

OPPORTUNITY TESTIMONIAL GUIDELINES

For Nu Skin Brand Affiliates (Hong Kong & Macau)

These guidelines provide you with information about how to promote the Nu Skin Business Opportunity in compliance with the Policies and Procedures.

NU SKIN®

KEY PRINCIPLES ARE THE SAME – NO MATTER THE PLATFORM

BECAUSE OTHERS MAY 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”	MAKE IT RELEVANT Meet your audience where they are today

OPPORTUNITY CLAIMS

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 or a lifestyle made possible by 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, the [Policies and Procedures](#), and all other guidelines published by Nu Skin

GENERAL REQUIREMENTS

All opportunity claims must comply with the following guidelines:

- 1) Claims must be truthful, accurate and never deceptive or misleading.
- 2) Lavish lifestyle claims and imagery (exotic vehicles, high-end vacations, 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) Income, earnings, awards, bonus, and/or compensation claims made on social media **cannot exceed HKD/MOP 2000.**

9) All social media posts should **clearly disclose** your relationship with Nu Skin. Don't **hide your relationship** with Nu Skin behind a "more" button or in a string of hashtags intentionally.

Please note that some social media platforms may restrict content related to opportunity claims and that Brand Affiliates are solely responsible for complying with specific platform requirements. Please see page 13 of the Social Sharing Guidelines for examples.

When making income claims outside of social media (including events, team meetings, and one-to-one conversations), please follow the guidance on page 13 of this document.

APPROVED EXAMPLE POSTS

Specific Earnings



Pay for those soccer fees! I want my kids to try everything. Make extra HKD/MOP 400 to 2,000 to pay those soccer fees by sharing amazing products. No start-up fees or required product purchases.

#nuskinaffiliate #opportunity #yourbusinessyourway
#timeflexibility #empowerme



Make HKD/MOP 150 to 2,000 a month help you with those extra coffee breaks? Build a beauty business with your friends!
No start-up fees or required purchases!

#nuskinaffiliate #opportunity #empowerme
#yourbusinessyourway



Holiday Earnings



Earn a little extra Christmas cash!
Contact me about an amazing opportunity sharing premium wellness and beauty products.

#nuskinaffiliate



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 this amazing new sales incentive, there has never been a better time to start this side gig. DM me for details!

#nuskinaffiliate



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.

#nuskinaffiliate

APPROVED EXAMPLE POSTS

Supplemental income



Need a little extra income to help make that monthly car payment? Contact me to learn more about our amazing company and best-in-class products!

#nuskin_affiliate
#beautyandwellness #opportunity
#yourbusinessyourway



I've been able to earn a little extra cash each month to help with my kid's activities! Want to learn more? Contact me about an amazing sales opportunity!

#nuskin_affiliate
#supplementalincome #yourbusinessyourway #opportunity

DESCRIBING THE OPPORTUNITY

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
- ✗ financial flexibility
- ✗ full-time income
- ✗ life changing 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!

OPPORTUNITY 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.

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 HKD/MOP 4,000 in passive income each month working only from my phone. Reach out to learn more! #nuskin #freedom



[Note: This post is regarded as improper because: (i) the amount of the earnings claim exceeds HKD/MOP 2,000; (ii) the term “passive income” is misleading and is not approved to be used.]

LIFESTYLE POSTS



APPROVED

Posts about accomplishments or life milestones that are not related to the Nu Skin business.

“Spending time with the family for the next 2 weeks on our quarterly getaway! ✈️ This time we decided on a secluded beachfront property 🌞 #livingthelife #islandlife”

UNAPPROVED

Posts related to the Nu Skin opportunity should be limited to supplemental income.

“Here’s the villa we’ll be staying at for the next week during our Caribbean getaway! I’m so grateful the company I’m partnered with provides the means for me to travel to all sorts of GORGEOUS destinations around the world 🙌🙌 #blessed #opportunity”

[Notes: (i) Whilst posts about personal accomplishments / life milestones not related to the Nu Skin business would be allowed, a lifestyle post would not be approved if it could imply that the money used for achieving that lifestyle comes from Nu Skin. In the above example, if a reader could reasonably relate “the company I’m partnered with” mentioned in the post to Nu Skin (e.g. the majority of posts in the social media page relate to Nu Skin), then the lifestyle post would be regarded as improper; (ii) The above example is not referring to an incentive trip sponsored by Nu Skin. You may refer to the Social Sharing Guidelines for claims relating to incentive trips.]

UNAPPROVED EXAMPLE POSTS



I'm so excited to say that I have been able to earn HKD/MOP 8,000 a month selling Nu Skin's amazing products! If you want to learn how you can earn recurring income like this, message me!

#nuskin #opportunity
#mybusinessmyway #recurringincome
#guaranteedmoney

[Note: This post is not approved because: (i) the amount of the earnings claim exceeds HKD/MOP 2,000; and (ii) the terms "recurring income" and "guaranteed money" are

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

[Note: This post is not approved because: (i) it implies that the money used for the car payment (which an average person would reasonably expect to exceed a supplemental income of HKD/MOP 2,000) comes from Nu Skin; and (ii) the terms "guaranteed income" and "financial freedom" are misleading and are not approved to be used.]



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 9!

1. Earn an extra HKD/MOP 8,000
2. Go on a cruise this year
3. Pay off credit card debt
4. Quit your job and be a stay-at-home parent
5. Save for your children's college
6. Take your family to Disney
7. Fire your boss
8. Upgrade your phone
9. Pay off your mortgage



#nuskin #workfromhome #mamapower
#bossbabe

[Note: This post is not approved because the items mentioned in the post either (i) make an earnings claim with an amount that exceeds HKD/MOP 2,000; (ii) imply that money earned from Nu Skin would be sufficient to cover spendings that exceed a supplemental income of HKD/MOP 2,000; or (iii) imply that a person can quit his/her job or replace full-time income if he/she runs a Nu Skin business.]



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

[Note: This post is not approved because: (i) it implies that an incentive trip of Nu Skin is "free" and everyone can earn quick money by joining Nu Skin; and (ii) the terms "unlimited potential" and "financial freedom" are misleading and are not approved to be used. You may refer to the Social Sharing Guidelines for claims relating to incentive trips.]



INCOME CLAIMS OUTSIDE OF SOCIAL MEDIA

- There are many scenarios in which the income opportunity may be discussed – including Brand Affiliate events, team meetings, and one-to-one conversations.
- It’s critical that Brand Affiliates provide balanced messaging to accurately reflect the income opportunity and focus on realistic outcomes.
- Because the level of understanding and earning potential will vary significantly depending on the audience, please carefully follow the below guidance – in addition to all other guidance within this document and the Nu Skin Policies and Procedures.

If Your Audience Consists of...	DO	DON'T
Prospects –SBP	<ul style="list-style-type: none"> ✓ Focus on modest supplemental income reflective of the “Share” and early “Build” section of the Velocity Sales Performance Plan. ✓ Talk about income potential reflective of the “Build” section of the Velocity Sales Performance Plan. ✓ Accurately and honestly explain the earnings potential associated with building and leading a team as set forth in the “Lead” section of the Velocity Sales Performance Plan. Earnings claims may be personalized by sharing details of leaders’ Nu Skin journey and actual income level. ✓ Use the approved income disclaimer* whenever making income claims. 	<ul style="list-style-type: none"> ✗ Don’t spend a significant amount of time talking about higher compensation levels or imply that participants are likely to achieve a similar level of income. ✗ Don’t use claims or imagery of mansions, private jets, exotic cars, or other luxury items. ✗ Don’t share content with those outside the intended audience.
EBP and above	<ul style="list-style-type: none"> ✓ Focus on income potential reflective of the “Lead” section of the Velocity Sales Performance Plan. ✓ Successful leaders may share details of their actual income and lifestyles. ✓ Use the approved income disclaimer* whenever making income claims. 	<ul style="list-style-type: none"> ✗ Don’t share content with those outside the intended audience.

*Generating compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program and there are no guarantees of financial success. See full compensation summary at https://www.nuskin.com/content/dam/HK/REGULATORY_CORNER/2023_HONG_KONG_and_MACAU_BRAND_AFFILIATE_SALES_COMPENSATION_SUMMARY.pdf.

