

# Pharmanex BioPhotonic Scan Card Program

Scanner Operator Training

June 2009

# Scan Card Overview

Exciting changes to the Pharmanex BioPhotonic Scanner program are coming soon.

Beginning July 1<sup>st</sup> 2009, Pharmanex will launch the new Scan Card to North America, South Africa, New Zealand and Australia. And to Europe and Israel in September 2009.

The Scan Card is a reusable membership card which will replace all paper scan certificates. The Scan Card will be recognized by the Scanner laptop as an initial scan the first time used, then as a subsequent scan each scan thereafter for qualified Pharmanex ADR members.

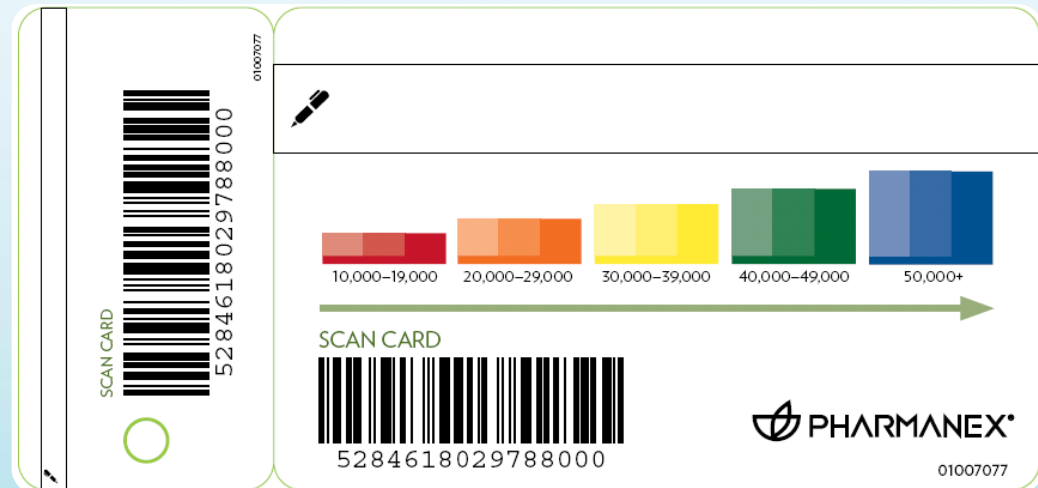
## What is the Scan Card?

- The new Scan Card is a plastic card that will be reusable for scanning and will be a customers' access to free lifetime monitoring of his or her Skin Carotenoid Score (SCS).



# What is the Scan Card?

- The Scan Card will function as an initial scan certificate the first time it is used and then as a reusable certificate for subsequent scans once activated.



# Benefits of the new Scan Card

- More personalized membership benefit for individual Customers and greater perceived value as part of the ADR program.
- Visual reminder of the Scanner helps Customers remember to take their Pharmanex product with anticipation of their next scan.
- Environmentally friendly - the reusable Scan Card will reduce paper waste by nearly 9 tons yearly in the America's region alone.
- Personal Customer progress charts of Skin Carotenoid Scores are automatically generated.
- No more lost paper subsequent certificates in the bottom of ADR shipments.

# Scanning with the Scan Card

- The Scan Card will authorize a first time scan on the Scanner laptop and appear exactly as presently performed by using a paper initial certificate.
- When a Scan Card is presented for scanning again:
  - The Scanner laptop will recognize the card has been used and that it is either activated on a valid Pharmanex ADP account and authorize a subsequent re-scan.
  - Or will be recognized as not eligible for re-scanning.

- Scan Operators will now purchase scan certificates in the form of Scan Cards.
- Customers will now keep the Scan Card provided at the time of initial scan.
  - Upon ADR enrollment and activation – the Scan Card becomes reusable for a free scan each month!
  - Scan Operators must instruct customers not to discard the Scan Card.
- After July 1, 2009, new ADR customers will need to have an activated Scan Card in order to receive free re-scans.
- Paper subsequent scan certificates inside ADR shipments will no longer be sent after July.
- Current ADR Customers will receive a single free Scan Card in the next ADR shipment after July 1, taking place of their standard paper subsequent certificate.

# Scan Card Availability

- Scan Cards will be available for purchase beginning July 1, 2009.
- Scan Cards will be available in the same quantity and price currently available for paper scan certificates.



# Obsolescence of Paper Certificates

- While paper scan certificates will continue to be accepted by Scanner laptops until October, new customers will need access to the Scan Card for re-scanning.
- Therefore, Scanner Operators will want to plan accordingly so that you do not over-purchase paper initial scan certificates prior to launch.
- Scan Operators will need to obtain Scan Cards as soon as they become available.
- A 60 day exchange period will be offered. **Unopened** scan certificate packs purchased within the past 12 months can be exchanged for Scan Cards. Proper exchange authorization can be obtained by contacting the Shipping and Returns Support Services department.

# Scanner Operator Instructions:

## Using a Scan Card

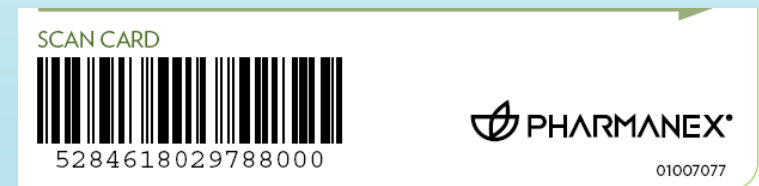
### New Customers

- Use a Scan Card to perform an initial scan
  - Locate the bar code on the reverse side of the card. This is the Scan Card number and is the same on the key ring mini card and full size card.
  - Use the bar code reader or manually enter the Scan Card number to begin a scan on the Scanner laptop software.
- Inform the customer of benefits of the ADR program and receiving regular shipments of Pharmanex product.
- This Scan Card will act as the customers' membership to free lifetime monitoring of his or her SCS score for as long as the ADR is maintained with qualified Pharmanex product.
  - Qualified products\* are: lifepak® nano, LifePak, LifePak Prime or Women, and/or g3
- The Scan Card is valuable to the customer and should **not be discarded** unless the customer has refused ADR enrollment or a one-time scan has been intended.
- Instruct the customer to write the card user name using the signature strip on the reverse side of the card.
  - If one ADR includes multiple quantity of product, each individual product user should have his/her individual Scan Card.
- Enroll the Customer on the ADR program either online or by phone.
- Write the Scan Card number (16 digits) on any enrollment forms or follow-up documentation of your own.
  - Should you chose to take ADR enrollments on paper, please use the standard ADR enrollment form found online. **Remember to include each customer Scan Card number upon submission for proper activation.**

# How to activate a Scan Card.

**Scan Card activation provides Pharmanex ADR customers free lifetime monitoring and subsequent re-scans.**

- Scan Cards must be activated in order to receive any free subsequent re-scans.
- Activation is accomplished by associating (linking) the 16 digit Scan Card number to the qualified ADR inquiry.
  - Activation can be done at the time of ADR enrollment either online or by phone, or can be added to the ADR at a later date if missed during initial enrollment.
- Once the card is activated it can be used for a monthly free subsequent re-scan for as long as the customer continues his/her qualified Pharmanex product ADR.



# How does the Scan Card work for current ADR members?

## Current ADR Customers


- Beginning in July, all currently qualified Pharmanex ADR customers will receive the Scan Card in their next Pharmanex product ADR shipment. This will be in place of the typical paper subsequent scan certificate.
- Along with the Scan Card, current ADR customers will receive a flyer explaining how the card works and instructions to activate their new Scan Card.
- Once the Scan Card is activated it can be used each month for a free subsequent re-scan for as long as the customer continues the qualified Pharmanex product ADR.

**Your new Scan Card has arrived!**

This is your Free Subsequent Scan membership card. This new card will allow you free subsequent scans for as long as you remain on qualified Pharmanex product ADR shipments!

The Scan Card has been programmed to allow you free scans in place of the paper scan certificates you have previously received in your ADR shipments! There is no longer any need to watch the bottom of your monthly ADR shipments for paper subsequent scan certificates. This Scan Card will replace all paper certificates and is reusable for all future scans.

**DO NOT THROW AWAY THIS CARD.**



**TO ACTIVATE your Scan Card**

**Define:** Go to the registration scan. Select your member benefits ship, from menu. Click on ADR's Monthly ADR.

**Log in:** Click Log In.


**Create:** Use ADR or email account/ADR number (if you have already created). Use the ADR email to activate the Scan Card system.

**Click:** My Pharmanex.

**The final step:** In activating your Scan Card by scanning your new Scan Card member number.

**Check:** Scan the barcode with member on the bottom edge of your new Scan Card. Enter the number exactly as it appears on your card, no spaces.

**Note:** If you have a paper certificate, it will not be available to your ADR. Please re-scan it if you are not an ADR member on your Scan Card today.



**How it works:**


After activating your Scan Card by associating your Pharmanex ADR, you have secured your benefit of FREE subsequent scans.

Simply present the Scan Card at the subsequent scan or the ADR site and a my regional ADR scanner operator and the benefits will be recognized for free subsequent scans. Remember that this benefit is a LIFETIME benefit for as long as you continue your qualified Pharmanex product ADR.

The Pharmanex Digital Skin Benefits are available to all ADR members, you will not be able to use your Pharmanex supplements as a digital scanner operator will not be able to scan your Scan Card. By continuing to use your Pharmanex ADR, you will continue to receive free scans. As you activate your Scan Card today.

Should you have questions regarding ADR conditions or activating your Scan Card, please contact your local Sales Support team.

Health America 1.800.465.5890  
Australia 1.800.465.5890  
New Zealand 1.800.465.5890  
South Africa 0800.88.8840



# Scanner Operator Instructions: What to do.



- As a Scanner Operator you will need to be prepared to provide Scan Cards to new ADR customers during scan sessions.
- No paper subsequent certificates will be sent in orders to new ADR enrolments after July 1.
  - You must provide your new ADR enrollments after July 1<sup>st</sup> with a Scan Card that can be activated upon their enrollment.
- Only ADR customers who have an activated Scan Card starting in July will have access to free subsequent re-scans.
- Initial paper scan certificates will be discontinued for purchasing on July 1, 2009. The Scan Card will replace these.
- Scan Certificate pack item numbers (SKU's) for purchasing will remain the same. When you purchase Scan Certificate Packs – you will receive Scan Cards.
- Any current inventory you may have of paper scan certificates will continue to be accepted by scanner laptops until October 1, 2009. However, please take advantage of the 60 day offer to update your inventory and exchange unopened stock for the new Scan Card.
- After October 1, 2009 – all paper certificates both initial and subsequent will become invalid and will no longer be accepted by the scanner laptop for scans.

# Scan Cards can be managed online!

- Customers are encouraged to use online ADR enrollment and management where he/she can also ACTIVATE and manage their Scan Cards.
- Customers should watch for Scan Card details to display when qualified Pharmanex product has been added.
- Customers can chose to EDIT their ADR later too.


# Create new ADR online.

Shopping Cart   Shipping & Billing   Confirmation

Your Cart

**Add a Product**

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 **Recurring Automatic Delivery Items**

Description	Qty	Unit Price	Total	PSV	ADR	Remove
lifepak nano	<input type="text" value="1"/>	\$107.00	\$107.00	107.00	<input checked="" type="checkbox"/>	Remove
g3 Juice 10-pack	<input type="text" value="1"/>	\$273.65	\$273.65	267.95	<input checked="" type="checkbox"/>	Remove
<b>Estimated ADR Total</b>			<b>\$380.65</b>	<b>374.95</b>		Remove All

Scan Card Number:    Scan Card User's Name:

Add Additional Scan Card(s) **Next Step**

- Customers will see entry slots for Scan Cards when qualified Pharmanex products are added.
- If more than one qualified product is on the ADR, the Customer will see a link to 'Add Additional Scan Card(s)'

# How will a Scan Card become deactivated?

- A Scan Card will be deactivated when:
  - The ADR customer cancels the Pharmanex qualified ADR.
  - The ADR customer removes the qualified Pharmanex product.
  - A lost Scan Card is reported and replaced with a new Scan Card.
- Should a Customer wish to temporarily hold his/her Pharmanex product from shipment the Scan Card will remain active for 3 months.
  - If the Customer does not resume shipment of Pharmanex product, the Scan Card will be deactivated.



# What if a Customer forgets his/her Scan Card?

If a customer forgets to bring along his or her Scan Card and requests to be scanned, as a Scan Operator you may use a Scan Card from your stock to perform a one-time scan.

- The one-time scan will not be added to the customer account and the Scan Card used for the single use can be discarded.
- The Scan Operator may choose to collect a retail initial scan fee at his/her discretion.
- The customer should resume scanning on his/her Scan Card the next time he/she wishes to be scanned.
- The one-time use and throw away action is just the same as it is today. Prior to Scan Cards, if a customer doesn't bring along his free paper subsequent certificate that was given in his/her ADR, the Scan Operator most likely uses an initial paper certificate, scans, and throws it away. The Scan Operator has a right to, and may collect a 'Retail Scan Fee' at his/her discretion for this scan as it was not provided free from the company via the subsequent scan certificate. The one time use and discard Scan Card uses this same logic.
- This one time scan will NOT have any association to the customer's account, nor show a score on his/her historical scan score charting.
- Under this case, if the customer wishes to have everything tracked on his account, he would need to come back later after obtaining his Scan Card to properly scan or alternatively gain his Scan Card number for manual entry.

**Note: The physical card need not necessarily be present. There are 3 alternate options for locating the Scan Card number and manually entering the number.**

- On an Everest 6.0 Upgraded laptop which is connected to Internet service: From the Menu, select: 'Internet' then 'Reports'. The customer can log on to his/her Profile page of 'I've Got my Number'. The Scan Card number will be listed with the name of each Scan Card User Profile for any properly associated and activated Scan Card(s) on his/her account.
- Call Customer Service and have an agent look up his/her ADR and read the Scan Card number from the 'LifePak Status Indicator' details on the ADR.
- Contact his/her own home and have a family member locate and read the numbers from his/her actual card.
- The Scan Card number could then be entered manually by the Scan Operator using the numeric keys on the laptop keyboard, rather than the bar code reader.

# Can the Scan Card be replaced?

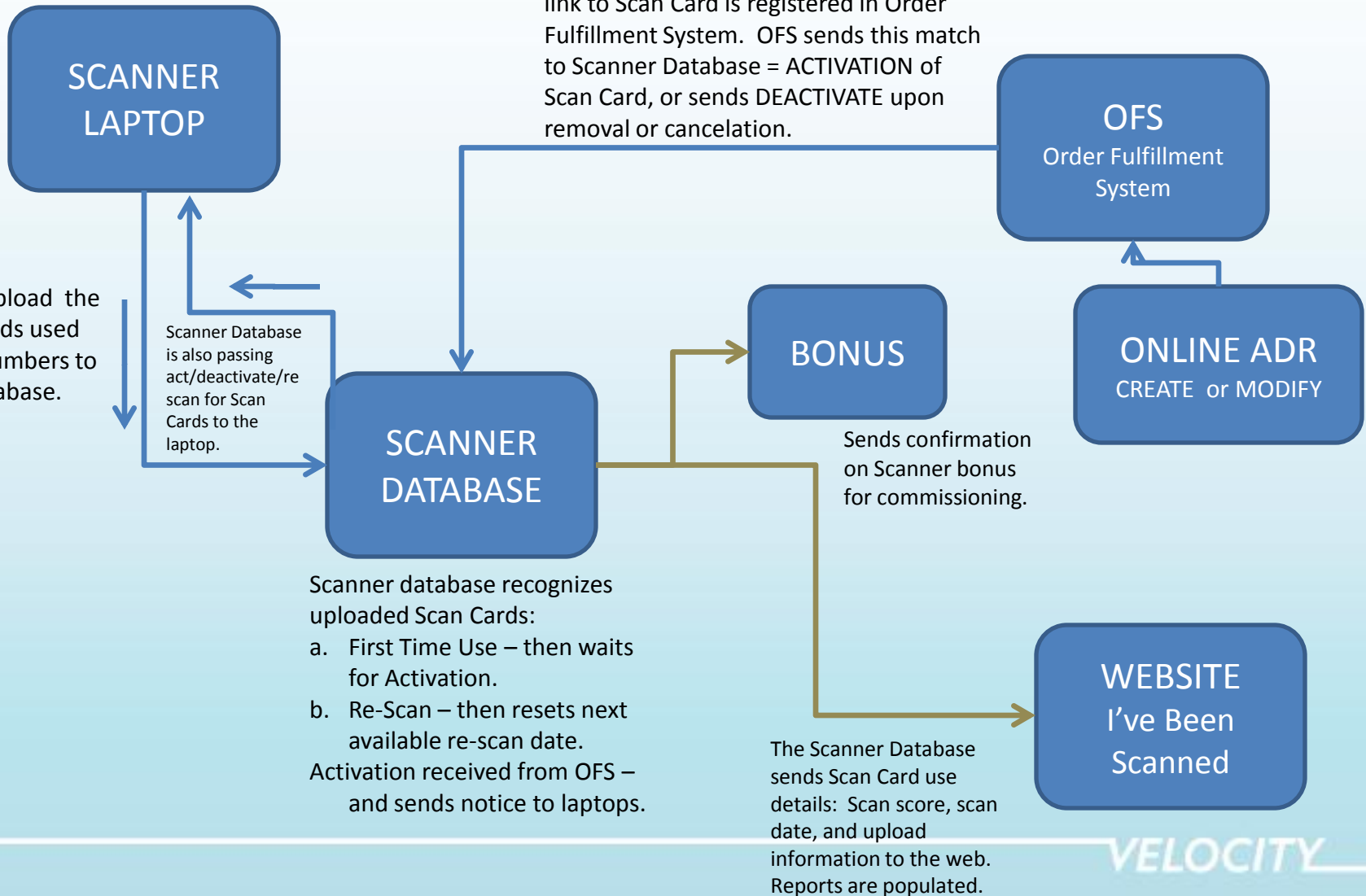
- If a Customer misplaces their Scan Card (both the wallet and key ring version are gone) and needs to obtain a new card, he/she must locate a nearby Scanner Operator and be scanned again using a new card from the Scan Operator's stock.
  - The new Scan Card must be activated by association to the ADR.
- The old card association will be replaced with the new card number.
  - Replacement activation can be done online in ADR management.
- Replacement Scan Cards will not be supplied by the company. Customers will be directed to their Scanner Operator to obtain a new card.
  - The Scan Operator may chose to collect a retail initial scan fee at his/her discretion.

# Importance of Uploading

- Scanner laptops will receive Scan Card updates by upload transfers.
- Scan Operators are highly encouraged to upload scans performed after each scanning session, even though the allotted 120 hours has not yet expired.
- Uploading will ensure the laptop has instructions from the company database to allow or reject a Scan Card.
- ***Scan Operators must keep their laptop up-to-date so that all returning customers will receive accurate Scan Card activation eligibility that will either allow or reject the subsequent re-scan.***
- If several days have lapsed between scan sessions, Scan Operators should upload the scanner laptop just prior to a scanning event in order to receive any additional Scan Card activation requests from the scanner database.

# Scan Card: Back-end principle

The ADR inquiry with qualified product link to Scan Card is registered in Order Fulfillment System. OFS sends this match to Scanner Database = ACTIVATION of Scan Card, or sends DEACTIVATE upon removal or cancelation.



Customer individual SCS graphs will be displayed of scans performed. Using their Customer account and log in username online > Go to “I’ve Got My Number”.



The screenshot shows the Pharmanex website interface. At the top, there is a navigation bar with the Pharmanex logo, "United States | Home", and language options "Español | English". Below this is a secondary navigation bar with links for "Shop | My Office | ADR | Opportunity | Company | Scanner | Events | Contact". A search bar is located on the right side of the top navigation.

The main content area is divided into several sections:

- Sign Up/Log In | Express Shopping**: A button for user registration and login.
- Scanner Locator**: A dropdown menu with options: "Scanner", "Scanner Overview", "Media Coverage", "I've got my number", "What Can the Scanner Do For My Business?", "Scanner Resources", and "Doctor's Corner".
- Shopping Cart**: Shows "Items 0 Total \$0.00" and a "Checkout" button.
- Image Banner**: A large image of three smiling women, with the Nu Skin 25th Anniversary logo and tagline "THE DIFFERENCE DEMONSTRATED™" overlaid on the right side.
- Promotional Banners**: Three smaller banners below the main image:
  - "The Perfect Beauty Beverage" with an image of people at a table.
  - "LIVE BETTER!" with an image of a woman's face.
  - "YEAR TO REMEMBER" with an image of a scanner device and the text "SPONSOR 4 GET 1 MORE".
- Did You Know...**: A section with a background image of a person in a park. The text reads: "...zinc, copper, and selenium are essential minerals for skin health?".
- Pharmanex study correlates skin carotenoids to overall antioxidant health**: A link to "read the press release".
- Nu Skin City Tour**: A link to "view list of events" with the text "Join top leaders to learn how to maximize your business potential."

1. Activated Scan Cards will automatically log Skin Carotenoid Scores (SCS) obtained by scans performed by using their registered Scan Card(s).
2. The Customer can add comments to his/her scan event dates to indicate changes to diet, nutrition, or supplementation and lifestyle. Helpful to understand his/her overall progress.



3. The chart will display the name of the card user as entered upon activation.

4. The SCS chart may be printed for continual reminder to take products.

- The Scan Card brings significant benefit, environmental awareness and simplification to the Scanner Program, while adding branding and enhanced customer value to the Scan and ADR program.
- Continual scanning as part of the ADR program is a healthy cycle of consumption which our Customers should take every advantage to be scanned and know his or her Skin Carotenoid Score.

***“Everyone should use  
the Pharmanex  
BioPhotonic Scanner  
to learn their Skin  
Carotenoid Score.”  
- Lester Packer,  
Ph. D., the  
“Father of  
Antioxidants”***