



NU SKIN<sup>TM</sup>

THE DIFFERENCE. DEMONSTRATED.<sup>TM</sup>



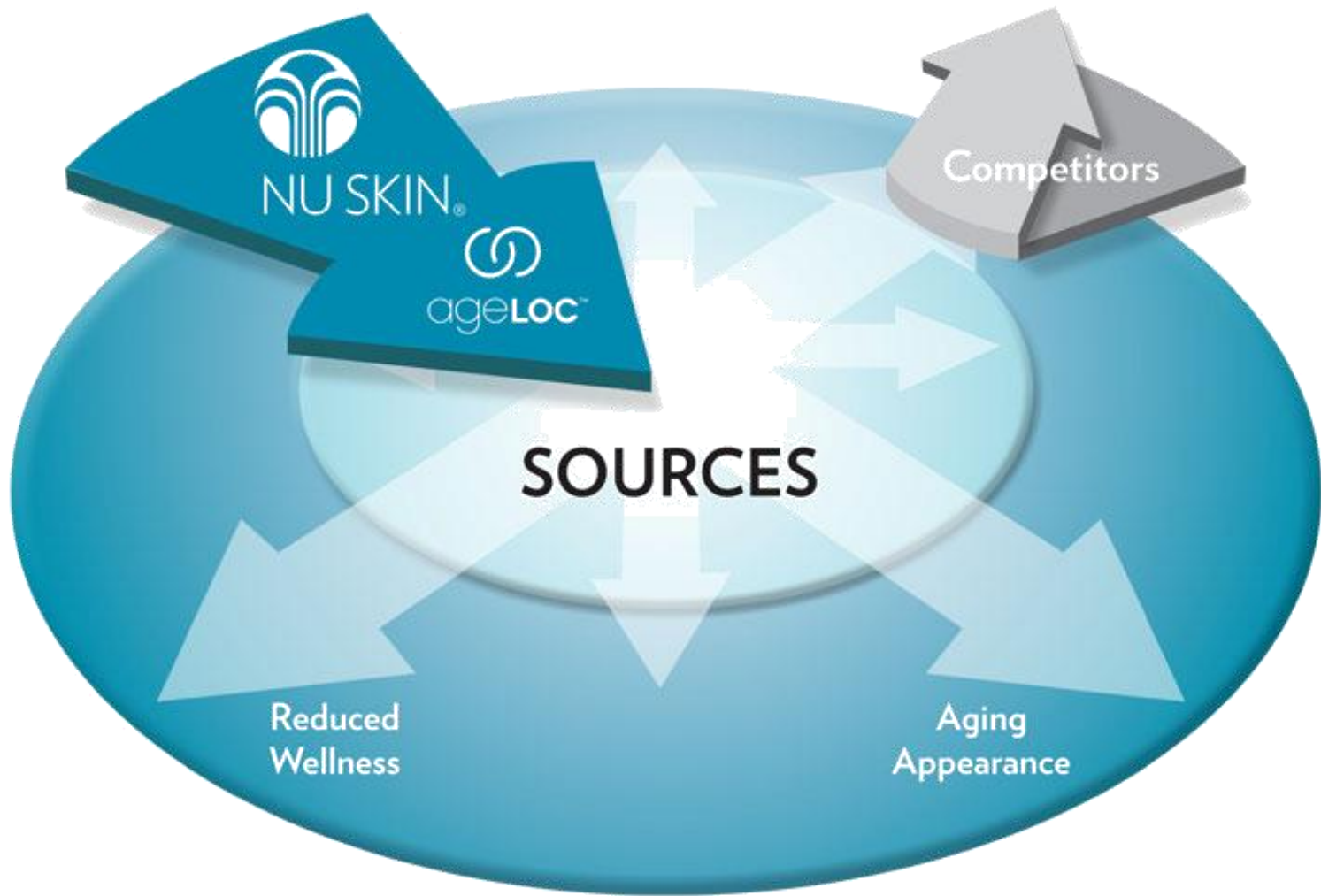
 ageLOC<sup>TM</sup>  
VITALITY

# Nu Skin Is the Premier Anti-Ageing Company



Scientific innovation has established Nu Skin as a global leader in the nutritional and personal care industries. Our proprietary processes enable us to set new industry standards in anti-ageing, with real solutions that exhibit demonstrable results.

# Target the Sources of Ageing



# Concerns with Ageing

Two most common complaints with ageing are

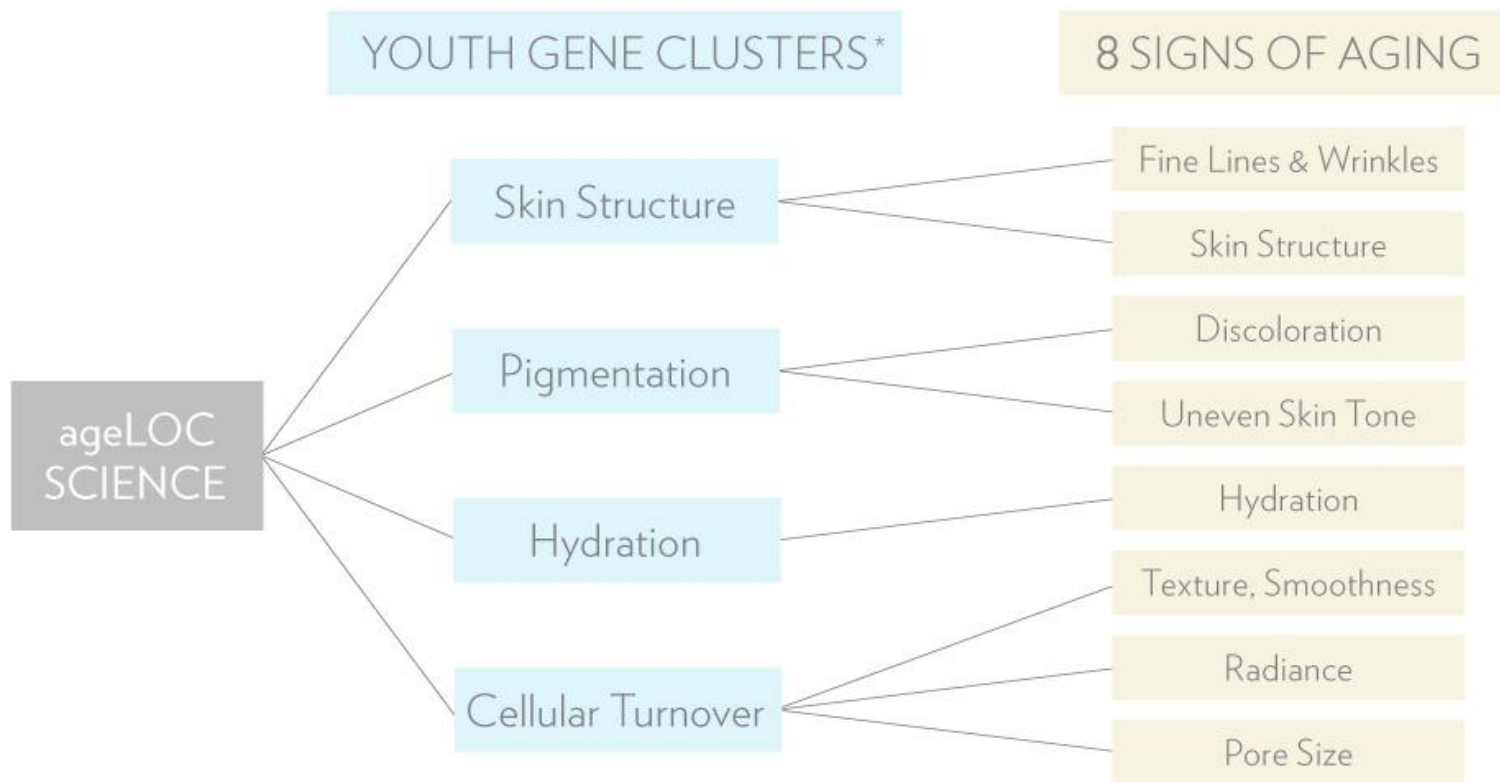
**Looking  
Older**



**Feeling  
Older**



# Youth Gene Clusters for Skin



\* This is only a selection of meaningful Youth Gene Clusters.

# Concerns with Ageing

Two most common complaints with ageing are

**Looking Older**

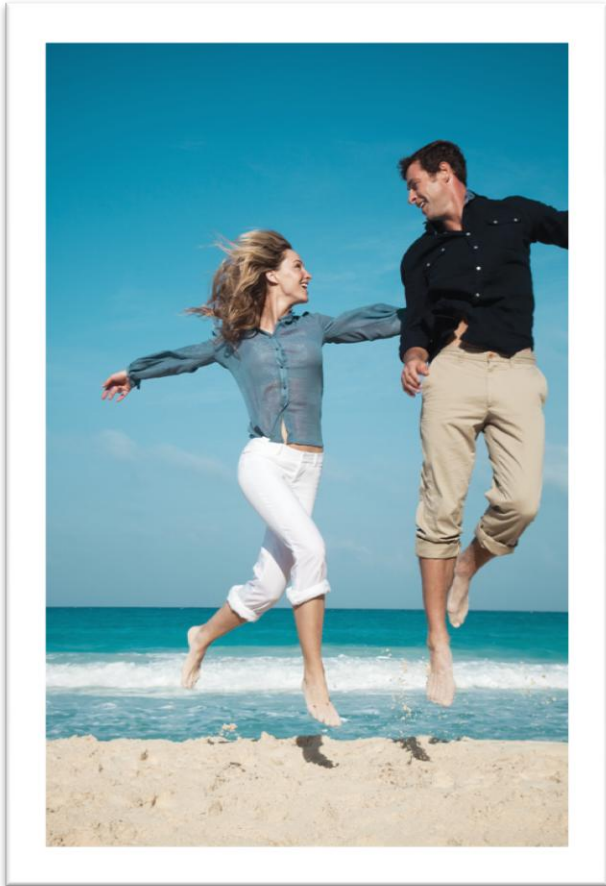


**Feeling Older**





# A Global Consumer Need



- **85%** of consumers are concerned about their energy and stamina levels
- **40%** decline in ability to concentrate, from age 30 to 60
- As we age, sexual desire declines ~**66%** in women and ~**37%** in men



# What Is Vitality?

Three Dimensions:

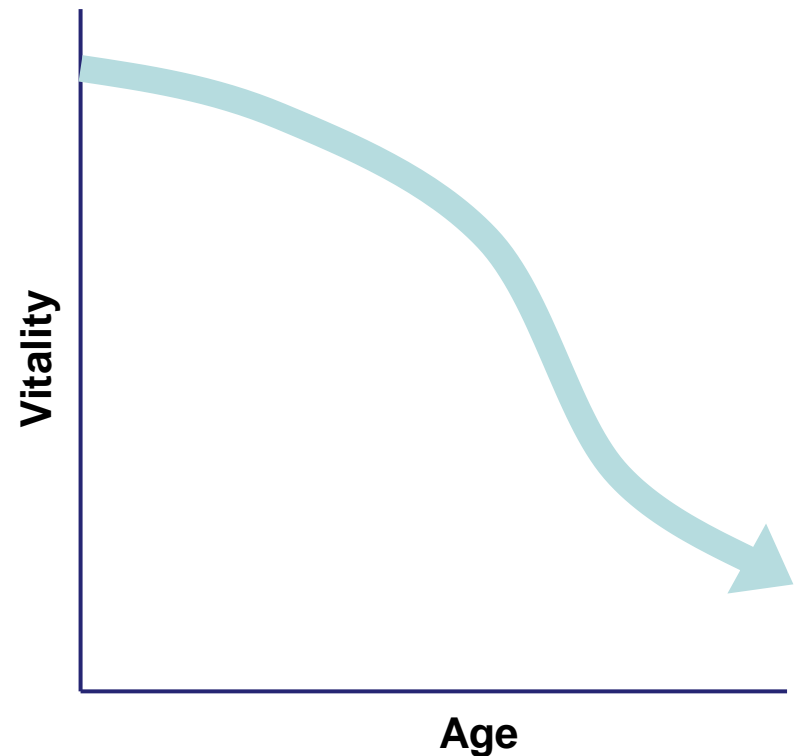
1. **Physical** (endurance, stamina, resistance to fatigue)
2. **Mental** (cognition, clarity, focus, memory, alertness)
3. **Sexual** (drive, libido)



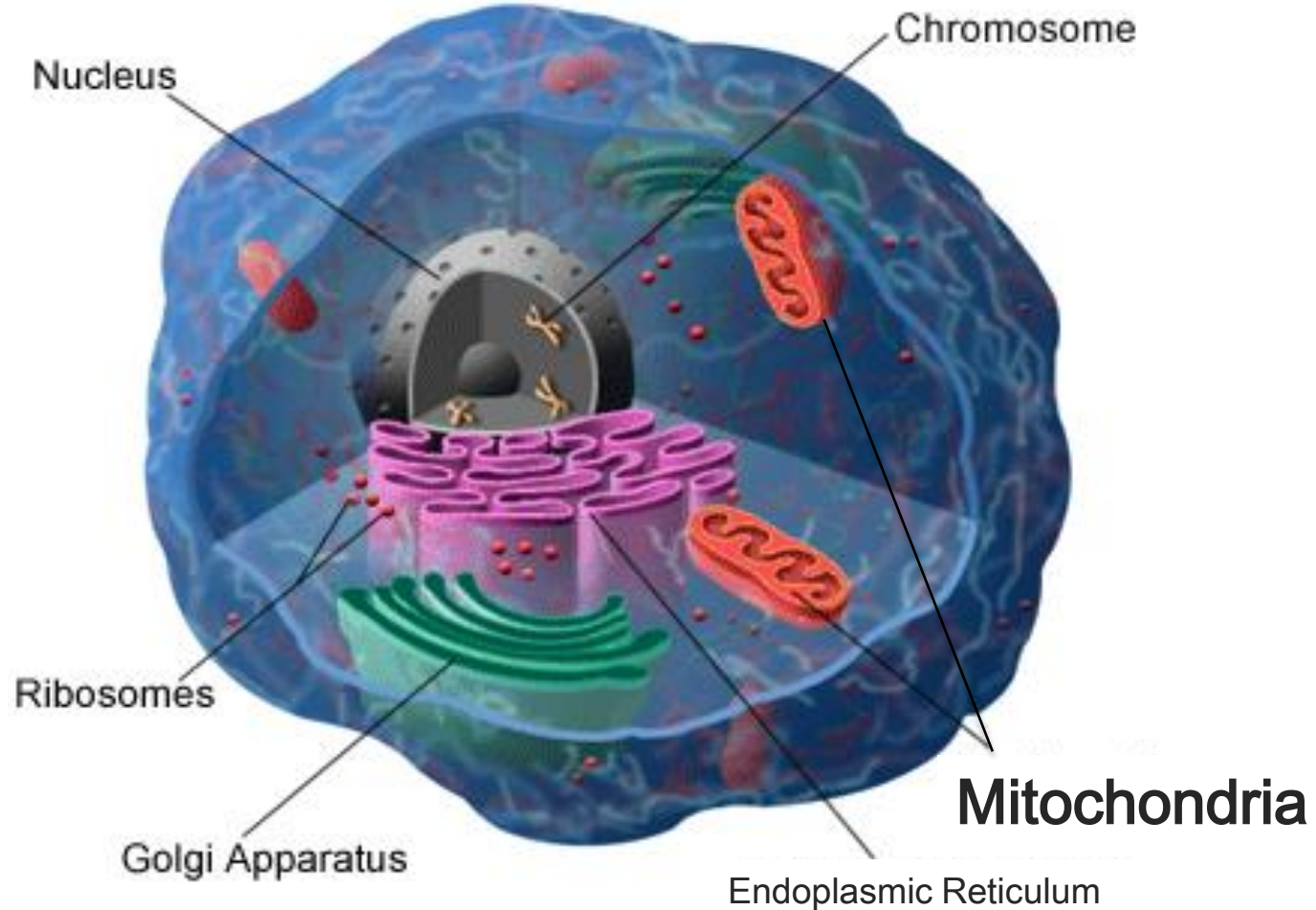
# Vitality Declines With Age

As we age, our bodies' ability to effectively generate and utilise energy declines, which may rob us of youthful vitality.

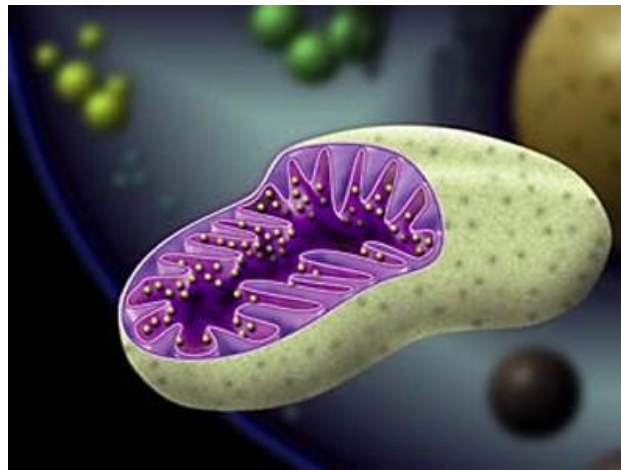
## Age-Related Vitality Loss



# Mitochondria: A Key Source of Youthful Vitality



- Mitochondria are the cellular **power plants** that convert energy from food (Kcals) into a form of energy our cells can use—ATP
- ATP fuels all **biological functions**
- With age, mitochondria number and efficiency **declines dramatically**
- Functional changes in the mitochondria have been tied to **age-related vitality loss**



# Mitochondria Highly Concentrated In:



Brain

Heart

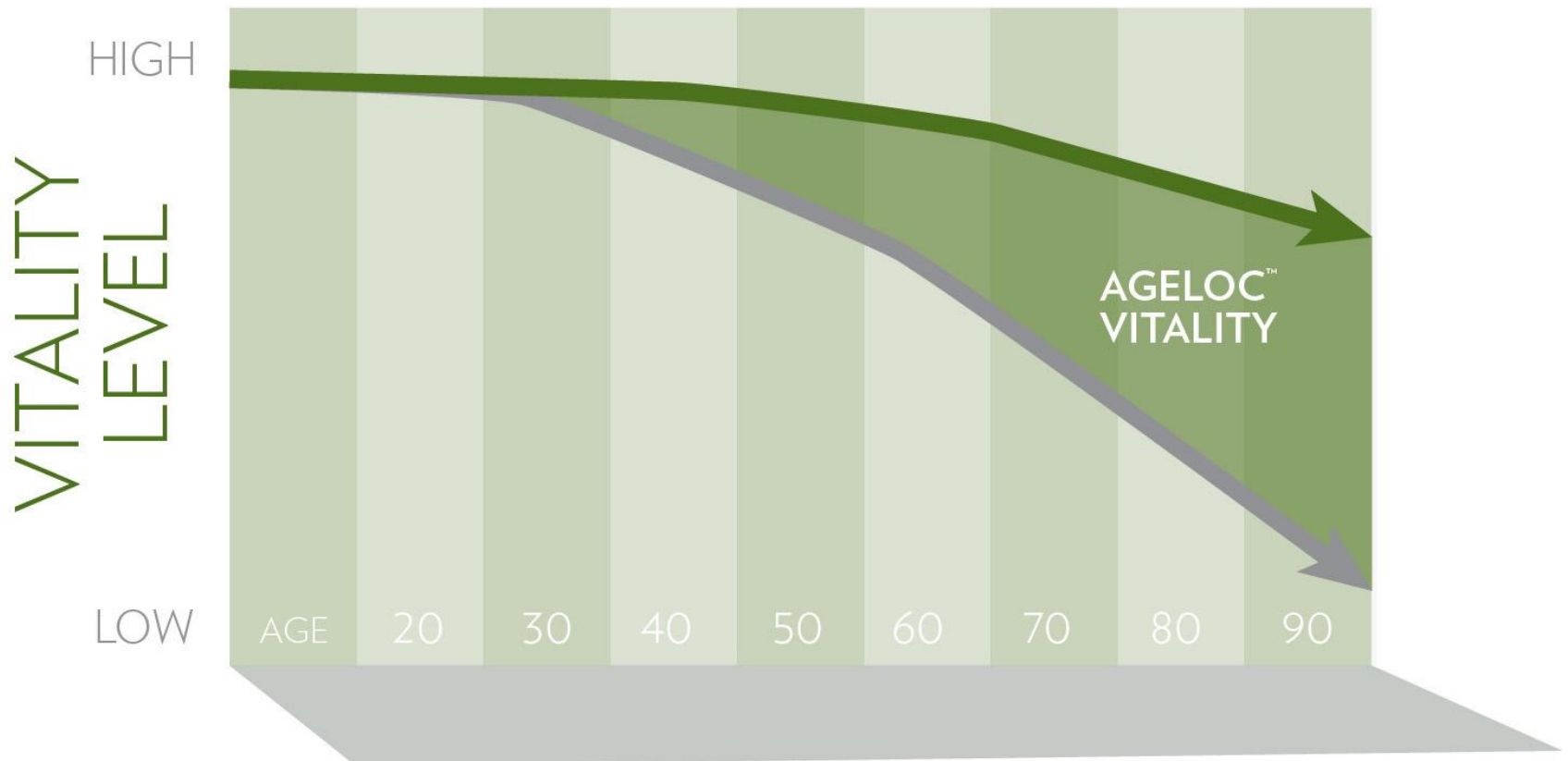
Muscle

# Latest ageLOC Discovery

Identified and influenced 52 genes tied to mitochondrial function.



# Restore Youthful Vitality



\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

ageLOC Vitality targets the sources of age-related vitality loss.\*

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# ageLOC Vitality

Promotes Three Dimensions  
of Vitality:\*

- Physical Vigor
- Mental Acuity
- Sexual Drive

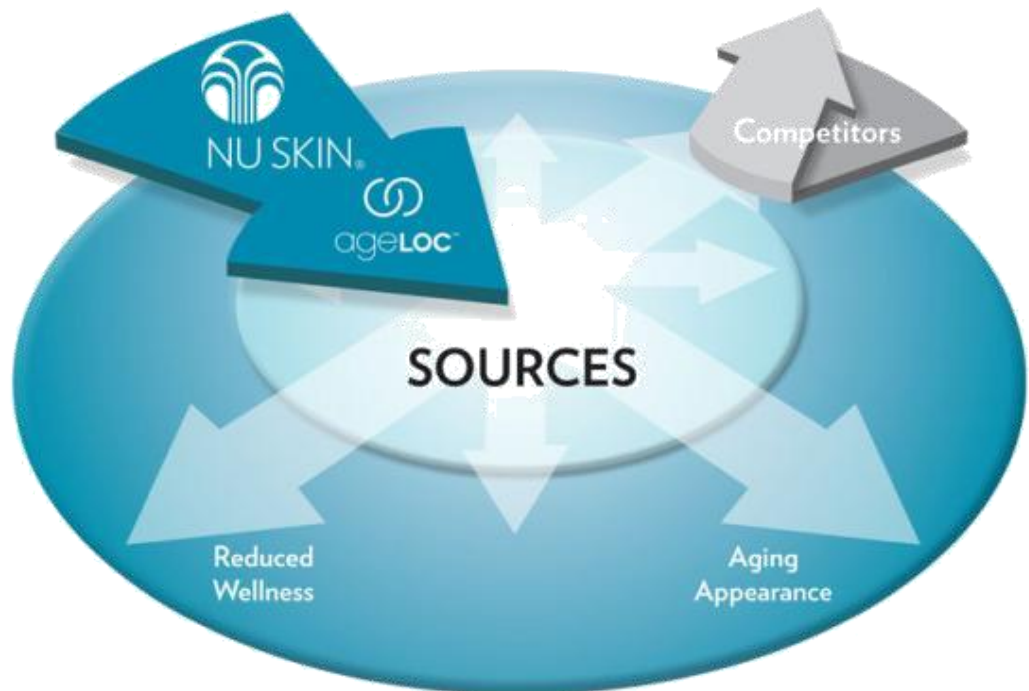
**Reset, Revive, Renew  
with ageLOC Vitality**



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# Key Takeaways

- ageLOC science can **identify** the ultimate sources of age-related vitality loss







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