



NU SKIN®

THE DIFFERENCE. DEMONSTRATED.®

SCANNING DO'S AND DON'TS—MARKETING GUIDELINES

The Scanner is a marvelous tool intended to help you with your Pharmanex business when used properly. The following is a general summary of what can and cannot be said about the Scanner. It is not an exhaustive list of all permissible and prohibited claims. If you have a question about what statements can be made about the Scanner, please contact your distributor representative.

The Pharmanex® BioPhotonic Scanner is intended to show consumers that Pharmanex SCS-Certified products can increase carotenoid antioxidants in the skin. The Pharmanex® BioPhotonic Scanner is not intended to be used for medical purposes. It is not a medical device or diagnostic tool of any kind and cannot diagnose, treat, mitigate, cure or prevent any disease or affect the structure or any function of the body, nor is it a health assessment tool.

DO

- Emphasize that the Scanner is intended to show that Pharmanex SCS-Certified products work
- Clearly separate claims for dietary supplements from claims about the Scanner
- If you encounter consumers who believe that the Scanner can diagnose, prevent or cure disease, immediately make clear to them that the Scanner does not diagnose any disease or precondition of any disease
- Use only information that has been approved by the company
- Refer customers to their doctors for questions regarding the use of Pharmanex products with specific medical conditions
- Refer media questions to Pharmanex® Public Relations (801-345-1000)
- Dress appropriately for the occasion
- Have fun and show your enthusiasm for the product, the business and the ability to live better, longer

DON'T

- Don't make claims that the Scanner will diagnose any disease
- Don't make claims suggesting any medical use
- Don't claim the Scanner will have an effect on the structure or function of the body
- Don't claim that using the Scanner will prevent disease of any kind
- Don't tell consumers that their antioxidant levels are high, low, or average
- Don't promise specific Skin Carotenoid Scores.
- Don't persuade customers to leave purchasing relationships with other distributors
- Don't perform scans without a scan certificate
- Don't open the Scanner or modify any part of the Scanner
- Don't tell customers that because of their scores, they should seek the advice of their healthcare professional.
- Don't use terms such as, "the Scanner is a noninvasive tool"
- Don't compare the Scanner to other measurement or testing equipment such as cholesterol tests, pregnancy home test kits, or diabetic testing strips or devices. These are all medical devices, the scanner is not.

FAILURE TO COMPLY WITH ANY OF THESE GUIDELINES CAN RESULT IN SANCTIONS OR THE LOSS OF YOUR SCANNER.