



NU SKIN  
DISCOVER THE BEST YOU<sup>®</sup>

February 21, 2024

**SENT VIA EMAIL**

Laura Smith, Esq./Legal Director  
Truth in Advertising, Inc.  
PO Box 927  
Madison, CT 06443  
lsmith@truthinadvertising.org

Re: Truth in Advertising, Inc. Letter Dated February 14, 2024

Dear Ms. Smith:

I am responding to your letter dated February 14, 2024, addressed to Chayce Clark, General Counsel of Nu Skin Enterprises, Inc. (“Nu Skin”). Like Truth in Advertising, Inc. (“TINA”), Nu Skin is dedicated to protecting consumers and we want consumers to benefit from a trustworthy marketplace.

Nu Skin places a high value on consumer protection and to that end, we maintain a robust compliance program through which we train and educate our Independent Brand Affiliates (“Affiliate”), monitor and scrutinize business practices, follow up on non-compliant content, and take disciplinary action against repeat and egregious offenders.

We have reviewed each of the links from your letter, and where we deemed appropriate, we removed the referenced content or worked with the respective Affiliate to have them remove content. It is important to note that before receiving your letter, many of the Affiliate posts had already been removed through our dedicated monitoring processes and controls. Also of note, one of the posts belongs to an Affiliate who never responded/complied (Nuskin\_Haley\_FB\_5\_18\_23). This account has been terminated and Nu Skin reached out to Facebook to have the post removed.

At this time, I would like to accept your invitation to answer questions and provide further information. Specifically, Nu Skin would appreciate clarification regarding the enclosed posts so that we can better understand what TINA believes to be “atypical,” “unsubstantiated,” and/or “inappropriate” income claims.

I thank you in advance for your response and invite you to reach out to me directly should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian P. Muir', with a long horizontal line extending to the right.

Brian P. Muir  
Vice President and Global Compliance Officer

Nu Skin Enterprises, Inc.

Enclosures (3)

cc: Chayce Clark, Executive Vice President & General Counsel



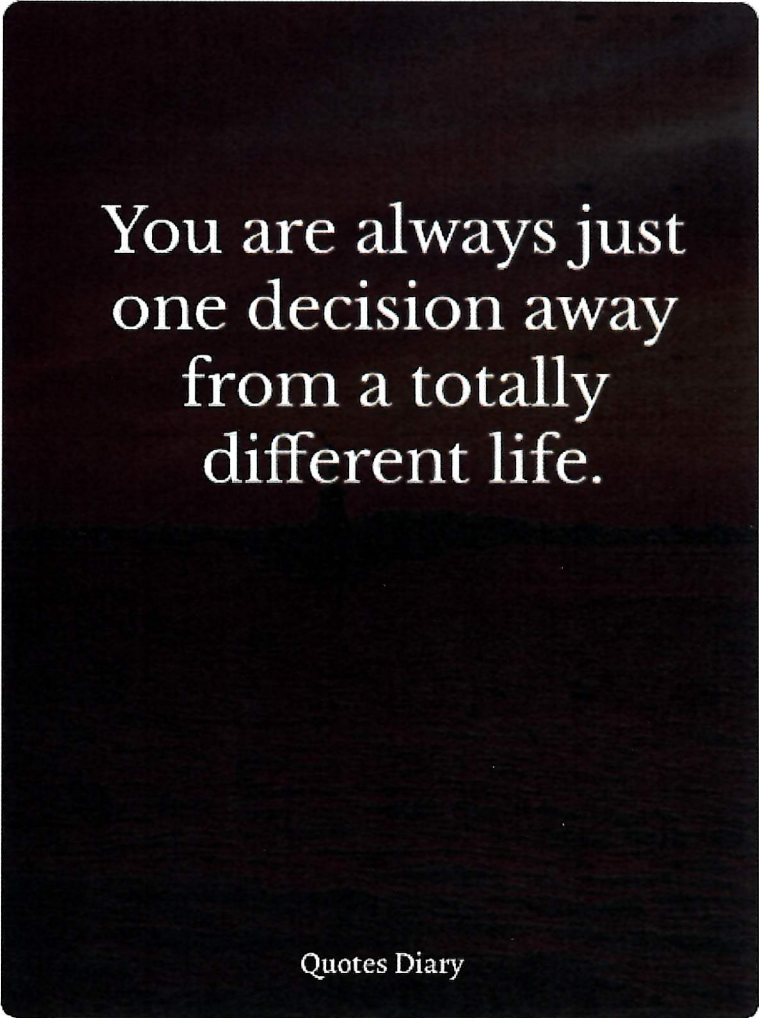
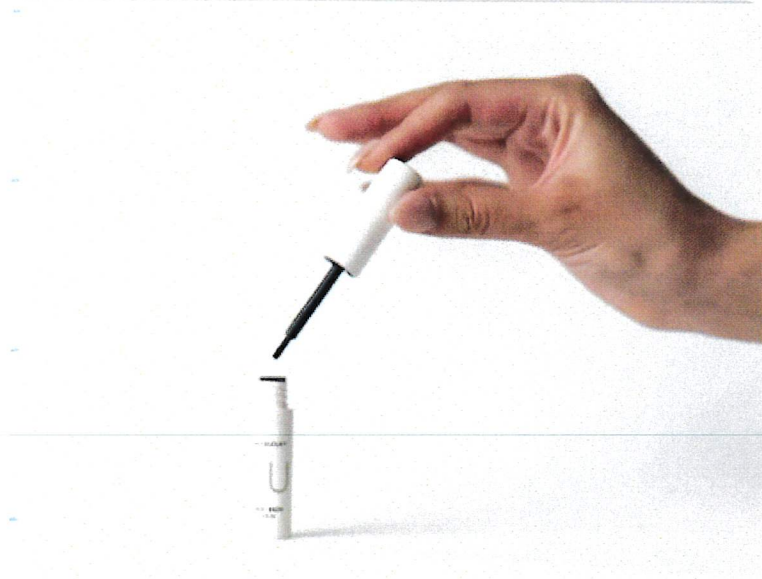
**Margaret Roth-Plakstis**

May 28 at 8:13 AM · 🌐



👗 👗 👗 Looking to make extra income??? Now is the time not to wait!!! We are having the biggest product launch in Nuskin history and can really be life changing!!! 😲 It's absolutely **FREE** to start your own business, no sign up, no inventory and no quotas to meet. Nothing to lose except the chance of saying yes! ❤️

Comment below to let me help you get started for **FREE** 🗨️



You are always just one decision away from a totally different life.

Quotes Diary

**Nu Colour Lash + Brow Serum**

Longer, Thicker,  
Bolder Looking  
Lashes

❤️ 2

💬 3

👍 Like

💬 Comment

➦ Share



Jena Lee Cherry

June 1 at 10:00 AM · 🌐



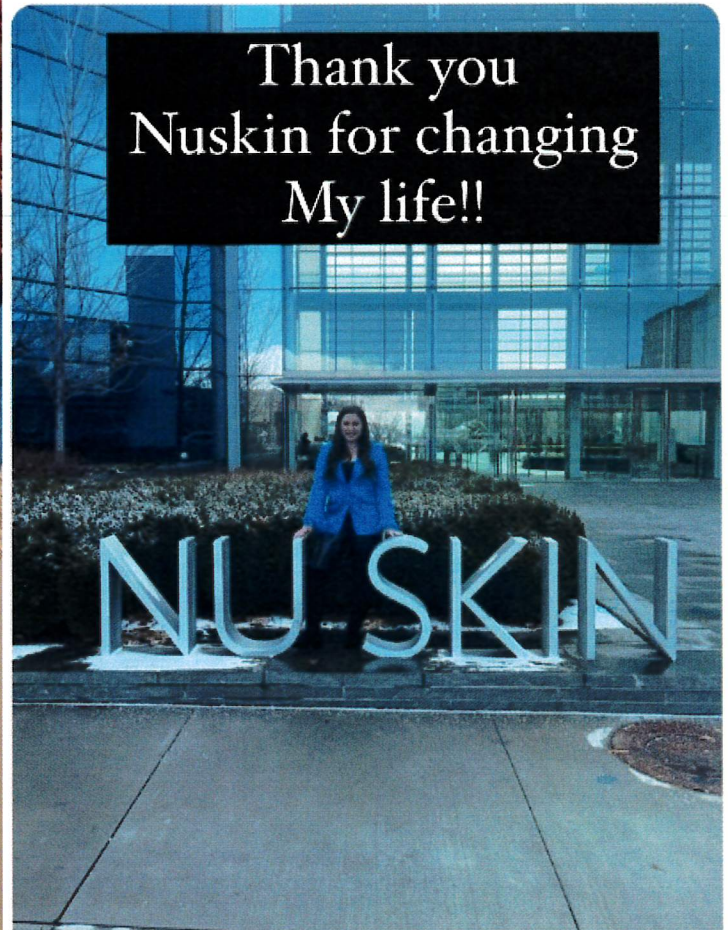
Nuskin has done more than change my skin, it's changed my life!! From the extra income to bringing me some of my best friends!! Bet on yourself, get out of your comfort zone! Say YES!! You won't regret it!! ❤️ interested? Let's chat!!!



## Nu Skin Named to Forbes List of World's Top Female Friendly Companies

Canada Promotions, US Promotions

Great news! Nu Skin made the list of the World's Top Female Friendly Companies for 2021. Nu Skin ranks #90 out of 300 global brands.



❤️👍 9

4 comments

👍 Like

➦ Share



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