Team Sales Volume; one with 20,000+ Leadership Team Sales Volume; one with 30,000+ Leadership Team Sales Volume; and one with 40,000+ Leadership Team Sales Volume) in December 2024. In this case, you do not need an incremental Leadership Team, as you have at least six Leadership Teams.

41. If I have 500,000+ year-over-year Organizational Sales Volume growth but I do not have an incremental Leadership Team or six qualified Leadership Teams total, will I qualify as a 1–4 Star Platinum Elite?

No.

Performance Tracking

42. Where can I see my current cumulative Organizational Sales Volume?

Volumes & Genealogy (V&G) > Recognition > Platinum Elite.

43. Where can I see my cumulative Organizational Sales Volume from the previous year for comparison?

Volumes & Genealogy (V&G) > Recognition > Platinum Elite.

44. Where can I track my year-over-year Organizational Sales Volume growth?

Volumes & Genealogy (V&G) > Recognition > Platinum Elite.

45. Where can I see my current Leadership Teams' Leadership Team Sales Volume and my previous December Leadership Teams' Leadership Team Sales Volume for comparison?

Volumes & Genealogy (V&G) > Recognition > Platinum Elite.