

# Social Media Guidelines



# DIRECT SELLING: THE ORIGINAL SOCIAL NETWORK

Our business model is based on person-to-person selling—leveraging the power of word of mouth.

While technology keeps changing, people sharing their enthusiasm for Nu Skin will continue.

Nu Skin supports and will continue to support active participation in social media.



# SOCIAL MEDIA PROVIDES MANY OPPORTUNITIES

Building relationships and expanding the “warm market”

Communicating

Sharing new information

Engaging with others and the company

Making contacts

Providing personal experiences and testimonials



# THE KEY PRINCIPLES AND POLICIES FOR SHARING ARE THE SAME—NO MATTER THE PLATFORM

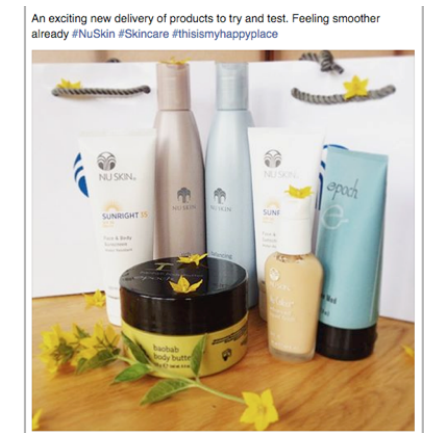
Basic policies and procedures apply to online and offline communications





# WHAT WE **CAN** DO WITH SOCIAL MEDIA

- Share your experiences with Nu Skin products and the Nu Skin business
- Make new friends and contacts
- Offer support and interact with others
- Link to Nu Skin's website
- Disclose that you are a Nu Skin Independent Distributor



An exciting new delivery of products to try and test. Feeling smoother already #NuSkin #Skincare #thisismyhappyplace

# WHAT WE **CAN** DO WITH SOCIAL MEDIA

Join official Nu Skin fan pages

Share company approved photos, promotional videos, and business support materials

Share individual photos and videos regarding your personal experience with Nu Skin (e.g., incentive trips, global and regional conventions, and individual product usage)





# DO: SHARE YOUR LIFE WITH NU SKIN



# SOCIAL MEDIA DON'Ts

**DON'T:** recruit or attempt to sell products through any online classifieds or buy/sell sites or groups

**DON'T:** recruit in public forums, discussion groups, message boards, blogs, comment sections, or employment-based websites when such recruiting violates the admin/moderator rules or terms and conditions of such group or site

**DON'T:** use company trade names or trademarks when naming your pages or group (e.g., ageLOC, Nu Skin, etc.)

**DON'T:** use company trademarked logos for profile pictures

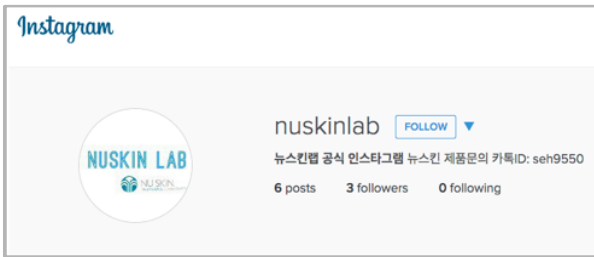
**DON'T:** create pages, websites, accounts, or other online avenues for purchasing products (e.g., e-commerce) other than Nu Skin produced distributor web pages (i.e., replicating websites)

**DON'T:** use unapproved third party pictures, celebrity endorsements, or literature to promote the products or business

**DON'T:** use Facebook posts or feeds as a way to sell product, list product pricing or post your ID number as a way to recruit.

# IMPROPER SOCIAL POSTS

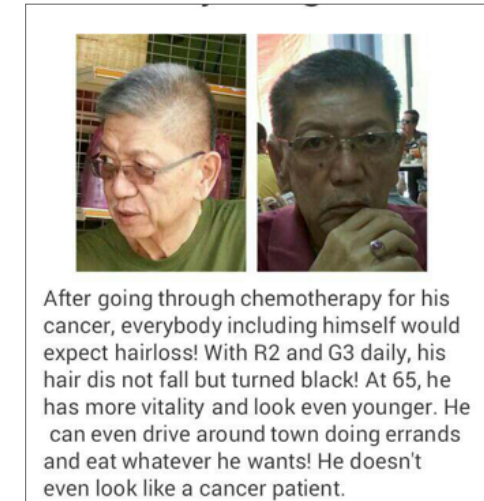
## IMPROPER USE OF LOGO



## UNAPPROVED BEFORE & AFTER



## UNAPPROVED/FALSE CLAIMS



## IMPROPER USE OF TRADEMARK NAME



## PROHIBITED E-COMMERCE



## IMPROPER POSTING ON BUY/SELL SITES



# PRODUCT CLAIMS DOs

- DO:** use claims found in approved Nu Skin marketing materials
- DO:** discuss our innovative ageLOC science
- DO:** recommend that customers talk to their healthcare provider for ALL healthcare concerns or questions
- DO:** share positive personal testimonials that are consistent with approved claims
- DO:** follow the Product Testimonial Guidelines







# EARNING CLAIMS DOs

**DO:** share your WHY and be authentic and personal

**DO:** talk about the success that can come through hard work and patience

**DO:** talk about having fun with the business

**DO:** emphasize the importance of reselling the product

**DO:** talk about the competitive and innovative Sales Compensation Plan

**DO:** follow the Earnings Claims Guidelines





# EARNINGS CLAIMS DON'Ts

**DON'T:** share details of individual commissions earned or the Sales Compensation Plan

**DON'T:** make lavish or unrealistic lifestyle claims

**DON'T:** offer or imply any guarantee of success by simply following a system

**DON'T:** display copies of bonus or commission checks

**DON'T:** use the terms “passive” or “residual” income—rather, use “leveraged income”

**DON'T:** misrepresent past, present, or future earnings

**DON'T:** use hypothetical earnings that exceed those of the average distributor for the same period

# GETTING STARTED

Pick the social platform that is right for you

*Make sure to join the platform that fits your personality and interests (i.e., location, age, gender, or other target demographics and popular types of media)*

Know the specific guidelines for each platform on which you participate

Follow Nu Skin's distributor/market guidelines

Be clear on what you want to achieve through your social media activity (e.g., expand your warm market, connect with your downline, share experiences, etc.)



# HOW TO PROPERLY USE FACEBOOK

Set up a personal page or fan page

Share news and links about Nu Skin products

Invite people to Nu Skin meetings and events

Post company approved videos, marketing materials, and pictures

Link to the company's website, a Blue Diamond approved site, or your own Nu Skin produced distributor web pages

Use the official Nu Skin corporate or market Facebook sites as a reference for approved content and pictures

Set up private groups for business building activities

Use private messaging for business building and training activities



# HOW TO PROPERLY USE TWITTER

Share updates

Drive customers to your Nu Skin produced distributor websites

Share your enthusiasm about Nu Skin, the products, and the business

Share news/links about upcoming meetings and events

Build relationships by replying, retweeting, and joining discussions

Ask questions to spur conversations

Respond to questions and set up one-on-one meetings for follow-up

Retweet announcements and tweets from Nu Skin's official corporate and market Twitter accounts

Use personal hashtags to join in conversation topics and the Nu Skin community

Use private direct messaging for conversations relating to prospecting or business building activities



# HOW TO PROPERLY USE INSTAGRAM

Share pictures in real time

Post product pictures

Respond to questions and comments

Share pictures of you using and enjoying  
Nu Skin and Pharmanex products

Use/share photos posted by the company

Use personal hashtags to join in  
conversation topics and the Nu Skin  
community

Use private messaging for business  
building and training conversations



# HOW TO PROPERLY USE PINTEREST

Set up specific boards and post pictures, infographics, and videos that relate to you and your business

Pin corporate approved photos

Share links to your own Nu Skin produced distributor web pages

Share links of interest to your customers

Repin photos already posted by the company

Share individual pictures of product usage

Use private messaging for business building and training conversations





# HOW TO PROPERLY USE YOUTUBE

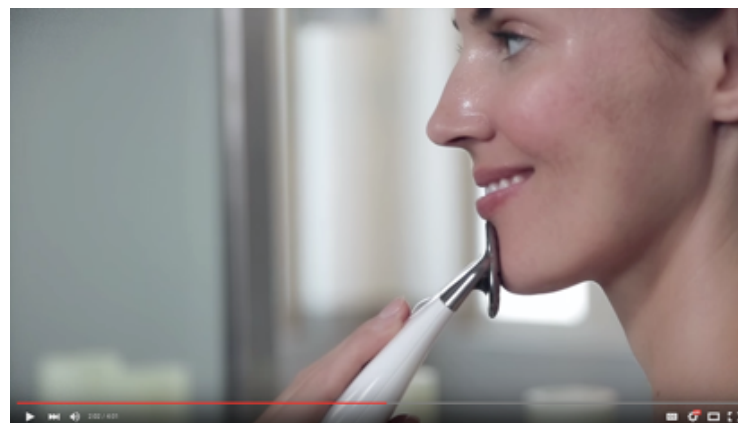
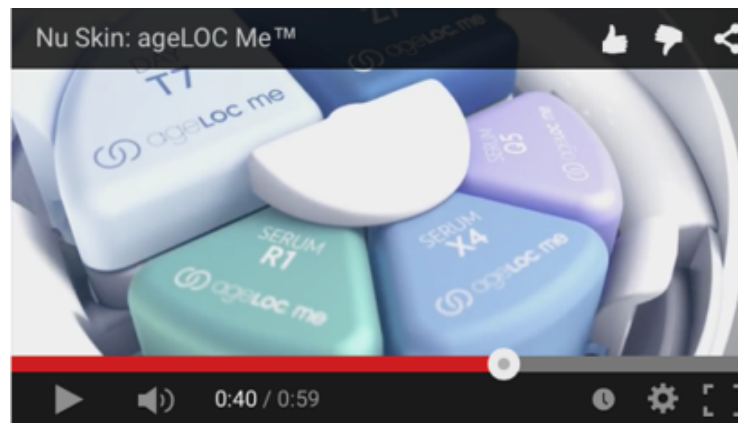
View, share, and comment on company approved videos

Do not create and post/upload training videos that have not been approved by Nu Skin

Subscribe and engage with Nu Skin's official corporate and market YouTube channels

Share individual videos regarding Success Trips, global and regional conventions, and individual product usage

Respond to private messages



# Social Media Guidelines Appendix



The following guidelines are provided for examples only, and are not intended as an exhaustive list of all permitted or non-permitted uses of a social media.



# WHAT WE **CAN** DO WITH SOCIAL MEDIA

So in L♥ve with essential oils right now! #oils #nuskin #home #love

Instagram  
elaine

2016-01-21, 11:01  
Normal

2015  
NU SKIN  
創新趨勢論壇

12月7日 12:44

2015  
NU SKIN  
創新趨勢論壇

12月7日 12:04

2015年的11月，NU SKIN創新趨勢論壇在兩岸三地將顛覆創新的精神推向最高峰。  
港台邀請到藍色經濟概念創始人剛特·鮑利及各種域菁英匯聚，為大家帶來一場玩轉創新的演講。  
上海場則以探尋商業文明為原動力，邀請三位互聯網明星創業者親臨現場，激發顛覆創新的精神。

Coming to America in April. Totally customized personal skin care.

**Nu Skin: ageLOC Me™**  
Brilliant yet simple to use, ageLOC Me delivers five effective anti-aging products—custom selected from hundreds of possible combinations. All in one stream...

YOUTUBE.COM

Like Share

Nu Skin Malaysia  
9 October · 🌍  
It is all about a good balance. What's your TR90 meal today? Share and inspire! #NuSkinMY

Remember that you can share content from **official** Nu Skin sources!

2015  
NU SKIN  
創新趨勢論壇

# WHAT WE **CAN** DO WITH SOCIAL MEDIA



Star creator trip nuskin japan

eliza 5h Normal 106 views



♥ 4 🗨 0

**Kevin** 11 hrs · 🌐

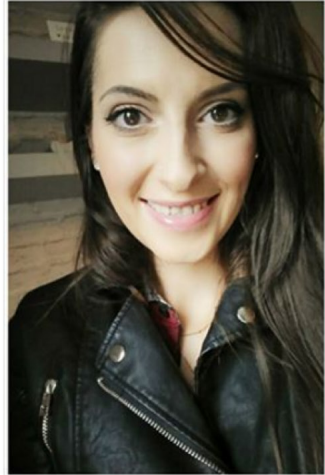
Wow! I'm proud be part of this amazing company that has new revolution in creating an innovative personalized skincare to have been awarded recently! Wooohoo! Go #AgelocMe #Innovation #Winner



**GOOD DESIGN** Nu Skin's ageLOC Me Receives 2015 GOOD DESIGN AWARD from the Chicago Athenaeum Museum of Architecture and Design

**Laura** January 11 at 10:37am · 🌐

Braving the cold and wet this morning!! Then getting down to business this arvo ☺️ I have a good feeling about today ☺️ #happy monday



Share


**Bethany**

Team call tonight, can't wait to hear from the team and congratulate everyone for Saturdays event ☺️ #nuskin #networkmarketing

👤 🔄 ♥️ ⋮

**Becky** 8 mins · 🌐

It's that time of night! Training 📚🌟 #nuskin

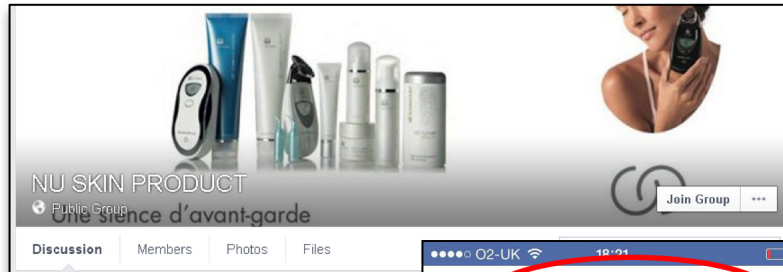
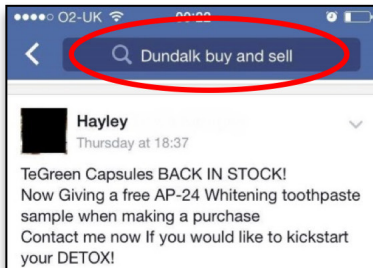


When building relationships and communicating with friends, it doesn't *always* have to be about Nu Skin

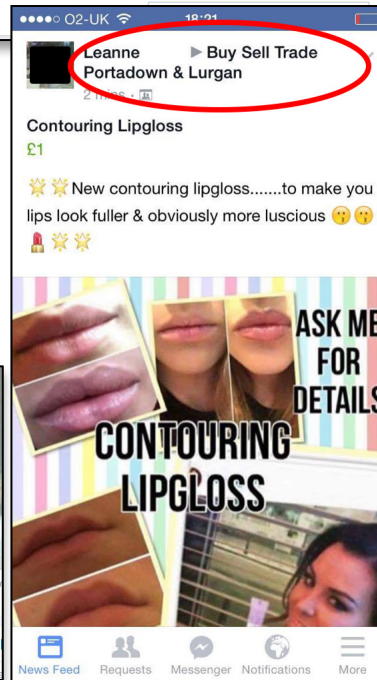


# SOCIAL MEDIA DON'TS

Whether or not Brad actually uses our products, you may not use his **image or likeness** to promote the products (*applies for all celebrities*)

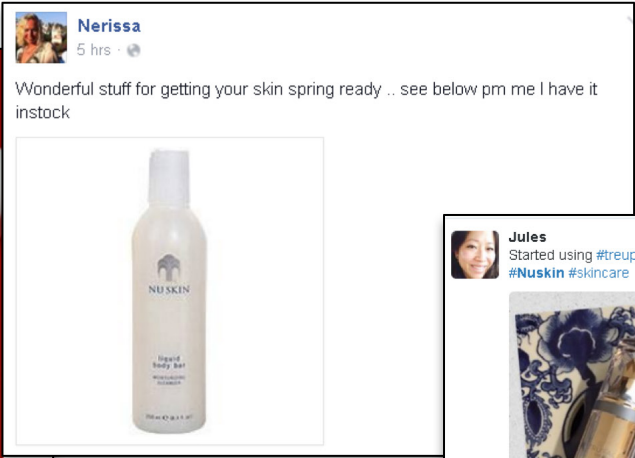
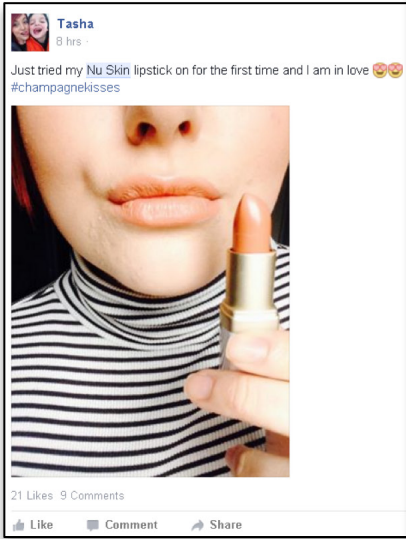


Be sure to use **your own name** when creating accounts and pages – not the company's registered tradenames



As a distributor for a **direct selling company**, you are expected to sell "directly" to consumers via private messaging functions, your own private groups, or company approved sites– not via e-commerce/retail

# PRODUCT CLAIM DO'S



Remember to only make claims that are **consistent** with company materials!



“After pictures” can be an effective alternative to before & after pictures





# PRODUCT CLAIM DON'TS

Even though you may have personally experienced extraordinary results by using the products, ALL product claims must describe results that a **typical consumer** can expect



### Leukemia condition improved

About 1.5 years ago, Joana was diagnosed with Leukemia and has to undergo treatment. At that time, her kidney and liver was also failing and she was very weak and dying.

After she started to take Pharnanex products (Lifepak, g3, R2, CordyMax, Tegreen ReshiMax, Marine Omega, Probio), her kidney and liver is now back to normal & her leukemia is also now well under control.

Joana 一年半前患上白血病必须接受治疗，她的肾脏和肝脏也严重衰退中，身体非常虚弱，她开始大量服用华茂保健品（如沛，g3, R2, 虫草，绿茶，灵芝，深海鱼油，益生菌）辅助治疗一段时间后，现在肾脏和肝脏已经恢复正常。她的白血病也已经受到控制了。

### Feng – Sleep Apnea (睡眠呼吸暂停综合症)

Need to depend on machine to sleep safely every night. After taking g3 for 3 weeks, no need to use the machine anymore. 服用g3 三个礼拜后不再需要使使用以上呼吸补助仪器



### Tuang

37 years old Tuang is troubled from his leg skin allergy since 3 months ago. His leg became very itchy and discomfort. Besides that, it also caused an unpleasant look. The allergy doesn't go off even with doctor prescription. After taking Y-Span, his skin is no longer itchy. Besides that, the inflammation subsided and become more smooth. His friend around him also amazed as his skin is as smooth as silk. Y-Span speed up the recovery, solve inflammation and turn his skin into a healthy skin.

Remember that inappropriate product claims pose **serious regulatory issues** for Nu Skin and your distributorship

# EARNINGS CLAIMS DO'S

*"With continuous hard work I have managed to create a leveraged income and spend more time with my family"*



**Olivia**  
October 10, 2015

Nu Skin The Company for LEADERS

Leaders aren't born, they are made - and they are made just like anything else, through HARD WORK. And that's the PRICE we'll have to pay to ACHIEVE that GOAL, or any GOAL




**Terri**



**"IF YOU'RE TRULY PASSIONATE AND PUT THE HARD WORK IN - SUCCESS IS INEVITABLE."**

**Kim**  
4 hrs

3rd UK destination of the week! Back down the M6 to Warrington for a product showcase in the morning. No rest for the wicked! Fuelled by Pharnanext



26 Likes 5 Comments

Like Share

Always be willing to share the values and culture of Nu Skin



*"Looking forward to having the family over this weekend"*


**NU SKIN EXPO TW Q3**



2,802

**Share your WHY!**

**Pin.it** Like



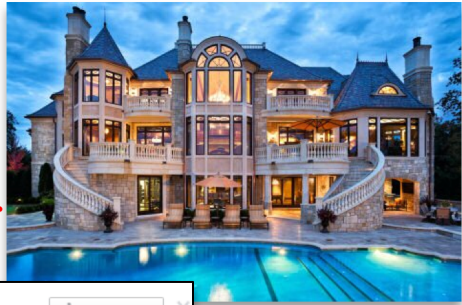
Saved from Nu Skin Visit



# EARNINGS CLAIMS DON'TS

Looking for 4 Business Partners Full-Time/Part-Time in Indonesia. **Income 3.12 million Rp within 5 months.**

Thank you Nu Skin...we could not have purchased this house without you!



April 9, 2015

How To Earn Extra Income.....  
 Earn Monthly Rm 4000 TO Rm 10000++ In 3 to 6 months.....  
 Anti Aging Product  
 Proven System  
 World Wide Company

**Ruby Plan**

see \$1425 Business Builder Package-  
 10000- \$2000 PV-15 Spa kits  
 Spa Kit, Retail 4 Spa kits for \$200  
 + Tax & Shipping  
 for 4120N Business Builders with  
 Business Builder Package

**Income:**

- Retail Income = \$1400
- Initial Cost of Inventory = (\$1425)
- Bonus and Commission = \$500
- Total Income = \$1175**

**NU SKIN DISTRIBUTOR EXECUTIVE RUBY PLAN - How to make money with Nu Skin**

NU SKIN DISTRIBUTOR EXECUTIVE RUBY PLAN - How to make money with Nu Skin CHANGE YOUR...

YOUTUBE.COM

August 8, 2012

Like Page

What if you could start building something now that would pay you generously every month for the rest of your life - a willable asset for your heirs. Take a look at the Nu Skin opportunity. 95% of Executive distributors make \$500K/yr in passive income after 10 years.

**Business Opportunity Highlights**  
 GETTINGYOUNGEREVERYDAY.NSPRODUCTS.COM

I found the most powerful secret to generating income know to modern man and my income shot to over \$1 million a year.....

KEY BANK OF UTAH  
 FRONT OFFICE  
 901 NORTH UNIVERSITY  
 PROVO, UT 84601

Check No. 564227

SIX HUNDRED EIGHTY NINE DOLLARS

DATE 20 MAY 91 AMOUNT \$\*\*130,699.73  
 USA FUNDS

Signature: R. Dale W. Rogers

6513 TABLE: BLUE DIAMOND EXECUTIVE

Month	Commissions
APR 91	130,708.02
MAR 91	128,595.86
FEB 91	107,296.52
JAN 91	76,287.41
<b>Total</b>	<b>460,969.81</b>

Success in the business requires **hard work** – never make it seem otherwise

Only 1 year with Nu Skin and see what I have!!!



Although you may have experienced **remarkable success** through the Nu Skin Sales Compensation Plan, all earnings related claims must be consistent with what an **average distributor** can expect to achieve

**권리수입을 이해하십시오**

누스킨  
 100%의 권리수입  
 95%의 사람들이  
 움직이는 5%소득

다른 회사  
 5%의 권리수입  
 5%의 사람들이  
 움직이는 95%소득

**권리소득(100만원) 만들기**

2억 5천 오피스텔 구입

VS

회원 15명

**어느 쪽이 빠를까요?**