

Step up for ELA challenge

What is the Step up for ELA challenge?

It is a virtual challenge to move and be physical active together with the entire Nu Skin community from wherever we are. It is also a campaign for ELA, the European Association against Leukodystrophies.



How does the challenge work?

We track all of our steps thanks to the association's step tracker app, *Mets tes baskets* on the [Apple App Store](#) or [Google Play](#).

The way world tours are counted is that the total amount of steps combined will be converted into km equivalent [step to km conversion*¹] and the earth tour is equal to 40,000km*² or approximately the circumference of the earth.

Nu Skin will then make a donation of 100€ per virtual world tour achieved and aims at unlocking total and maximum donation of 10,000€ for this challenge.

How can I participate?

1. Download the association's app (must have):
 - o Download the *Mets tes baskets* app on the [Apple App Store](#) or [Google Play](#)
 - o Authorise the app to synchronise with you smartphone's health app to allow it to track steps when your mobile is locked or on sleep mode
 - o Enter the code of the Step up for ELA challenge: **122696**
 - o Edit the language: Wheel icon (settings)  > click on the flag  > choose your language/flag
 - o You are ready to move!
 - o If you are one of the top 3 rankers of this contest and use a nickname that we will not be able to identify, **please make sure to come forward by 31 September 2022** at the latest to your Account Manager so we can ship the trophies to the address of your choice
 - o Please note this app is a courtesy of ELA, as such we are not using all the features of the app. **You can disregard pages like 'Make a donation', etc.** The relevant section is the step tracker.
2. Join the Move Facebook group (optional)

The best part is to move as one Nu Skin community and discuss our sports and health habits, as well as raise awareness and funds for ELA. So don't hesitate to join the [Move Facebook Group](#) and interact with us!

Where are winners announced?

Winners or top rankers will be visible in the app at all times ('Results' > 'See my ranking'), but they will also be announced in the Move group in the days following the challenge and in our August Business Update newsletter.

As there is no mandatory personal data required by the app and no transfer of data app from ELA to Nu Skin other than the information visible in the app, if you use an unrecognisable nick name and wish to get a trophy, please come forward to your Account Manager by **31 September 2022**. After this date, we can unfortunately not guarantee the trophy will be sent out to you.

Please note that the information you put in there (your name or nick name) is visible in the app, hence considered public data, it will therefore be shared with and visible to participants in the challenge. If you wish to change this, please go to 'Profile' > 'My information' > 'Contact my company team /administrator to modify my information.

How can I change my information?



Go to 'Profile' > 'My information' > 'Contact my company team /administrator' to modify my information.

Which languages are available?

The association has been as very kind as to accommodate extra languages for Nu Skin in its app. You will therefore find the following languages:

- Czech
- Danish
- Dutch
- English
- Finnish
- French
- Hungarian
- German
- Italian
- Luxemburgish
- Norwegian
- Polish
- Romanian
- Slovak
- Spanish
- Swedish
- Portuguese

How do I change the language?

1. In the app – click on:
 1. Wheel icon (settings)  (top right)
 2. Change the language/ click on the flag 
 3. Choose your language/flag

The languages are not appearing, what can I do?

You probably have a previous version of the association's app, you need the version 3.3.5 of the app to see all 17 languages. Please remove the app from your mobile and install it again. The languages should show after you reinstalled the app.

What will the donation look like?

Nu Skin will make a donation to ELA of 100€ per virtual world tour achieved and aims at unlocking total and maximum donation of 10,000€ for this challenge.

Please note it is not expected for you to donate at any given time for this challenge you can disregard the donate page of the app.

How can we get the trophies?

Just by joining the app for free and moving; the 3 best Movers or highest ranked Movers will receive a trophy.

If you are one of the top 3 rankers of this contest and use a nickname that we will not be able to identify, please make sure to come forward by **31 September 2022** at the latest to your Account Manager so we can ship the trophies to the address of your choice.

How can I see my ranking?

Winners will be visible in the app at all times:

Go to

1. 'Results'
2. 'See my ranking'

When does the challenge take place?

From 1 June 2022 - 00:01 to 30 June 2022 – 23:59.

Why does the challenge take place?

The month of June is historically the internal Force for Good month, and this year, we wanted to try and integrate our Brand Affiliates to our internal Force for Good events and create the opportunity to exchange and make a contribution together.

Why do we still have fundraising for ELA while it looks like Ukraine may need it most?

The European Leukodystrophies Association is the official Europe Middle East and Africa association for our region's Community Outreach of our Force for Good activities. Nu Skin has been a loyal partner of ELA since the beginning of our partnership, and we want to be true to our commitment in our journey together.

On a side note, relying substantially on events and particularly sports event related donations, ELA has also been heavily challenged by the measures of the Covid-19 crisis. We want to make sure we give the might of our EMEA Force for Good to help them rise back from these difficult times.

Who can participate?

- Everyone: the entire Nu Skin community or Brand Affiliates, Members, Customers, Prospects, Employees... the sky is the limit.
- If you wish to have someone external participate, please make sure they get this FAQ with all information about the challenge, so as to know about the trophy redemption process and the sharing of the personal data for example.

What is ELA?

The European Leukodystrophies Association or ELA, a non-profit organisation which works to assist and support families affected by these complex lethal diseases, stimulates the development of research through their work with the ELA Foundation, and raises public awareness in Europe and further abroad.

You can find more information about ELA on our [website page](#) or on [ELA's website](#).

*1 Conversion of steps to km 1 step = 0.000762 km, source: <https://www.howmany.wiki/u/How-many--km--in--100--step>

*2 Circumference of the earth: 40,070km, source:

https://imagine.gsfc.nasa.gov/features/cosmic/earth_info.html#:~:text=Both%20of%20these%20values%20are,for%20Earth%20of%2012%2C756%20km for the simplification of communications, the number is rounded to 40,000km.