

OPPORTUNITY TESTIMONIAL GUIDELINES

For Nu Skin Brand Affiliates (Europe & Africa)

Nu Skin has created these guidelines to ensure that opportunity claims made by Brand Affiliates are truthful and not misleading. The principles within this document are designed to promote compliance with applicable laws and regulations regarding such claims.

NU SKIN®

KEY PRINCIPLES ARE THE SAME – NO MATTER THE PLATFORM

Today's audiences can be skeptical about product claims, opportunity claims, the direct selling industry as a whole, and their ability to thrive in this business model.

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

OPPORTUNITY CLAIMS

These guidelines provide you with information about how to properly promote the Nu Skin Business Opportunity. An Opportunity Claim is any statement, presentation, video, or social media post that depicts:

- 1) Earnings that can be made through the Nu Skin business,
- 2) Purchases made from Nu Skin earnings, or
- 3) Awards received through Nu Skin incentive programs (including success trips).

Opportunity Claims should be:

- True
- Never Misleading
- Compliant with these guidelines and the [Policies and Procedures](#).

Social media posts should:

- Clearly and unavoidably disclose your relationship with Nu Skin and the fact that the post is an advertisement.
- Include your name and market.

INCOME CLAIMS

All income claims must comply with the following guidelines:

- 1) Claims must be truthful and accurate and never deceptive or misleading.
- 2) Lavish lifestyle claims and imagery (exotic vacations, high-end vehicles, yachts, airplanes, etc.) are strictly prohibited.
- 3) Do not claim (or imply) that a Nu Skin business is **easy** or does not require substantial time, skills, or hard work.
- 4) Do not claim (or imply) that **everyone will succeed** if they simply put in the hours or follow a system.
- 5) Do not claim (or imply) that operating a Nu Skin business will: allow participants to **quit jobs, replace fulltime income, or provide financial freedom**.
- 6) Keep messaging balanced and realistic, do not focus only on examples of successful Brand Affiliates.
- 7) Do not make claims beyond your own experience, compensation, and title.
- 8) Every time you make an income claim, discuss or otherwise present earnings, you must:
 - Provide a copy of or a link to the most recent [compensation summary](#); and
 - Post the full text of the Earnings Disclaimer¹:
- 9) Use an asterisk (*) next to all earnings claims to reference the Earnings Disclaimer. The disclaimer must be clear, conspicuous, and unavoidable: use the same font size, color, and language used in the main post:

In 2022, 18.25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

¹ Please see [Local Restrictions](#)

INCOME CLAIMS ON SOCIAL MEDIA

In addition to the guidance for all income claims, follow these guidelines when making income claims on social media.

- 1) Income, earnings, awards, bonus, and/or compensation claims made on social media cannot exceed US \$200 or the local currency equivalent.
- 2) All posts must follow the same format used in the example posts in these guidelines.
- 3) All posts must clearly and unavoidably disclose your relationship with Nu Skin and that the posts are advertisements. Don't hide your relationship with Nu Skin or the advertisement disclosure behind a "more" button or in a string of hashtags.

Make sure to disclose your relationship with Nu Skin and that the posts are advertisements.

- 4) Post the exact text of the Earnings Disclaimer²:

In 2022, 18.25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

- 5) If posting on Reels, Stories, or Snapchat the Earnings Disclaimer must be superimposed over the video, legible, and shown long enough for an average person to read.

² Please see [Local Restrictions](#)

APPROVED EXAMPLE POSTS

Specific Earnings



Pay for those soccer fees! I want my kids to try everything. Make extra €50-€175 to pay those soccer fees by sharing amazing products. No start-up fees or required product purchases. *

**In 2022, 18.25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).*

#nuskinaffiliate #advertisement #opportunity
#yourbusinessyourway #timeflexibility
#empowerme

- ADVERTISEMENT - Make €20 - €175 a month help you with those extra coffee breaks? Build a beauty business with your friends!
No start-up fees or required purchases! *

**In 2022, 18.25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).*

#nuskinaffiliate #opportunity #empowerme
#yourbusinessyourway



APPROVED EXAMPLE POSTS

General Earnings



Hey—shout out to my girl Jessica! She is killing it with her beauty business. Check out her promotion for Lash + Brow Serum —stuff WORKS!

With the EmpowerStart incentive, there has never been a better time to start this side gig. DM me for details!

#nuskinaffiliate #advertisement



7 months ago, I made the smartest decision I've ever made! And this whole biz is free to join...and no required purchases!

Contact me about an amazing opportunity sharing premium wellness and beauty products.

#advertisement #nuskinaffiliate

APPROVED EXAMPLE POSTS

Holiday Earnings



Earn a little extra Christmas cash!

Contact me about an amazing opportunity sharing premium wellness and beauty products.

#nuskinaffiliate #advertisement

LIFESTYLE AND INCOME CLAIMS

The following terms, and terms with similar meaning, **may only** be used in compliance with these guidelines and in a context that is not misleading:

- ✓ flexible schedule
- ✓ time flexibility
- ✓ leveraged income
- ✓ supplemental income
- ✓ work independently

The following terms, and terms with similar meaning, do not accurately reflect the income opportunity for most Brand Affiliates and **may not** be used:

- ✗ passive income
- ✗ residual income
- ✗ replacement income
- ✗ financial freedom
- ✗ time freedom
- ✗ recurring income
- ✗ unlimited income potential
- ✗ opportunity for all
- ✗ financial flexibility
- ✗ part-time or full-time income

Nu Skin wants Brand Affiliates to emphasize all aspects of the business, not just the ability to make a little extra income. Keep it real by making sure people know they can have the opportunity to own their own business, build leadership skills and abilities, share best-in-class products, be part of a Force for Good culture, and build relationships with others interested in health and wellness... and don't forget the experiences, including the opportunity to earn and qualify for Success Trips!

INCOME CLAIMS DON'Ts

DO NOT make claims about the total sales revenue and/or gross sales for your account or those in your organization.

DO NOT make claims about the amount of time required to reach specific titles or compensation levels.

DO NOT display earnings checks from Nu Skin, including screenshots of bonuses or statements.

DO NOT make claims about retail profits.

NEVER encourage people to quit jobs or school, take out loans, or incur debt.

DO NOT reshare, retweet, or “like” posts that are inconsistent with these guidelines.

DO NOT offer or imply any guarantee of success or income, including guarantees related to following a system.

IMPROPER CLAIMS



I've easily been able to earn €450 in passive income each month working only from my phone. Reach out to learn more! #nuskin #freedom

UNAPPROVED EXAMPLE POSTS



I'm so excited to say that I have been able to earn €1000 a month selling Nu Skin's amazing products! If you want to learn how you can earn recurring income like this, message me!

In 2022, 18.25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. See full compensation summary [here](#).

#nuskin #opportunity #mybusinessmyway
#recurringincome #guaranteedmoney



Guess what guys!? Through my Nu Skin business, I've been able to make enough money every month to cover my car payment! If you want to learn how to pay YOUR monthly car payment message me!

#nuskin #opportunity #guaranteedincome
#empowerme #bossbabe #financialfreedom



UNAPPROVED EXAMPLE POSTS



I can help two more mamas work from home with me this month! Here's what I'm currently working on – Pick a number! Which one would you want most?! Personally, I am working on number 10!

1. Earn an extra €1000
2. Go on a cruise this year
3. Pay off credit card debt
4. Be a stay-at-home parent
5. Save for your children's college
6. Take your family to Disney
7. Give back to the community
8. Fire your boss
9. Upgrade your phone
10. Pay off your mortgage

#nuskin #workfromhome #mamapower #bossbabe



Do your dreams include a trip to some of the most beautiful 5-star resorts in the world for you plus one?

I'm looking for 2 more people to come with us! 3 months left to qualify!

Earn from day one!! Unlimited earning potential!!

Sign up, post, make money, instant profit, TOTALLY FREE!

Comment or PM me for details!
 #nuskin #freetrip #unlimitedpotential
 #totallyfree #financialfreedom



EARNINGS DISCLAIMER TRANSLATIONS

ENGLISH: In 2022, 18,25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. These percentages don't account for retail markup from product resales. See full compensation summary [here](#).

ČEŠTINA: V roce 2022 18,25 % aktivních Brand Affiliates společnosti Nu Skin v našich regionech v Evropě a Africe získalo prodejní kompenzace a 4 % z těch aktivních získalo US \$200 nebo více měsíčně, před odečtením výdajů. Tato procenta nezahrnují maloobchodní přírážky z přeprodeje produktů. Kompletní přehled odměn najdete [tady](#).

DANSK: I 2022 optjente 18,25% af aktive Nu Skin Brand Affiliates i Europa og Afrika salgskompenstation, og 4% af de aktive Brand Affiliates optjente US \$200 eller mere om måneden, før udgifter. Disse procentdele inkluderer ikke detaildifference fra videresalg af produkter. Se det komplette kompensationsammendrag [her](#).

DEUTSCH: Im Jahr 2022 erhielten 18,25 % der aktiven Nu Skin Vertriebspartner*innen in unserer Region Europa und Afrika eine Vergütung, und 4 % der aktiven Vertriebspartner*innen verdienten monatlich US \$200 oder mehr, vor Abzug der Kosten. Diese Prozentsätze berücksichtigen nicht die Gewinnspanne für den Weiterverkauf von Produkten an Endkunden. Die vollständige Übersicht über die Verdienstmöglichkeiten findest du [hier](#).

ESPAÑOL: En 2022, el 18,25 % de los Brand Affiliates de Nu Skin activos de la región de Europa y África ganó una compensación por ventas, y el 4 % de los activos ganó US \$200 o más mensualmente antes de deducir gastos. Estos porcentajes no tienen en cuenta el margen minorista de las reventas de los productos. Consulta el [resumen de compensación completo](#).

FRANÇAIS: En 2022, 18,25 % des Brand Affiliates Nu Skin actifs dans la région Europe et Afrique ont reçu des rétributions de vente, et 4 % des Actifs ont obtenu US \$200 ou plus par mois, avant déduction des frais. Ces pourcentages ne prennent pas en compte la marge au détail lors de la revente des produits. Consultez le résumé des rétributions complet [ici](#).

ITALIANO³: Nel 2022, il 18,25% dei Brand Affiliate Nu Skin attivi nell'area Europa e Africa ha ottenuto compensi per le vendite e il 4% dei soggetti attivi ha ottenuto almeno US \$200 al mese, al lordo delle spese. Tali percentuali non tengono conto del margine di vendita al dettaglio ricavato dalla rivendita di prodotti. Consulta il riepilogo dei compensi dettagliato [qui](#).

MAGYAR: 2022-ben az európai és afrikai régiókban az aktív Nu Skin Brand Affiliate-ek 18,25%-a részesült értékesítési kompenzációban, és 4%-a keresett havi legalább US \$200-t a költségek levonása előtt. Ezek a százalékok nem tükrözik a termékek viszonteladásából származó kiskereskedelmi árrést. A teljes jutalék összesítőt lásd [itt](#).

NEDERLANDS: In 2022 ontving 18,25% van de actieve Brand Affiliates in de regio's Europa en Afrika een verkoopbonus en verdiende 4% van de actieve Brand Affiliates US \$200 per maand, voor aftrek van onkosten. Bij deze percentages is geen rekening gehouden met de winstmarges op doorverkopen. Bekijk [hier](#) het volledige overzicht met compensaties.

³ Please see [Local Restrictions](#)

NORSK: I 2022 tjente 18,25 % av Active Nu Skin Brand Affiliates i Europa og Afrika-regionen salgskompensasjon, og 4 % av Actives tjente US \$200 eller mer her måned før utgifter ble trukket fra. Disse prosentene tar ikke hensyn til detaljsalgpåslag fra videresalg av produkter. Se hele kompensasjonssammendraget [her](#).

POLSKI: W 2022 roku 18,25% Brand Affiliate Nu Skin w naszym regionie Europy i Afryki otrzymywało wynagrodzenie za sprzedaż, a 4% Aktywnych osób zarabiało US \$200 lub więcej miesięcznie przed odliczeniem kosztów. Te wartości procentowe nie uwzględniają marży detalicznej z odsprzedaży produktów. Zobacz pełne podsumowanie wynagrodzenia [tutaj](#).

PORTUGUÊS: Em 2022, 18,25% dos Brand Affiliates Nu Skin Ativos na nossa Região da Europa e África receberam compensação por vendas e 4% dos Ativos receberam US \$200 ou mais mensalmente, antes de deduzirem as despesas. Estas percentagens não têm em conta o aumento no lucro de retalho da revenda de produtos. Veja o resumo das compensações completo [aqui](#).

ROMÂNĂ: În 2022, 18,25% dintre partenerii activi Brand Affiliates Nu Skin din Europa și Africa au câștigat compensații pentru vânzări, iar 4% dintre aceștia au câștigat US \$200 sau mai mult în fiecare lună, înainte de deducerea cheltuielilor. Aceste procentaje nu iau în considerare marja de profit din revânzarea produselor. Vezi rezumatul complet al compensațiilor [aici](#).

SLOVENČINA: V roku 2022 získalo v regióne Európa a Afrika predajnú kompenzáciu 18,25 % aktívnych partnerov Nu Skin Brand Affiliate a 4 % aktívnych partnerov získalo mesačne US \$200 alebo viac (bez odpočítania nákladov). Tieto percentuálne hodnoty nezahŕňajú maloobchodnú maržu z predaja produktov. Pozrite si súhrn predajných kompenzácií, ktorý je k dispozícii [tu](#).

SUOMI: Vuonna 2022 18,25 % Nu Skinin Euroopan ja Afrikan alueen aktiivisista brändikumppaneista ansaitsi myyntipalkkioita ja 4 % näistä aktiivisista brändikumppaneista ansaitsi vähintään US \$200 kuukaudessa ennen kulujen vähentämistä. Näihin prosenttilukuihin ei ole laskettu tuotteiden jälleenmyynnistä saatuja myyntivoittoja. Palkkioyhteenvedo on nähtävissä kokonaisuudessaan [täällä](#).

SVENSKA: Under 2022 tjänade 18,25 % av aktiva Nu Skin Brand Affiliates i Europa och Afrika försäljningsersättning, och 4 % av aktiva Affiliates tjänade US \$200 eller mer i månaden före avräkning av kostnader. Dessa procentsatser omfattar inte återförsäljningspåslag från återförsäljning av produkter. Se den fullständiga ersättningssammanfattningen [här](#).

LOCAL RESTRICTIONS

Austria: “Gewerbeordnung (GewO) § 57 Abs. 1: Aufsuchen von Privatpersonen”: re-selling food supplements is prohibited in Austria. Food supplements purchased from Nu Skin Local are for personal use only.

France: According to the French legislation on VDI (Vendeur à Domicile Indépendant), Brand Affiliates with VDI status should not conclude any distance sales. However, social media may be used to promote the products. Additionally, VDI Mandataires are not allowed to sell directly to unregistered customers.

Italy: According to the Italian legislation on Direct Selling activities, Brand Affiliates can only collect purchase orders and transmit them to the company. Therefore, re-selling activities on any platform are not permitted and Brand Affiliates registered in Italy must use the following disclaimer:

In 2022, 18.25% of Active Nu Skin Brand Affiliates in our Europe and Africa Region earned sales compensation, and 4% of Actives earned US \$200 or more monthly, before deducting expenses. See full compensation summary [here](#).

NU SKIN®