

NU SKIN UNLOCKS THE SCIENCE BEHIND THE SECRET OF YOUTHFULNESS

The desire to look and feel younger is no longer restricted to an older generation. Younger people are hoping to preserve their youth before the onset of aging. This trend of people wanting to look younger and feel healthier has fuelled the booming wellness industry.

Over the past 26 years, Nu Skin Enterprises has become known as a leader in the direct selling industry. With its innovative, cutting-edge personal care products and health supplements and its Force For Good culture to aid children in need, Nu Skin is realising its vision of being "the difference demonstrated."

Nu Skin Enterprises began in Utah in 1984 when Blake Roney, Steve Lund and Sandie Tillotson decided they had enough of skincare products with harmful fillers. They wanted a line of personal care products with quality ingredients and which had "all of the good, none of the bad."

Today, Nu Skin has grown into a truly global company spanning 48 countries and is traded on the New York Stock Exchange under the symbol "NUS." What is amazing is that it creates a millionaire in every 6 days! Its distributors love the company's generous compensation plan which paid out US\$551 million in commission in 2009.

In 2009, its turnover reached US\$1.33 billion. Its stock price has risen from US\$8 in January 2009 to over a record high of US\$30 today.

The Difference. Demonstrated

In the face of stiff competition and despite the economic turmoil last year, Nu Skin managed to stay profitable. It attributes this to their high-calibre distributors and staff, the unique products and the global seamless compensation plan.



Nu Skin has a pool of more than 765,000 active independent distributors. It has created more than 686 millionaires worldwide. "The kind of person who would be attracted to the Nu Skin business is one who is looking to change his life and the lives of others for the better," says Ms Melisa Tantoco Quijano, Regional President, Nu Skin Southeast Asia.

Over 100 in-house scientists and researchers collaborate with some 32 leading research institutions to come up with top-grade personal and health care products.



Nu Skin also has a partnership with LifeGen Technologies and Stanford University to collaborate on age-defying research that would support the company's product strategy to target the sources of aging. LifeGen Technologies is a leading genomics company.

A "Force For Good" is how Nu Skin would like its distributors, and employees to be known around the world. This phrase sums up the company's values and has become the central theme of its overall mission and philanthropic efforts.

Long before Corporate Social Responsibility (CSR) became widely practised among corporations, Nu Skin embraced it as part of its culture and distributors' DNA. It supports hundreds of humanitarian projects in more than 48 countries, all with the aim of making a difference for thousands, if not millions, of children for generations to come.

Most people caught in the modern day rat race have little time for themselves and their family, not to mention having time to help needy people and contribute to worthy causes. For those seeking to break free from the rat race, Nu Skin is able to offer a compelling and rewarding business opportunity and a life of financial freedom.



Mr Michael Chen and Dr Amy Khor, Senior Parliamentary Secretary, Ministry of Environment and Water Resources at Green Transport Week event 2009

Nu Skin Singapore celebrated Children's Day with Child@Street11 at Singapore Science Centre 2008

Nu Skin Singapore with Club Rainbow Singapore at Camp Rainbow 2010

FORCE FOR GOOD CULTURE

From its founding nearly 26 years ago, Nu Skin Enterprises' mission has been to improve people's lives through quality products, rewarding business opportunities, and an uplifting and enriching culture.

Nu Skin Enterprises' spirit of long-term social responsibility led to the creation of the Nu Skin Force for Good Foundation in 1996, a non-profit organization whose mission is to improve the lives of children by offering hope of a life free from disease, illiteracy, and poverty.

Nu Skin Enterprises employs thousands of people throughout the world, and in each market, employees are encouraged to support projects in their communities. In Singapore, Nu Skin's Force for Good has reached out to the Very Special Arts, Singapore Children's Society, Child@Street 11



GLOBAL MILESTONES

1984	Nu Skin International founded in Utah with the launch of 12 skincare products
1990	Implemented the industry's first global seamless compensation plan
1991	Nu Skin begins operations in Asia with the opening of Hong Kong
1992	Nu Skin opens in Taiwan
1993	Nu Skin opens in Japan, Australia and New Zealand
1994	Nu Skin begins operations in Latin America with the opening of Mexico
1995	Nu Skin enters the European market
1996	Force For Good Foundation established Nu Skin takes its Asia Pacific Markets public on the New York Stock Exchange
1997	Nu Skin begins operations in Thailand, Austria and Portugal
1998	Nu Skin acquires Pharmanex, a health supplement company which produces pharmaceutical grade supplements Operations begin in Brazil, Philippines, Poland, Sweden and Denmark Nu Skin expands its public listing to include all global markets
1999	Nu Skin announces opening of Nu Skin Centre for Dermatological Research at Stanford University School of Medicine
2000	Nu Skin begins operations in Finland and Singapore
2001	Launch of Galvanic Spa system Nu Skin opens in Malaysia
2002	Nu Skin sponsors 2002 Olympic Winter Games Start of Nourish The Children initiative which aims to feed malnourished children
2003	Launch of Pharmanex BioPhotonic® scanner More than 100 retail outlets open in mainland China
2004	Nu Skin opens in Israel, Brunei, El Salvador, Honduras and the Pacific Islands of Fiji and Guam
2005	Nu Skin opens in Hungary and Indonesia
2006	Nu Skin receives direct selling authorization in mainland China
2007	100 million meals milestone for Nourish The Children Wins American Business Award (Stevie) for best corporate social responsibility programme (Nourish The Children)
2008	Nu Skin marks milestone of US\$6 billion in commission payments Introduces Galvanic Spa® System II Nu Skin implements the industry's most generous compensation plan
2009	Nu Skin launches ageLOC™ in Global Convention Nu Skin marks 150 million meals milestone for Nourish The Children

childcare centre, and Club Rainbow, among other charities.

Nu Skin had a dollar-for-dollar donation matching, where a total of S\$40,000 was raised and given to Child@Street 11 in 2008 to support underprivileged children. Currently, Nu Skin Singapore is working with Club Rainbow, a registered charity to help children and youths suffering from chronic and potentially life-threatening illnesses, to build a new resource centre at the Kandang Kerbau Women's and Children's Hospital. The resource centre is expected to be completed in the last quarter of 2010.

When the Government pushed for companies to "go green", Nu Skin Singapore became the first direct selling company in Singapore to rally behind this cause. For all its efforts, Nu Skin received the Certificate of Merit at the Global CSR Summit 2009, earning it the distinction of being the first direct selling company in Singapore to be thus recognized. Nu Skin is working closely with the Singapore Environmental Council on 'green' efforts for the sake of our future generations.

During times of crisis like SARs outbreak in 2003 and the tsunami incident in 2005, Nu Skin was quick to stretch out a helping hand. The combined Tsunami Relief Efforts from Nu Skin Southeast Asia helped to raise S\$500,000 product donations, 100 bags of Vitameals (3 million meals), S\$300,000 cash donation and rebuilt two schools in Thailand.

Nu Skin also contributes actively to projects in Southeast Asia. Since 2008, its Southeast Children's Heart Fund has saved more than 3,600 children who are born with congenital heart problems.

NU SKIN 2.0 – WE'VE ONLY JUST BEGUN!

In 1984, Nu Skin had the vision of generating more income for distributors than any other direct selling company. This was the start of the Nu Skin 1.0 era. That vision has brought the company to where it is today.

In 2010, Nu Skin redefined its strategies of the new 2.0 era with the goals of:

- Realizing US\$5 billion in turnover,
- Paying out US\$2 billion in commission,
- Creating 2,500 millionaires worldwide,
- Reaching out and touching 50 million children every day, with contributions and love from its Force For Good foundation.

Nu Skin Singapore: Celebrating 10 great years of transforming lives

10 years. 11 millionaires. S\$140 million in commission payout.

This pretty much sums up Nu Skin Singapore's achievements since it began in 2000 with just 26 products! Those who thought Singapore was but a small market soon changed their minds when the company paid out the first S\$1 million in commission in just four months.

Nu Skin Singapore created its first Million Dollar Circle Member in 2003. In just 10 years, it has created 11 millionaires. That's one millionaire every year!

Nu Skin worked hard to establish itself as a household brand. In 2002 and 2004, Nu Skin was voted by Readers' Digest readers as a Singapore Superbrand for outstanding brand performance.

Nu Skin became the first direct selling company in Singapore to receive CaseTrust accreditation for good business practices in 2005.

In 2008 we received the Singapore Health Award (Gold) from the Health Promotion Board.

Nu Skin Singapore has been steadily and surely transforming lives here with its innovative age-defying products, rewarding business opportunity and corporate social responsibility initiatives.

This year's 10th anniversary celebration promises to be exciting. A great 'whoosh' of energy will reverberate through Singapore as more than 7,000 distributors and guests from the region gather at the Resorts World Sentosa for Nu Skin's Southeast Asia Regional Convention from 8-10 July 2010.



Nu Skin Singapore Showcase at Park Mall Level 10



Mr Michael Chen
President of Nu Skin Enterprises Singapore,
Malaysia and Brunei.

It is double joy for Nu Skin Singapore as we celebrate our 10th anniversary and hosts the Southeast Asia regional convention for the first time. As one of the leading direct companies in Singapore hosting such a mega event, the convention is supported by the Singapore Tourism Board and Resorts World Sentosa. We're extremely excited as our first Million Dollar Circle Member has since earned US\$10 million to become Nu Skin Singapore's and Southeast Asia's first 10 Million Dollar Circle Member!

LIVE YOUNG WITH  ageLOC™

One of the key highlights of the Regional Convention would be the launch of ageLOC™



Nu Skin's scientific leadership in both skincare and nutrition has positioned it as a premier age-defying company. ageLOC™ represents Nu Skin's most comprehensive age-defying opportunity and product offering to date.

Nu Skin's breakthrough age-defying technology addresses not just the signs of aging but targets the sources of aging, with patented technologies and exclusive product formulations designed to help you look and feel younger, longer. Its first product range targets aging skin. Further research is being done on developing nutritional supplementation.

Its newly-launched ageLOC™ premium transformation set identifies and targets the source of aging - the youth genes clusters which regulate how we appear to age. The ageLOC technology is able to reset the genes' activities and is thus able to help our skin look visibly younger in just seven days!

No wonder these sets have been flying off the shelves! In the United States where it was first launched in October 2009, US\$15 million of product was sold in just four hours.

The ageLOC™ transformation system, together with the specially designed ageLOC™ Edition Galvanic Spa® II, helps you target aging at its source. Fondly called a "wrinkle iron" by distributors, this hand-held device packs a load of power in fighting sagging skin and wrinkles. The gentle galvanic current gives your skin a spa treatment and in just 10 minutes, your skin can literally look fresher and years younger. When paired with the daily skincare regime using ageLOC™ transformation set and used 3 times a week, the visible improvement increases by 80%.