



# Approved Messaging For Signum Biosciences, SIG-1273<sup>®</sup> and EHT<sup>®</sup>

We are very excited about our partnership with Signum Biosciences as an extension of our research and development efforts! With a focus on anti-aging technology and research, Signum Biosciences creates patented, anti-aging ingredients. Nerium International has obtained the exclusive rights to Signum’s cosmetic skin technology, which resulted from research at Signum BioSciences. In respect of this partnership, it is very important to use only approved messaging. Failure to do so will result in disciplinary action, including termination. This is a historical relationship, which is why it is important to protect its integrity, as well as Nerium’s new additions to its product portfolio.

## Optimera™ Formula with SIG-1273 Messaging:

What to say	What <u>not</u> to say
SIG-1273 is an innovative, patented age-defying ingredient	SIG-1273 is an “Active” ingredient
<p>Twenty years of research in Dr. Jeffrey Stock’s laboratory at Princeton University led to the creation of a remarkable, age-defying molecule.</p> <p>This progressive molecule was perfected after 1,272 versions, then patented as the advanced, age-fighting ingredient, SIG-1273<sup>®</sup>.</p>	<p>SIG-1273 was developed by Princeton University</p> <p>SIG-1273 was developed by Nerium</p>
Nerium International now has the exclusive rights to Signum’s skin technology	Signum Biosciences is a part of Nerium International
SIG-1273 has been licensed exclusively to Nerium International	<p>Nerium holds the patent on SIG-1273</p> <p>Nerium developed/owns SIG-1273</p>
Signum has developed other molecules for leading skincare companies	Signum’s prior molecule Arazine is used by Elizabeth Arden
SIG-1273 provides complete, anti-aging benefits	SIG-1273 has far more benefits than Arazine
Optimera Formula with SIG-1273 delivers proven anti-aging benefits	Optimera is a better product than Prevenge
<p>SIG-1273:</p> <ul style="list-style-type: none"> <li>• Targets causes and signs of skin aging</li> <li>• Works as an antioxidant protecting the skin from sun, pollution and other environmental factors.</li> <li>• Boosts skin natural repair mechanisms</li> <li>• Protects collagen from breakdown</li> </ul>	<p>SIG-1273:</p> <ul style="list-style-type: none"> <li>• Inhibits skin inflammation</li> <li>• Repairs skin</li> <li>• Cures acne</li> <li>• Antibacterial</li> <li>• Blocks UV light</li> <li>• Heals skin</li> </ul>
Signum conducts research in partnership with prestigious and accredited universities, as well as government and industry organizations	Nerium conducts research with the same partners as Signum
All questions on new Optimera with SIG-1273 should be directed to Nerium’s call center	<p>BP should not contact Princeton University, Signum or any other Signum Academic or Government collaborator for information on new Optimera with SIG-1273. It is a violation of the Policies and Procedures Manual to contact the Company’s vendors, suppliers and researchers. Failure to comply will result in consequences, up to and including termination, of your BP account.</p>

## EHT Messaging:

What to say	What <u>not</u> to say
This product is a dietary supplement	This product has medicinal benefits
EHT is an innovative, patented ingredient	EHT is an “Active” ingredient
EHT comes after 20 years of research out of Dr. Jeffrey Stock’s Princeton University labs	EHT was developed by Princeton University EHT was discovered by Nerium
Nerium has been awarded the global, exclusive rights to EHT	Nerium holds the patent on EHT
EHT has been licensed exclusively to Nerium	Nerium developed/owns EHT
<p>EHT :</p> <ul style="list-style-type: none"> <li>• Helps protect brain against mental decline</li> <li>• Promotes better cognitive function and overall brain health</li> <li>• Improves memory and recall</li> <li>• Increases focus and mental alertness</li> <li>• Protects and supports neuronal networking</li> <li>• Enhances the body’s natural energy stores</li> <li>• Boosts the body’s immune system</li> </ul>	<p>EHT:</p> <ul style="list-style-type: none"> <li>• Reduces damage caused by chronic brain inflammation</li> <li>• Restores cognitive and motor deficits</li> <li>• Enhances memory circuit connections</li> <li>• Slows neurodegeneration</li> <li>• Cures sports repetitive trauma</li> <li>• Cures Alzheimer’s disease</li> <li>• Cures Parkinson’s disease</li> <li>• Treats ADD, OCD or any other disease</li> </ul>
Signum conducts research in partnership with prestigious and accredited universities, as well as government and industry organizations	Nerium conducts research with the same partners as Signum
All questions related to ME/EHT should be directed to Nerium’s call center	BP should not contact Princeton University, Signum or any other Signum Academic or Government collaborator for information on ME/EHT. It is a violation of the Policies and Procedures Manual to contact the Company’s vendors, suppliers and researchers. Failure to comply will result in consequences, up to and including termination, of your BP account.

### Additional approved key messages around EHT:

EHT®, an Age-Defying Supplement helps protect the brain against mental decline and decreased function that comes with aging. EHT creates stronger neural connections, which lead to the ability to create stronger synaptic connections. The result – increased brain performance for a healthy, focused mind.