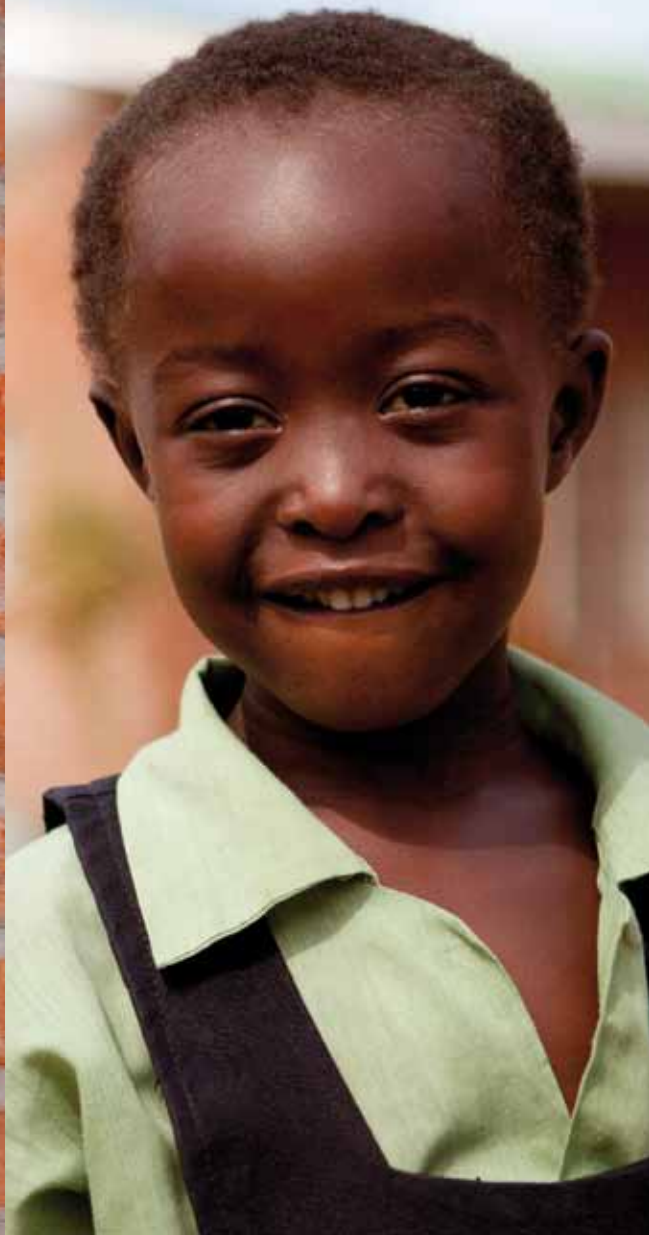


MalaWin Contest

Win a trip for two to Malawi in June 2011



Nu Skin® demonstrates its difference through a unique culture that unites its global family of distributors, customers and employees in being a force for good throughout the world. At the heart of Nu Skin®'s giving culture is the Force for Good Foundation and the Nourish the Children® initiative¹. Both provide opportunities to make a meaningful and tangible impact to improve Malawian lives.

Discover the difference we are making for people in Malawi thanks to your support.

The Nu Skin Force for Good Foundation® Build a Village Project is the most ambitious, far-reaching project Nu Skin® has ever undertaken to help farmers in Malawi to become self-sufficient.

With the Nourish the Children® initiative, we are consistently nourishing thousands of malnourished children in Malawi. VitaMeal donations can have an impact far beyond nutrition such as improving community health, drawing children to school and building economic opportunities.

How to participate

To qualify for the MalaWin contest, you must secure your seat for the Nu Skin® ExtraOrdinary Convention and attend the Europe, Middle East and Africa (EMEA) Force for Good Gala Dinner in Copenhagen, Denmark. In addition, you must be a Nourish the Children® Ambassador at the end of the contest period.

Then, between 15 September and 31 December, 2010, the Distributor account that earns the most culture points, will win an all-expense paid trip for two to Malawi.

As an added incentive, from 15 September to 15 October, 2010, the eight distributor accounts amongst the ones registered for the EMEA Force for Good Gala that reach the highest culture points, will win two seats at the VIP tables.

How to earn culture points

You can earn culture points by donating to the Nu Skin Force for Good Foundation® Build a Village Project, through buying the Epoch® Force for Good Collection and by participating in the Nourish the Children® initiative. With every Epoch® Force for Good

Collection sold, Nu Skin® donates €4 to finance specific projects at the Mtalimanja Village. In addition, Nu Skin® directly donates an extra US\$0.25 to the Mtalimanja Village for every bag of VitaMeal purchased. Here is how the points will be calculated:

- 8 culture points for every Epoch® Force for Good Collection bought in your Circle Group. Note: the culture points will be removed in cases where the Collection is returned.
- 1 culture point for every 1-bag VitaMeal Automatic Delivery Rewards (ADR) order; 3 culture points for every 2-bag VitaMeal ADR; 8 culture points for every 5-bag VitaMeal ADR. The ADRs must be done in your circle group and held for at least two months.
- 10 culture points for every new first level Nourish the Children® Ambassador
- 20 culture points for every new first level Chief Ambassador

What can you win

INTERMEDIARY PRIZE

Two seats at one of the VIP tables at the EMEA Force for Good Gala Dinner.

FINAL PRIZE

One all-expense paid trip for two to Malawi in June 2011, during which the Distributor will discover all the differences being made in the lives of children and farmers through the Nourish the Children® initiative and the Nu Skin Force For Good Foundation®.

The winner will have the exciting opportunity to participate in the second Mtalimanja Village graduation ceremony, visit the Madalitso VitaMeal production plant, enjoy a once in a life-time moment with the children who receive VitaMeal donations each month, and much, much more...

Thank you for your tireless efforts to help us be a force for good throughout the world.

¹Nourish the Children® is an initiative created and supported by the Nu Skin® corporation, a for-profit company that facilitates donations of purchased VitaMeal bags to non-profit partners such as Feed the Children.

LEGAL RESPONSIBILITY: All tickets, vouchers, coupons and all arrangements for transport, conveyance, or for accommodations made by Nu Skin Enterprises, Inc. and/or its agents or affiliates (“Nu Skin”), are made by Nu Skin only as an agent for the passenger and upon the express condition that Nu Skin shall not be liable or responsible for any direct, consequential, or incidental damage, injury, loss, accident, delay or irregularity of any kind which may be occasioned by reason of any act or omission (including any act of negligence or breach of contract of any third party who is to or does supply goods or services for this trip). Without limiting the foregoing, Nu Skin is not responsible for any losses or expenses due to delay or changes in schedule, overbooking or accommodation, default of third parties, sickness, weather, strikes, acts of terrorism, force majeure, war, quarantine, criminal activity, or any other cause beyond its control. The passenger must pay all such losses and expenses. The right is reserved to alter or cancel the itinerary, if deemed necessary or advisable by Nu Skin.

Official Rules

CONTEST PERIOD

The contest period shall be from 15 September, 2010 to 31 December, 2010.

ELIGIBILITY

Only EMEA distributors in good standing may participate. Any distributor that violates the terms and conditions of their distributor Agreement with Nu Skin at any time either during or after this special offer period will be ineligible to participate. Eligibility for all bonuses is based on meeting all requirements of the Sales Compensation Plan, including retail sales requirements. Any manipulation, as determined in the sole discretion of Nu Skin (i.e. backdating), will result in disqualification from this contest. Any activity after 31 December, 2010 will not be counted for the purpose of winning this contest.

AGREEMENT TO OFFICIAL RULES

Participation in the contest constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules.

ADDITIONAL REQUIREMENTS

Nu Skin reserves the right to withhold final approval of all prize-winners pending verification of compliance to contest rules and regulations and to Nu Skin’s distributor Policies and Procedures. The company reserves the right to disqualify and/or exclude, in its sole and absolute discretion, any individual or distributorship for any reason or for no reason at all, including violation of any portion of these official rules, or tampering with or manipulating the Sales Compensation Plan in violation of the distributor Policies and procedures. All prizes will be awarded as stated. The value of these awards and prizes may be considered taxable income to the prize winners and all taxes are the sole responsibility of the prize winners. Prizes and awards are non-transferable and may not be redeemed for cash. Nu Skin reserves the right to interpret the rules, prizes and awards of the contest and all decisions shall be final.

It is the obligation of the winner of the trip to Malawi to obtain any passports, visas, or other documents required to enter Malawi and to obtain any required or recommended inoculations. Any costs associated with obtaining these documents or inoculations are the sole responsibility of the prize winner.

Nu Skin reserves the right to change contest rules at any time at its sole discretion and without notice. In the event that any of the prize-winners is a corporation, limited liability company, or partnership, the prize shall be awarded to one person who is designated to receive the prize by the corporation, limited liability company, or partnership.

GENERAL CONDITIONS

The laws of the State of Utah (USA) shall govern this contest and participants in the contest hereby consent to the resolution of any disputes with regard to the contest solely through process described in the Mediation and Arbitration Policy noted in the distributor Policies and Procedures.

All such mediation and arbitration will be performed within the exclusive jurisdiction and venue of Utah. Each participant waives any and all objections to jurisdiction and venue and dispute resolution procedures. By entering, participants release and hold harmless Nu Skin Enterprises, Inc., its subsidiaries, affiliates, directors, officers, employees and agents from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the contest or receipt or use of any prizes. Acceptance of any prize shall constitute and signify the prize winner’s agreement and consent that their name, address, likeness and/or prize information can be used for promotional purposes by Nu Skin Enterprises, Inc., or any of its subsidiaries or affiliates without further payment or consideration to contest winners. This contest may only be entered in or from the Company’s officially open markets in the EMEA region. By entering, participants release and hold harmless Nu Skin Enterprises, its subsidiaries, affiliates, directors, officers, employees and agents from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the contest or receipt, use or participation in any of the prizes. The winners may not use contest prizes as income claims in promotion of the business opportunity.

The contest is void where prohibited by law and subject to all federal/state/local laws and regulations.

Nu Skin reserves the rights to substitute prizes of equal or greater value.

