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## Nu Skin Profits Up More Than Double

by VICKI M. YOUNG

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From WWD.COM

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Truman Hunt

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Boosted by double-digit percentage gains in four of its five distribution regions, Nu Skin Enterprises Inc. on Thursday posted fourth-quarter profits that more than doubled.

For the three months ended Dec. 31, income skyrocketed 109 percent to \$30.3 million, or 47 cents a diluted share, from \$14.5 million, or 23 cents, in the year-ago quarter. Total revenues rose 19 percent to \$378.1 million from \$317.6 million. By geographic region, Europe posted the highest gain, rising 44.2 percent to \$41 million, followed by the South Asia-Pacific region, up 35.7 percent to \$35.3 million. Revenue from the Americas region increased 33.9 percent to \$78.9 million. North Asia posted a 10.5 percent rise to \$167.2 million, with China up 5.4 percent to \$55.7 million. "We finished our 25th anniversary year on a high note with record revenue, a record launch of our new skin care system and a record number of executive distributors," said Truman Hunt, president and chief executive officer.

The company in 2009 introduced the AgeLOC antiaging skin care system.

"The system was introduced for a limited-time offering with a further rollout occurring in the majority of our markets during the first quarter of 2010," said Hunt, noting previous introductions were staged geographically, but that AgeLOC was done on a condensed timeline.

Based on fourth-quarter revenue results, the company increased its 2010 revenue and earnings per share guidance to \$1.38 billion to \$1.41 billion and \$1.65 to \$1.75, respectively.

For the year, income jumped 37.5 percent to \$89.8 million, or \$1.40 a diluted share, from \$65.3 million, or \$1.02, in 2008. Total revenues gained 6.7 percent to \$1.33 billion from \$1.25 billion.

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