



NU SKIN®

THE DIFFERENCE. DEMONSTRATED.®

MARKET

Founded with a 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, uplifting culture in 1984, Nu Skin celebrates 30 Years of Innovation this year in more than 50 markets across the six continents.

With US\$3.17 billion in revenue in 2013, Nu Skin continues to strive towards its vision to become the world's leading direct selling company by generating more income for sales leaders than any other company as it continues to relentless focus on the future by providing advanced anti-aging solutions for its customers today, including its top-performing ageLOC® products formulated to target the sources of aging.

For 30 years, the company stays true to its mission and vision with a strategic brand positioning – The Difference. Demonstrated® highlighting Nu Skin's unique ability to demonstrate a difference through its people, product, culture and opportunity.

ACHIEVEMENTS

Over the years, Nu Skin has received various awards and recognition from different entities for its achievements from the four core elements – people, product, culture and opportunity.

Nu Skin's people continue to play a leadership role in the direct selling and anti-aging industries. Recently, Nu Skin Enterprises President and Chief Executive Office, Truman Hunt was appointed as the new chairman of the United States Direct Selling Association while President, Southeast Asia & Pacific Regions,



Melisa Tantoco Quijano continues to sit in the Association Advisory Council at the World Federation of Direct Selling Association for Asia/Pacific and as a member for the WFDSA Ethics Committee as Vice President, Nu Skin Malaysia & Brunei, David Cheong continues his service as a board member at the Direct Selling Association of Malaysia.

The company's Chief Scientific Officer, Dr. Joseph Chang, PhD., was named "Most Innovative Person of the Year" at the 2012 Golden Bridge Business and Innovation Awards gala and dinner held in San Francisco while its flagship ageLOC® product line was honored with a Bronze award in the 'Best New Products and Services' in the lifestyle, beauty and fashion category.

The company's 'force for good' culture is creating smiles for children in need. The company's Southeast Asia's initiative, Nu Skin

Southeast Asia Children's Heart Fund has helped save more than 6,000 children born with congenital heart disease within the Southeast Asia region since 2003. Additionally, through Nu Skin's Nourish the Children™ initiative, a for-profit social enterprise, more than 350 million meals were contributed to hungry and malnourished children around the world since it was founded in 2002

In Nu Skin's 30 year history, the company has provided an opportunity for people to have their own business, sharing products that they are passionate about. Since 1984, the company has paid more than \$10 billion in total sales compensations and incentives, offering one of the most rewarding compensation structures in the industry with approximately 45 percent of revenue paid out in sales compensation and incentives.

HISTORY

Nu Skin History: The Spoon Story

The year was 1984 and a revolutionary idea was taking shape – an idea simple in scope, yet powerful in its ability to touch lives around the world. Nu Skin Enterprises was founded with the promise of high-quality, scientifically-based personal care products without harsh or harmful fillers that were typical in such products 30 years ago. This "all-of-the-good, none-of-the-bad" product philosophy led to the creation of Nu Skin's original product line.



The initial products were delivered to the founders in 10-gallon containers and the team would carefully hand fill bottles with their efficacious formulations and apply labels. When packaged product ran out, eager customers would bring their own containers and the founders would fill them using a simple spoon. High product demand quickly made this method obsolete as the company began receiving pre-bottled products, yet the spoon has become a lasting reminder that the power to improve lives often starts with a small, simple first step.

PRODUCT

Nu Skin's difference is demonstrated through its range of products and commitment to scientific integrity. At the end of year 2011, Nu Skin Enterprises, Inc. announced its acquisition of LifeGen Technologies, LLC. This acquisition enables Nu Skin to transfer all the assets of LifeGen, including its proprietary tissue bank and gene expression database, patents and other intellectual property related to anti-aging gene research to Nu Skin.

On top of that, the company also initiated new research and development contracts, consulting and non-competition agreements with LifeGen co-founders, Richard Weindruch, Ph.D., and Tomas Prolla, Ph.D., who will both manage and provide scientific leadership at the Madison-based research facility and continue to serve on the Nu Skin Anti-Aging Scientific Advisory Board.

This acquisition has helped to enhance Nu Skin's position as a leader in the anti-aging industry. By bringing the proprietary LifeGen scientific assets and expertise in house, Nu Skin strengthened its commitment to developing a steady stream of anti-aging products that help people live younger, longer.

RECENT DEVELOPMENTS

At the recent years, Nu Skin has produced numerous innovative products based on its anti-



aging science which targets the sources of aging. This list of product includes the new anti-aging personal care range – ageLOC® Transformation Set which package the daily personal care pack containing ageLOC® Gentle Cleanse & Tone, ageLOC® Future Serum, ageLOC® Radiant Day SPF22, and ageLOC® Transforming Night in a premium box. Besides, it has also enhances its firming specialist, Tru Face® Essence Ultra into ageLOC® Tru Face® Essence Ultra which allows the users to enjoy firmer, younger looking skin for today and the future.

To complement the effects of Galvanic Face and Body Spa System, a five minute home spa system, Nu Skin has also enhanced its facial and body gels and lotion into ageLOC® Galvanic Spa Facial Gels, ageLOC® Body Shaping Gel and ageLOC® Dermatic Effects Body Contouring Lotion, enabling its users to endure themselves in firmer, younger looking skin.

Besides enhancing its personal care products with the ageLOC® Technology, Nu Skin has also launched ageLOC® R2, a nutritional supplement that helps to renew and recharge the body cells during the day and at night, enabling the users to feel healthier, younger and more vibrant than they have in years.

To address consumer concerns related to weight management and body shape, Nu Skin developed its ageLOC® TR90™ – a breakthrough weight management and body shaping system based on highly innovative gene expression science that unifies your mind and body for a leaner, younger looking you, can help you achieve your weight management and body shaping goals.

PROMOTION

Nu Skin distributors and sales leaders in the 53 markets with Nu Skin's presence are able to enjoy the benefits of Nu Skin products as wholesale prices. To know more, please visit www.nuskin.com or speak to the company's authorized sales leader.



BRAND VALUES

Nu Skin stands strong with its brand positioning of being THE DIFFERENCE. DEMONSTRATED.® This positioning is explained through its four cores: People, Product, Culture and Opportunity.

People – Nu Skin's difference is demonstrated through its people. It is evident that the strength and heart of Nu Skin are its people – those who collectively demonstrated their difference every day by improving lives around the world and becoming inspirational and aspirational leaders for life.

Product – Nu Skin's difference is demonstrated through its products. Nu Skin markets innovative products with benefits that can be demonstrated. Its brands offer a wide variety of opportunities that improve lives around the world.

Culture – Nu Skin's difference is demonstrated through its culture. They attract talented distributors and sales leaders who thrive in a fun and productive environment. Form their events around the world to the Nu Skin Force for Good Foundation, they are connected by a powerful culture.

Opportunity – Nu Skin's difference is demonstrated through its opportunity. At Nu Skin, professional distributor and sales leaders thrive, inspiring and empowering others. Distributors say their lives are better today because they joined Nu Skin. Nu Skin is committed to providing the best opportunity to make dreams a reality.

www.nuskin.com

THINGS YOU DIDN'T KNOW ABOUT NU SKIN

- Nu Skin has created 1,048 Million Dollar Circle* as of April 2014.
- Nu Skin's ageLOC Science targets ultimate sources of aging to enable you to Live, Younger Longer.
- Nu Skin Nourish the Children initiative has donated 350 million meals to fight hunger since 2002 while Nu Skin Southeast Asia Children Heart's Fund has saved more than 6,000 children with congenital heart disease in the region since 2003.
- Nu Skin offers one of the most rewarding compensation structures in the industry with 45 percent of revenue paid out in sales compensation and incentives.

*Million Dollar Circle refers to those Independent Distributors who are members of the Million Dollar Circle and have earned over one million dollars in commissions over the life of their involvement with Nu Skin. There are, however, no guarantees of success. Not all distributors make money. For a complete summary of the Sales Compensation Plan, please contact the company.