

NU SKIN STORIES—

Written Testimonial Guidelines

This document is to serve as the guidelines for creating your written testimonial for submission on Nu Skin Stories.

Our products are truly unique and innovative, and there is a tremendous excitement about the results that Brand Affiliates and consumers experience with our products and business opportunity. Please remember, however, that testimonials that are not in harmony with our Policies and Procedures could be wrongly interpreted by the public and create false expectations. In order to avoid this, please carefully review the following reminders before sharing your experience with Nu Skin and its products:

About Your Testimonial

- It should share your experience with Nu Skin products, business opportunities and culture.
- Promote authenticity. Be authentic.
- Create trust and add value to your story. Create the helpful content that worth sharing and creating engagement from the audience.
- DO NOT attempt to recruit people or sell products.

TIPS BEFORE YOU START

DO

- DO use past tense and present tense as appropriate.
- DO keep the story concise and to the point; keep a balance between conciseness and fuller description to enrich the readers' experience.
- DO take the opportunity to highlight a particular challenge or accomplishment by using colourful words and meaningful images.

DON'T

- DO NOT overuse acronyms. Spell out the name of the organization or program on first mention.
- DO NOT use jargon. Readers often skip over words they don't understand, hoping to get the meaning from the rest of the sentence.

PRODUCT TESTIMONIALS

DO

- DO share benefits consistent with Nu Skin's substantiated and approved product benefits.
- DO refer to Nu Skin marketing materials and Product Information Pages for approved claims.
- DO provide a realistic portrayal of the benefits that most consumers may experience, including photos.

DON'T

- DO NOT claim that a product will treat, cure, or prevent any disease or health condition or that the product cured your own ailment—even if true.
- DO NOT claim results that are outrageous, extreme, or "too good to be true" as they may not be substantiated or reflect a typical consumer's experience.



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BUSINESS OPPORTUNITY/ LIFESTYLE/INCOME TESTIMONIALS

DO

- Do share your WHY and be authentic and be personal.
- Do talk about the success that can come through hard work and patience; claims must be based on your actual experience.
- Do emphasize the importance of developing customers and selling high quality product to create a sustainable business. Emphasize the importance of reselling the products.
- DO share your story and describe how the Nu Skin business has positively impacted your life.
- Talk about having fun with the business.

DON'T

- DO NOT share specific compensation amounts that you've received or make claims regarding the amount of time required to reach specific titles.
- DO NOT make dramatic lifestyle or earnings claims, such as large purchases, job replacement, or time/ financial freedom. Because only a small minority of Brand Affiliates have achieved such a high level of success, such claims don't accurately represent the opportunity for most Brand Affiliates.