



NU SKIN
THE DIFFERENCE. DEMONSTRATED.™

NU SKIN ENTERPRISES FACT SHEET

MISSION

- To be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products, and an enriching and uplifting culture.

VISION

- To become the world's leading direct selling company by generating more income for distributors than any other company.

COMPANY

- Founded in 1984, Nu Skin Enterprises, Inc. (NYSE:NUS), is a direct selling company that distributes premium-quality anti-aging products in both the **personal care** and **nutritional supplements** categories.
- The company's global operations generated more than **\$1.54 billion** in revenue during 2010.
- The company's initial public offering was completed in **November 1996**. Nearly **64 million shares** are outstanding on a fully diluted basis.
- Nu Skin operates in **52 international markets** across the Americas, Asia Pacific, Europe, Africa and the Middle East.
- The company's strategic brand positioning **THE DIFFERENCE. DEMONSTRATED.™** highlights Nu Skin's unique ability to demonstrate a difference through its people, product, culture and opportunity.

PEOPLE

- The company's headquarters in Provo, Utah, is home to more than 1,100 employees.
- Nu Skin has more than **825,000** active independent distributors worldwide.

PRODUCT

- Nu Skin sells more than **200 products** in the anti-aging, personal care and nutritional supplements categories:
 - **ageLOC™** is Nu Skin's premier brand for targeting the signs and sources of aging.
 - *Nu Skin* key products feature the **ageLOC**

Transformation daily skin care system, **ageLOC Edition Galvanic Spa System II**, **Tru Face® Essence Ultra** and the **Epoch®** line of ethnobotanical products.

- *Pharmanex* flagship products include **ageLOC Vitality**, **LifePak® Nano**, **g3™** nutritional beverage and **Tegreen 97®**.
- The company employs more than **75 scientists** who regularly collaborate with world-class experts on the Nu Skin Anti-Aging Scientific Advisory Board.
- Nu Skin distributors demonstrate the difference of its products through:
 - A proprietary 6S Quality Process
 - Clinical trials
 - Product demonstrations
 - State-of-the-art tools such as the Pharmanex BioPhotonic Scanner

CULTURE

- The Nu Skin Force for Good Foundation, established in 1996, has granted more than **\$23 million** to support children's causes throughout the world.
- Since 2002, Nu Skin distributors and employees have donated **more than 220 million meals** to hungry and malnourished children around the world through the company's Nourish the Children™ initiative. In 2007, the program was recognized with an **American Business Award** for the best corporate social responsibility program.

OPPORTUNITY

- In 2010, Nu Skin surpassed **\$7.5 billion** in total commissions paid since its founding.
- Nu Skin offers one of the most rewarding compensation structures in the industry with **42 percent** of revenue paid out in commissions.

CONTACTS

- News releases and media information can be obtained at www.nuskin.com/newsroom or by contacting Kara Schneck at (801) 345-2116 or Jordan Karpowitz at (801) 345-2187.