



SAFELY NAVIGATING WHAT YOU SAY ABOUT DIETARY SUPPLEMENTS: AGELOC™ VITALITY IS VITAL TO OUR BUSINESS!

Our products are truly unique and innovative, and there is tremendous excitement about the results that distributors and consumers experience with our products. It is important to remember, however, that marketing claims that are not in harmony with applicable laws could jeopardize our ability to continue to successfully market these innovative products.

The claims made for a product—including those made by our distributors—can evidence what the product is **intended** to do and turn it into an unapproved drug, which could prevent us from continuing to market this product. Unfortunately, the acts of only a few distributors can negatively impact the business for all distributors. For that reason, it is extremely important that all distributors understand how to appropriately promote our ageLOC Vitality product and our business.

Please carefully review the following reminders regarding what to do and not to do with respect to our product claims. If you have any questions please do not hesitate to contact our marketing department for additional guidance.

DO:

- DO stick to the approved structure/function claims in approved corporate marketing materials.

Achieve greater physical vigor, mental acuity, and sexual health—by targeting the sources of age-related vitality loss. Reset, revive, and renew with ageLOC Vitality.

- DO discuss proprietary ingredient content and our innovative ageLOC science.
- DO suggest customers talk to their healthcare provider for diagnosis or treatment options for ANY healthcare concerns.
- DO share positive personal testimonials that are consistent with approved claims

“I feel more energetic.”

“I feel that I have greater mental clarity, sharper focus.”

“I feel like I can work out longer than I used to.”

“I no longer need that extra cup of coffee in the morning/afternoon.”

“My relationship with my spouse is better than ever.”

- DO share ageLOC VITALITY with everyone you meet!

DO NOT:

- DON'T claim that our products treat, cure or prevent any disease (or that the product cured your own ailment).
- DON'T instruct customers to stop taking a prescription drug without talking to their healthcare provider.

- DON'T offer advice about drug-supplement interactions (or lack thereof) unless you are a trained healthcare provider.
- DON'T practice medicine, nursing, or dietetics without a license—don't diagnose or prescribe a treatment to address a medical condition.
- DON'T use testimonials, even if they are your own experience, that state or imply that our products helped address, treat, cure, or prevent any disease or other medical condition, or that imply a result that is different from (or goes beyond) our approved marketing claims.
- DON'T make claims for a product that are not found on Nu Skin's website or in Nu Skin marketing material.