Nerium International
BRAND GUIDELINES

NERIUM™
INTERNATIONAL

CONTENTS

The Nerium International™ official signature is integral to developing and maintaining a consistent brand image and message about the organization. Our signature is one of our most valuable assets in this pursuit. Our visual communication likely serves as a potential customer's first impression of Nerium. With that in mind, our signature presents our story consistently and effectively to say clearly that we believe in our products and the results they offer our customers. The consistent application of a cohesive identity is crucial to supporting the message we proclaim. Our signature is a tool and, when used correctly and consistently, ensures that every touch point reinforces our values and communicates excellence.

This guide contains constraints, rules and examples for maintaining a cohesive identity in all aspects of Nerium International's visual communications. Every employee, vendor and Brand Partner plays a part in ensuring that visuals produced in house (or with an outside vendor) hold fast to these standards:

- Always use one of the approved logos and logo sizes.
- Always use the approved color palette.

If creating your own marketing materials, you are required to send the final layout to compliance@nerium.com for approval prior to printing and/or production. Per Nerium's Policies and Procedures, Brand Partners are forbidden to sell Nerium-branded merchandise. However, you may create items for personal use or distribute them to your team as gifts.

This document covers most, but not all, instances of the correct usage of the Nerium International signature. If you need further clarification, please contact us at marketing@nerium.com.

BRAND DIRECTION

Brand Vision
Nerium's higher calling

Making people better.

Brand Positioning
The definition of Nerium

To those seeking a company they can believe in, Nerium International is the vehicle for improvement that enhances lives inside and out.

Brand Personality
The human qualities Nerium projects

Authentic.
Visionary.
Inviting.
Confident.

Brand Affiliation
The club to which Nerium and our people belong

Real people creating real change.

CORE VALUES

Be Real. At Nerium International, our mantra is real: getting real, being real, and creating real change. But we also want to attract genuine people who can be themselves and have fun.

Pursue Constant Development of Self. No matter how successful or accomplished one might be, there are always more improvements to be made.

Encourage an Entrepreneurial Spirit. Believe in your dreams enough to get outside your comfort zone. Remember to live life on your own terms.

Create a Positive Team and Family Atmosphere. A positive spirit is a valuable asset, and we aspire to use it every day. For Nerium, the cliché "the family who plays together, stays together" is a way of life. We take our work seriously, but we are also a fun-loving family.

Be Determined. In our business, it's important to stay the course. Our outlook is such that obstacles are only opportunities in disguise.

Practice Servant Leadership. We believe that the best leaders are givers, not takers. We help each other and provide selfless service, because that's what a family does.

Slow Down to Go Fast. Haste makes waste. Slow and steady wins the race. Get the job done right the first time. Quality over quantity. You get the idea.

Embrace and Drive Change. We know it's important to stay one step ahead and continually evolve. Change is necessary for growth, as a business and as a person. So we will always seek new ways to grow and improve.

Dream Big and Act on It Daily. Dreams consist of many smaller goals that can be acted upon daily. That's how Nerium International grows as a brand, and that's how we want our people to grow, too.

Have Fun and Help Others to Have Fun. Nerium consists of real people with a can-do attitude who want to create real change. Having fun helps work not feel like work, which makes us more productive.

NERIUM PRIMARY LOGO — HORIZONTAL

NERIUM PRIMARY LOGO — VERTICAL

May be used where space is limited.

CONTROL AREA

1/4"

1/4"

1/4"

1/4"

1/4"

1/4"

MINIMUM SIZE

2"

1/2"

The minimum size for reproducing the full logo is 2" wide x 1/2" tall.

The presentation of the full signature of Nerium is enhanced by a reasonable amount of space surrounding the entire logo. This area, referred to as the control area, should remain clear of all graphic imagery, edges, folds and other non-essential visual elements. A minimum space is 1/4" from the logo. The "I" in International should be centered underneath the staff of "N" in "Nerium." The "L" in International should be centered underneath the staff of "M" in "Nerium." The trademark "TM" is required with the brand name and should align with the top of the "M" in "Nerium." All file formats included are closed platform and can be used on Macintosh and Windows computers. Popular file formats are detailed below and are available for download in the Back Office:

EPS: The preferred file format for the printing industry. This file format provides a scalable vector graphic version, regardless of dpi. This format can be placed (imported) in a document by a page-layout program such as Adobe® InDesign or Quark Xpress®, or it can used directly from Adobe Illustrator. This version is transparent but may not be suitable for all programs.

PNG: This file format provides a lossless, well-compressed version of raster and vector images. This format also contains a transparency layer and is the best format to use with Microsoft Office programs.

PDF: This file format provides an exact preview of a document in a device-independent way, regardless of page count or overall size. This means that no matter what platform, what program or what font was used, you will see it exactly how it was intended by the creator.

JPG: This file format uses lossy compression to manage file size, uses RGB color and is best suited for online media. THIS FORMAT IS NOT INTENDED FOR PRINTED MATERIAL.

ONE-COLOR LOGO

The one-color logo is one of two instances where the "N" in the Nerium icon can take the color of the page background. This logo can be used in three shades: black, white and gray (50% shade of black).

INDEPENDENT BRAND PARTNER

May only be used on documents or materials created by Independent Brand Partners.

MERCHANDISE LOGO

May only be used on apparel and other merchandise.

TWO-COLOR REVERSED LOGO

The two-color reversed logo should always use a white "N" in the Nerium icon and only be used on solid color backgrounds.

ICON (BUG) ONLY

May be used where space is limited, such as apparel, video production and social graphics. The reversed (white) bug is the second instance where the "N" in the Nerium icon can take the color of the page background.

Never change the color of the Nerium "Bug".

Never stretch logo to fit into unnatural spaces.

Never change the size ratio of icon or text.

Never outline the "Bug" icon of the logo.

Never add imagery inside logo or icon.

Never use logo with gradient fill.

Never use logo without icon.

Never use fonts other than those specified within the brand guidelines.

Never place logo over colors similar in value or ones that clash with standard colors.

Never reverse the two colors in the logo.

Never use anything but the approved, provided logo.

Never use obvious drop shadows.

Never use more than one bug/ logo on one page of marketing collateral or plane.

Never change the color of the full Nerium logo.

TRANSLATED LOGOS

English

90-DAY
Nerium Skincare Challenge

French

90-JOURS
Le défi Soins de la peau Nerium

Korean

90-일
Nerium 피부 관리 도전

Spanish

90-DÍAS
Desafío para el cuidado de la piel Nerium

Live Better
BONUS

Primes Vivez
MIEUX

행복한 삶
보너스

Vive Mejor
BONIFICACIÓN

30 DAY — MONEY BACK GUARANTEE

30 JOURS — GARANTIE DE REMBOURSEMENT

30 일 — 환불 보장

30 DÍAS — GARANTÍA CON DEVOLUCIÓN DE DINERO

NON-TRANSLATED LOGOS

N gives BACK

369 PROGRAM

Real Life Library

3UR>Free

Nerium GoShow

Nerium GoSocial

Nerium RIPPLE Foundation

YEP Young Entrepreneur Program

NERIUM EDGE>

PRIMARY COLORS

Primary Brand Color
Ref Name: Nerium Blue

CMYK: 43, 0, 14, 21
RGB: 115, 175, 182
HEX: 73afb7
PMS: 5493 C

Primary Uses: Logo Icon, Headlines, Backgrounds

Second Primary Brand Color
Ref Name: Cool Gray

CMYK: 37.53, 27.5, 26.92, 0
RGB: 176, 183, 188
HEX: b0b7bc
PMS: 429 C

Primary Uses: Logo Text Color, Accent Color

SECONDARY COLORS

Ref Name: Sky Blue

CMYK: 26.31, 2.46, 9.99, 0
RGB: 184, 221, 225
HEX: b8dde1
PMS: 628 C

Primary Uses:
Accent Color

Ref Name: Apple Green

CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
HEX: 8dc63f
PMS: 376 C

Primary Uses:
Headlines, Accent Color

Ref Name: Lime Green

CMYK: 20, 0, 91, 0
RGB: 214, 224, 61
HEX: d6e03d
PMS: 381 C

Primary Uses:
Accent Color

Ref Name: Happiness Orange

CMYK: 0, 47, 100, 0
RGB: 229, 142, 26
HEX: e58e1a
PMS:1375 C

Primary Uses:
Headlines, Accent Color

Ref Name: Rich Black

CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231f20
PMS: N/A

Primary Uses:
Headlines, Body Copy, Accent Color
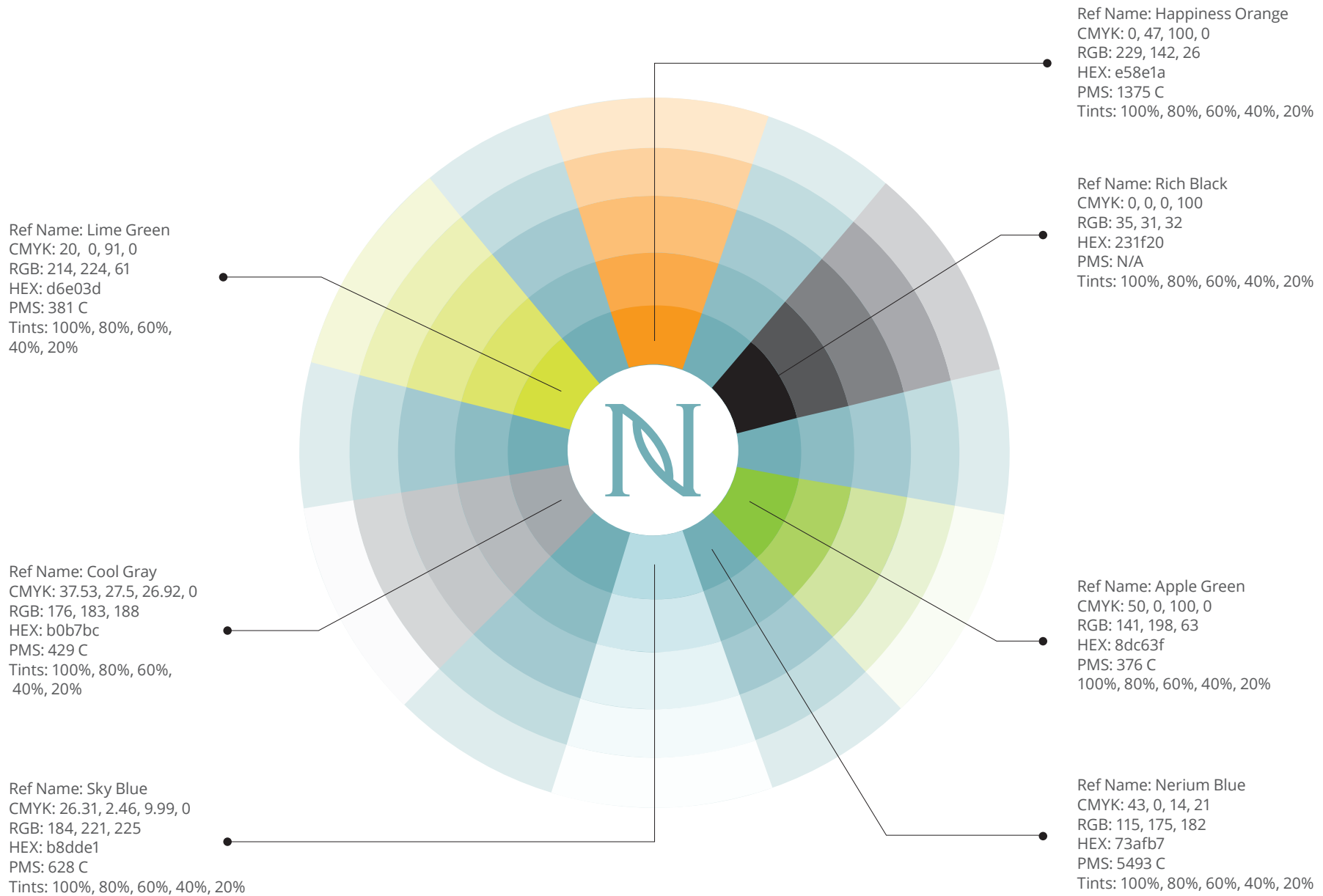
APPROVED COLOR COMBINATIONS

Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics

Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics

UNAPPROVED COLOR COMBINATIONS

Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics

Copy/Graphics	Copy/Graphics
Copy/Graphics	Copy/Graphics

Application of color should reflect approved color combinations shown above with exception to certain promotions. Always allow white space for balancing the page and aiding in readability. **Note:** Avoid tone-on-tone with similar colors; use colors of the highest contrast when layering graphics.

Ref Name: Happiness Orange
CMYK: 0, 47, 100, 0
RGB: 229, 142, 26
HEX: e58e1a
PMS: 1375 C
Tints: 100%, 80%, 60%, 40%, 20%

Ref Name: Rich Black
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231f20
PMS: N/A
Tints: 100%, 80%, 60%, 40%, 20%

Ref Name: Lime Green
CMYK: 20, 0, 91, 0
RGB: 214, 224, 61
HEX: d6e03d
PMS: 381 C
Tints: 100%, 80%, 60%, 40%, 20%

Ref Name: Cool Gray
CMYK: 37.53, 27.5, 26.92, 0
RGB: 176, 183, 188
HEX: b0b7bc
PMS: 429 C
Tints: 100%, 80%, 60%, 40%, 20%

Ref Name: Apple Green
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
HEX: 8dc63f
PMS: 376 C
100%, 80%, 60%, 40%, 20%

Ref Name: Sky Blue
CMYK: 26.31, 2.46, 9.99, 0
RGB: 184, 221, 225
HEX: b8dde1
PMS: 628 C
Tints: 100%, 80%, 60%, 40%, 20%

Ref Name: Nerium Blue
CMYK: 43, 0, 14, 21
RGB: 115, 175, 182
HEX: 73afb7
PMS: 5493 C
Tints: 100%, 80%, 60%, 40%, 20%

PRIMARY TYPEFACES

LOGO   TYPEFACE: Timeless

COLLATERAL   TYPEFACE: Open Sans
& WEBSITE
Body Copy
Headlines
Subheads
Graphics

Note: ALL graphics should use Open Sans.
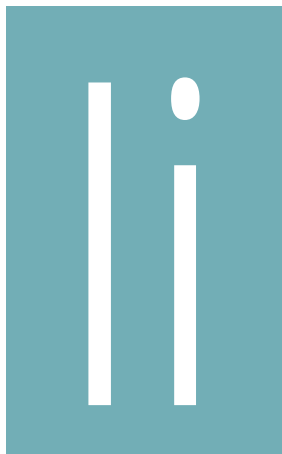
Open Sans
Light

Open Sans
Bold

Arial is an acceptable alternative to Open Sans when it is
not available.

TYPE FAMILY

Open Sans Light
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
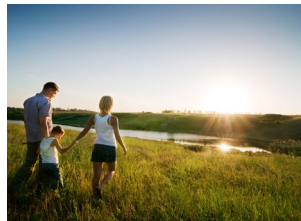***1234567890***

MODELS

Use images of real Nerium users or models that convey natural beauty and healthy skin.

Do not use images of models that convey glamour or include heavy use of cosmetic products jewelry or that rely heavily on sensuality.

STOCK PHOTOGRAPHY

Images are a particularly important way of **reflecting Nerium's personality.** Keep the following in mind while selecting imagery: images should be **light and bright** with an **open, uncluttered feeling of space. Interesting crops and dynamic angles** reinforce a leading and agile point of view. Be sure that the subject matter is **crisply in focus.** The color and tonality of images used should complement the colors in the Nerium palette. **Natural lighting and colors are best for demonstrating these attributes.**

Photography is the recommended imagery for Nerium communications. However, it is important to recognize that not all communications require the use of imagery. Photographs of people can be very effective. As we have demonstrated, however, it is not always necessary to use the entire body or even the face of an individual when suggesting the **human aspect.** When choosing images of people, **look for realistic interpretations** of situations rather than images that are posed or staged. Images should connect and involve the viewer, and communicate that Nerium understands its customers.

NIGHT AND DAY CREAM IMAGES

Before NeriumAD   After NeriumAD

Before NeriumAD   After NeriumAD

Before NeriumAD   After NeriumAD

Before NeriumAD   After NeriumAD

Before NeriumAD   After NeriumAD

Before NeriumAD   After NeriumAD

BODY CONTOUR CREAM IMAGES

Before Firming Body Contour Cream   After Firming Body Contour Cream

Before Firming Body Contour Cream   After Firming Body Contour Cream

Before Firming Body Contour Cream   After Firming Body Contour Cream

Before Firming Body Contour Cream   After Firming Body Contour Cream

Before Firming Body Contour Cream   After Firming Body Contour Cream

When advertising Nerium's skincare products, only use images of the following body parts: face (eyes, mouth area, cheeks and forehead); neck; arms; and décolletage.

Do not include elapsed time of usage in formatted photos.

When advertising Firming Body Contour Cream, only use images of upper arms, thighs, stomach and love handles. The Real Results images should be cropped and zoomed in on the area of focus. Avoid inappropriate or suggestive images. Do not show the entire body or provocative poses (as demonstrated in the last image on the right).
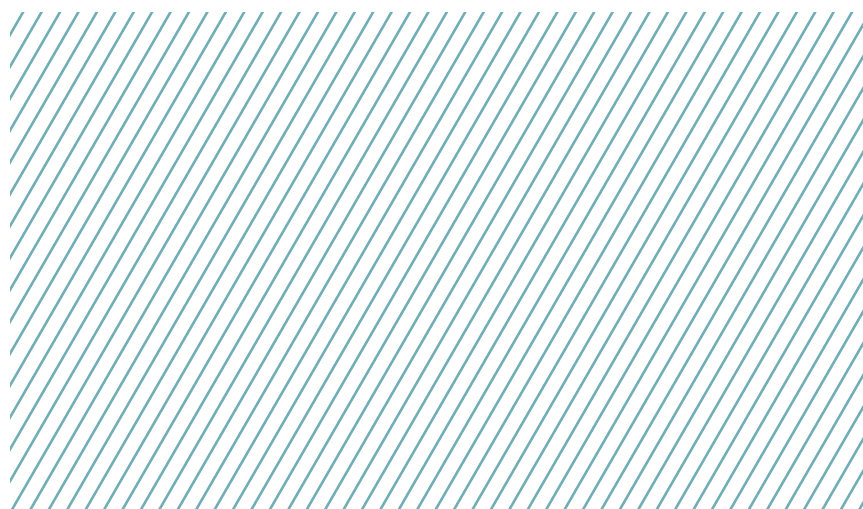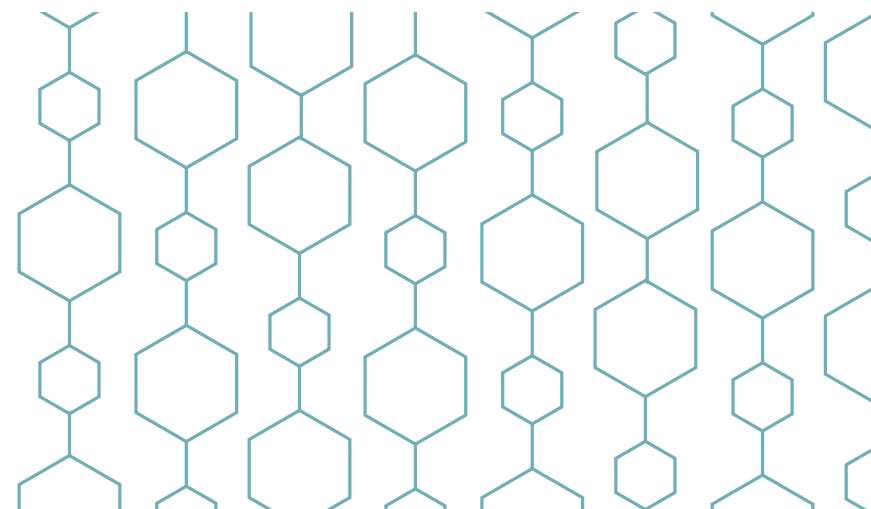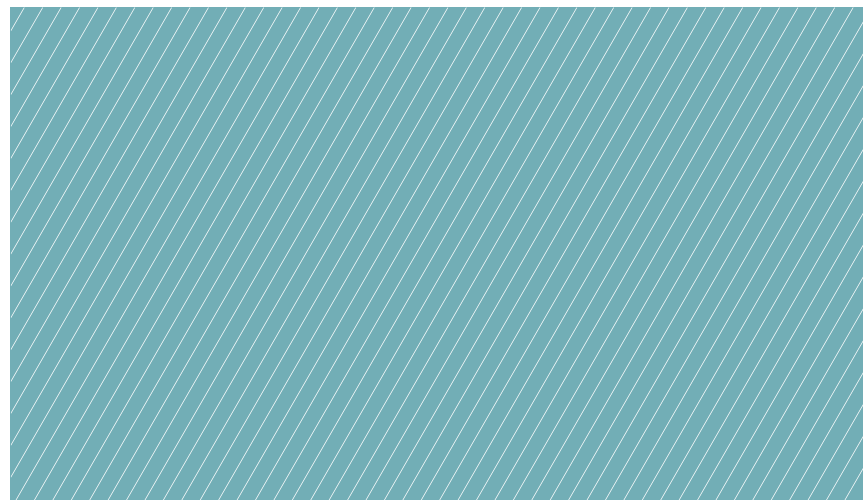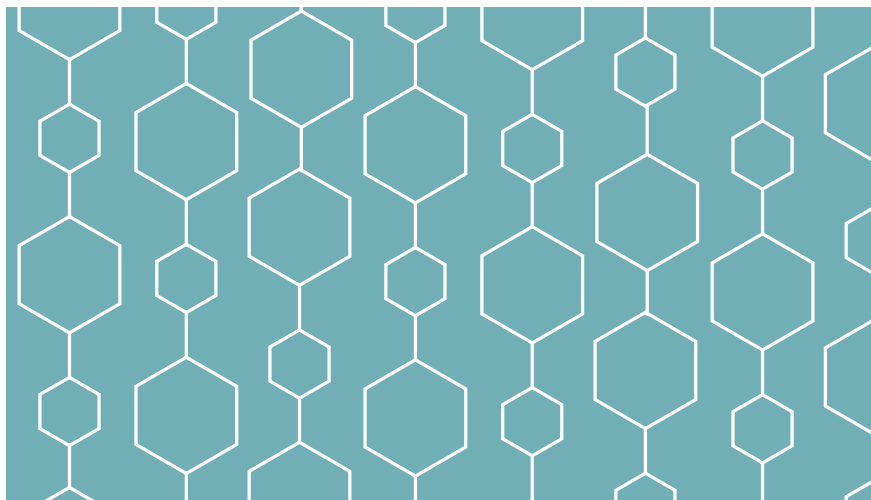
The above patterns may be used as background or graphic accents in print and web applications. These patterns are available upon request. Please email marketing@nerium.com.

BUSINESS SET

Flyers
The Nerium International logo is to be placed in the bottom right-hand corner or centered at the bottom of the piece.

Forms/Documents
The Nerium International Icon (see page 6) should be placed in the top left-hand corner, to the left of the form's title.

- All subheads in documents should be Nerium Blue.

- All letters are should formatted and placed on Nerium letterhead.

- The approved legal lines listed on page 16 should be placed on the last page of each domestic form/document/flyer in 6 pt font, at the bottom right of the page, beneath the footer.

Business Cards
Pre-approved Nerium business cards are available through the Nerium Store.
www.shopnerium.com

FLYER EXAMPLES

FORM EXAMPLE

DOCUMENT EXAMPLE

Per the U.S. Patent and Trademark Office, the list below illustrates how to treat Nerium International's brand and partner names until further notice. Include each trademark or registered trademark on the first mention of the brand in any given document. Subsequent brand mentions in said document need not include the trademark or registered trademark.

- Nerium International
- Nerium International™ Independent Brand Partner
- Nerium SkinCare™
- Nerium Biotechnology, Inc.®

- Nerium Canada, Ltd.
- Age-Defying Night Cream, NeriumAD® Formula
- Age-Defying Day Cream, NeriumAD® Formula
- Firming Body Contour Cream, NeriumAD® Formula

- Age-Defying Night Cream, Optimera™ Formula
- Age-Defying Day Cream, Optimera™ Formula
- EHT® Age-Defying Supplement, Mind Enhancement™ Formula

In regards to document disclaimers, the following information must be included on the bottom of all Nerium documents:

- US: "©[Current Year] Nerium International, LLC. All Rights Reserved. [Created/Revised] [Month/Year]."

- CA: "©[Current Year] Nerium Canada, Ltd. All Rights Reserved. [Created/Revised] [Month/Year]."

- MX: "©[Current Year] Nerium International, LLC. All Rights Reserved. [Created/Revised] [Month/Year]."

If Mexico documents refer to the product line, *SALUD ES BELLEZA* (all caps/ital) needs to be added to the beginning of the legal line.

See below for proper treatment of products, product ingredients, promotions, etc.:

- nerium oleander
- bidens pilosa
- centella asiatica
- NAE-8®
- SAL-14™
- Starter Pack
- Bronze Pack

- Silver Pack
- Gold Pack
- 3UR Free
- Nerium 90-Day Skincare Challenge
- Real Results Party Toolkit
- Nerium Success Planner
- The Nerium Experience DiscBrochure

- The Nerium Difference Brochure and DiscBrochure
- *The Slight Edge* by Jeff Olso
- Real Life Library
- 2-a-Day Promotion System
- Fast Start Qualify
- Auto-Delivery Order

In regards to claims, the following statements CAN be made:

- "age-defying product"
- "anti-aging market"
- Dermatologist tested

- "safe/ideal for all skin types"
- "breakthrough formula"
- "non-comedogenic" (do not use for Firming Body Contour Cream)

- "fights the appearance of fine lines, wrinkles, discoloration, uneven skin texture, enlarged pores, sagging skin
- Does not contain: parabens, gluten, synthetic color, DEA, propylene glycol.

When stating the effects of NeriumAD, Body Contour Cream or Optimera on skin, "the appearance of" must be present after any given benefit in order to avoid illegal claims. For instance, "fights the appearance of wrinkles" is an accurate claim, but "fights wrinkles" is an inaccurate claim, and therefore illegal to state.

Furthermore, the following (or similar) statements CANNOT be made, as they are considered illegal and/or medical claims:

- "anti-aging product"
- "treats wrinkles/fine lines/etc."
- "heals wrinkles/fine lines/etc."

- "cures wrinkles/fine lines/etc."
- "removes wrinkles/fine lines/etc."
- "erases wrinkles/fine lines/etc."

- "eliminates wrinkles/fine lines/etc."
- "organic"