



# Opportunity and Product Basics



# Opportunity Claims





# Opportunity Claims - Summary

DO: describe how the Nu Skin business has positively impacted your life, while representing typical results that most Brand Affiliates could expect to achieve

DO: talk about having fun with the business by sharing photos and videos regarding your personal experience at Nu Skin success trips and events

DO: talk about Velocity – Nu Skin’s competitive and innovative sales performance plan

DO: show how Nu Skin has positively impacted your life through amazing products, a strong community, an uplifting culture, and other meaningful and fulfilling benefits

DON'T: make income claims that are inconsistent with those found in the Brand Affiliate Compensation Summary, or that are false or misleading.

DON'T: state or imply that company sponsored success trips or other incentives are “free” or easy to achieve

DON'T: offer or imply any guarantee of success or income, including guarantees related to following a system

DON'T: make aggressive lifestyle claims yachts, luxury cars, homes, or other extravagant purchases

## APPROPRIATE



I LOVE hanging out with my kid.  
I can work at my own pace from home– If you're like me and want to push yourself to learn new things, make amazing friends, and earn a little extra \$ selling great products, let's talk!  
#familytime #workhard #affiliate #timeflexibility



I <3 mid-week brunch specials! Seriously, you guys. It was amazing!! I absolutely LOVE what I do and would love to share it with you!  
#askmehow #workanywhere #affiliate #timeflexibility

## INAPPROPRIATE



I never would have thought this crazy toothpaste biz would buy me my **dream car**... ASK ME about how I make **CRAZY money** on social media...**\$\$\$\$**  
Seriously, you have SO MUCH to gain!  
**#toothpastemoney**  
**#nurover #nucar**



This could be YOUR life! Are you looking to make **replacement and recurring income**? Do you want to **pay off debt**? Make **home and car payments**? You ready to live life on your terms? CALL ME!  
**#makemoney**  
**#financialfreedom**  
**#debtfree**  
**#residualincome**  
**#timefreedom**

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using the **highlighted** words and terms, which don't represent typical results.

## INAPPROPRIATE

Can you believe that this company gives us the opportunity to earn an **ALL EXPENSE** paid trip TWICE A YEAR??? And we get to bring a guest **for FREE**?!?!

So glad I said YES to this **FREE biz!** This business has been so rewarding in so many ways! Flexibility, award winning products, **extra cash**, and **get rewarded with a free trip!!** Who wants to go with me?? #nuskin #askmehow



## APPROPRIATE

Can you believe that this company gives us the opportunity to earn and qualify for an ALL INCLUSIVE paid trip TWICE A YEAR??? And we get to bring a guest?!?!

So glad I said YES to this free to join biz! This business has been so rewarding in so many ways! Flexibility, award winning products, some extra cash, and the opportunity to qualify for incentive trips!! Who wants to go with me?? #nuskin #askmehow



Avoid using the **highlighted** words and terms, which don't represent typical results. On the other hand, we encourage you to use words and concepts that are underlined.

# Product Claims





# Product Claims - Summary

- ✔ Use claims found in approved Nu Skin marketing materials (Product Information Pages and other nuskin.com sources)
- ✔ Provide realistic and accurate benefits that consumers may experience
- ✔ Share positive personal testimonials that are consistent with approved claims consumers may experience – just because something is true doesn't mean you can say it
- ✔ Follow the Product Testimonial Guidelines

## APPROPRIATE

I just LOVE my Tegreen! It has potent antioxidants - contact me for more info!  
#amazingproducts



## INAPPROPRIATE

Weight Loss  
Reduces high blood pressure  
Fights Allergies  
Boosts immunity against illness  
Customers have lost 4lbs a week  
Boosts Metabolism  
Protects against diabetes  
No Caffeine  
Burns Fat  
Lowers Cholesterol  
Increases Energy  
Antioxidant  
Lowers Stress  
Helps clear up acne  
Protects against heart disease  
Aids proper digestion



Of all the AMAZ-ing products... MY FAV is the toothpaste! Look at MY results! This opportunity keeps me smiling every day!  
#whitening #brightsmile  
#amazingbiz #ad



OMGGGG! You have to get your hands on this **MAGIC** toothpaste! I've sold over 100 tubes this month **\$\$\$**. Get in on my next order! #whiteningtoothpaste #freebusiness #immediateresults #ap24money

In determining whether a post is appropriate, it's important to consider the text, the picture, and the overall context. Avoid using pictures and **terms** which are not aligned with approved product benefits.



## INAPPROPRIATE

Where are all my people who struggle with **psoriasis & eczema**? How about all my people who **hate sunburns and those pesky mosquitos**? Ever use creams and sprays but nothing seems to ever help? Well I have GREAT NEWS for you. The Body Butter, **or as I call it the everything butter**, helps with all of that and more!!!



## APPROPRIATE

Where are all my people who struggle with dry skin? How about all my people who want softer and smoother skin? Ever use creams but nothing seems to ever help? Well I have GREAT NEWS for you. The Body Butter can help with all these!!!!



Avoid using pictures and **terms** which are inconsistent with approved product benefits. Instead, please use approved claims as found within our Product Information Pages.



# Frequently Asked Questions



**Q: Why am I only allowed to share average results about the products and opportunity?**

A: Because others may decide to purchase products or join the business based on the experiences you share with them, it's important to make sure prospects have accurate information and realistic expectations. Because of this, all representations must be consistent with approved product benefits and average compensation figures. Just because something is true doesn't mean you can say it.

**Q: Do I need to use a disclaimer when talking about income potential related to the Compensation Summary?**

A: Yes. Please see the Opportunity Testimonial Guidelines for required disclaimers and when to use them.

**Q: Why do I need to use a disclaimer when talking about success trips?**

A: Because incentives you receive from Nu Skin (including trips) are considered compensation, it's important to provide the right context to avoid confusion as to the number of Brand Affiliates who actually earned them. When talking about success trip qualification, this disclaimer must be used: *"In the US, approximately 1.2% of average Active Brand Affiliates qualified for an incentive trip during 2020."*

**Q: What if I have questions about what is or isn't allowed?**

A: Please reference additional documents in the Compliance Corner section of the Nu Skin website referenced below. If you have additional questions, please don't hesitate to contact the US Compliance team at [nacompliance@nuskin.com](mailto:nacompliance@nuskin.com).

[https://www.nuskin.com/content/nuskin/en\\_US/corporate/compliance-corner.html](https://www.nuskin.com/content/nuskin/en_US/corporate/compliance-corner.html)



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