

Trade Show Policies

Section 18: Product or Service Claims

- A. Distributors may make only product or service claims and representations found in the literature distributed by the Company.
- B. A Distributor may not make any medical claim for any product nor specifically prescribe any given product as suitable for any specific ailment, as that type of representation implies the products are drugs rather than cosmetics or nutritionals. Under no circumstance should any products be likened to drug products prescribed for the treatment of specific ailments.
- 1) All product claims and representation must be the same as those found in the current literature distributed by the Company.
 - 2) While the Company makes every effort to achieve full compliance with complicated and periodically amended FDA regulations, no Distributor should state or intimate that any product is approved by the FDA. The FDA does not require or grant specific approval for individual cosmetic or nutritional products. Please see the Supplemental Policies for additional product or service claim guidelines about each Division's products or services.

Section 22 : Retail Store, Service Establishment Sales and Trade Show Policy

- A. A Distributor may not sell products and/or promote the Nu Skin Enterprises business opportunity through retail stores such as health food stores, grocery stores, and other such establishments. A Distributor is also prohibited from selling to any person who will ultimately sell products or services through retail stores.
- B. In general a Distributor may not sell any products and/or services of the Company nor promote the Company's opportunity at flea markets, swap meets, bazaars, men's/women's groups, supermarkets, malls or any other similar gathering where the opportunity or products are displayed. However, upon the prior written approval of the Company, an Executive level Distributor may rent a booth or set up an exhibit at a trade show or convention ("Convention"), subject to the Company's approval of the Convention and compliance with the following requirements:
1. An Executive level Distributor may rent or set up a booth at one Convention at a time if the Convention theme is directly related to the Distributor's Nu Skin Enterprises business. Additional Conventions can only be requested upon completion of the Distributor's first convention and receipt of the Trade Show Results form.
 2. At least four weeks prior to the Convention, the Executive must submit to the Company a proposal regarding the Convention and obtain prior written approval from the Company.
 - a. The Distributor may only use Company-produced sales aids and promotional material. A purchase of a company produced independent Distributor banner, to display in the booth, is required.
 - b. The Distributor will not reference Nu Skin Enterprises in any form of advertisement or promotional material that implies that Nu Skin Enterprises is participating in the Convention. Instead, any Company-approved advertisement or promotional material must make specific reference to the Distributor **as an independent Executive level Distributor of Nu Skin Enterprises**, including any maps or listings prepared by the sponsor of the Convention.
 - c. The Distributor will not make any earnings representations of any kind.
 3. The Distributor will not use the Convention to promote any product, service, or business opportunity other than Pharmanex, Nu Skin, Big Planet, or any other Nu Skin Enterprises business in which the Distributor may be involved.
 4. During the Convention the Distributor must personally comply with the Policies and Procedures and is responsible for (i) the actions of every person who works in the booth at the Convention, (ii) all material distributed at the Convention, and (iii) all other aspects of participation in the Convention.

5. In addition to the other remedies provided in the Policies and Procedures, the Company reserves the right to deny future Convention participation for any policy violation at a Convention.
6. The Company reserves the right to charge a fee for participation in Conventions. Refer to the Trade Show Request form for details regarding associated fees. These fees are subject to change at the Company's discretion.

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