



25

NU SKIN®

THE DIFFERENCE. DEMONSTRATED.®

ability to touch lives throughout the world.

Blake Roney, Sandie Tillotson, and Steve Lund decided to build a company that would combine innovative personal care products with ingredients that subscribed to the philosophy of “all of the good, none the bad” and a generous business opportunity that would attract high-caliber salespeople.

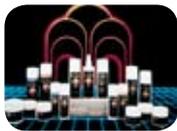
It didn't take long for people to discover the difference of Nu Skin's unique business opportunity and one-of-a-kind products. In fact, the first product order was so popular that it was gone in a matter of hours. People loved the products so much that many even brought their own bottles and jars for the founders to fill with the unique formulas using an ordinary spoon.



1984

Yet Nu Skin's journey has been anything but ordinary. For 25 years, Nu Skin has demonstrated a distinctively different approach to business—a difference that's evident in our people, product, culture, and opportunity.





THE NU SKIN JOURNEY
 1984-2009

1984
 NU SKIN INTERNATIONAL
 IS FOUNDED
 ORIGINAL PRODUCT LAUNCH
 OF 12 PRODUCTS INCLUDING
 ENHANCER AND NAPCA
 MOISTURIZER

1985
 FIRST BLUE DIAMOND
 EXECUTIVES

1986
 LAUNCH OF NUTRIOL®
 HAIR PRODUCTS

LAUNCH OF SUNRIGHT®

THE DIFFERENCE IS OUR PEOPLE

You don't have to look far to see the Nu Skin difference—just take a look at our people. Our passion for improving people's lives is demonstrated through our collective leadership, talents, values, and innate desire to make a difference in the world.

We have established a long history of attracting high-quality, motivated people and empowering them to reach their personal and professional dreams. This legacy is particularly evident in our more than 750,000 distributors from around the world. While they may come from different countries and backgrounds, their collective dedication and commitment to our core values of work, integrity, and discipline has made them one of the world's premier sales forces, as demonstrated by Nu Skin's global success.

In addition, our worldwide employee force represents the industry's best and brightest. From our seasoned and capable corporate management team to our dedicated local staff members, our employees' unyielding dedication to supporting our distributors drives us to develop new and innovative products and tools that maximize distributor success and position Nu Skin at the forefront of our industry.

"Everywhere we go, we appeal to people committed to making something of value and to achieving their dreams. We see this in every country—people who rise up, becoming an amazing force for good."

BLAKE M. RONEY
CHAIRMAN OF THE BOARD

"The Nu Skin family is made up of the best people in the world—in terms of values, skills, and commitment to helping others. It's evident that the ultimate strength of this company lies in its people."

STEVEN J. LUND
VICE CHAIRMAN OF THE BOARD

"Our mission to empower people to improve lives is exemplified in the lives of our people. Our people are part of an amazing force for good where they are building businesses, creating better lives for themselves and their families, and recognizing their unlimited talents and abilities."

SANDIE TILLOTSON
SENIOR VICE PRESIDENT



1988
LAUNCH OF BODY BAR
AND GLACIAL MARINE MUD
LAUNCH OF CELLTREX®



1989
LAUNCH OF INTENSIVE
EYE COMPLEX



1990
IMPLEMENTED THE INDUSTRY'S
FIRST GLOBAL SEAMLESS
COMPENSATION PLAN
FIRST HAWAIIAN BLUE
DIAMOND TRIP
INTERNATIONAL OPERATIONS
BEGIN IN CANADA



1991
NU SKIN DISTRIBUTION
CENTER OPENS
NU SKIN BEGINS OPERATIONS
IN ASIA WITH THE OPENING
OF HONG KONG



1992
HIGH RISE IS BORN
NU SKIN OPENS IN TAIWAN
NU SKIN BEGINS MULTI-BRAND
BUSINESS BUILDING WITH THE
LAUNCH OF INTERIOR DESIGN
NUTRITIONALS

THE DIFFERENCE IS OUR PRODUCT



With innovative personal care and nutritional products, Nu Skin offers scientifically proven and exclusive anti-aging solutions.

Our ability to demonstrate the difference of our products began with a pledge to incorporate only beneficial ingredients. As our product offering expanded to include nutritional supplements, our commitment to product integrity was further reinforced by a powerful scientific engine. Nu Skin's anti-aging product portfolio features our proprietary 6S Quality Process that requires rigorous scientific research, formulation processes, and testing methods that exceed industry standards.

These efforts are led by a team of more than 100 scientists at three global anti-aging research centers. They are supported by academic collaborators, including top university research facilities and world-renowned scientific advisory board members with expertise in

fields ranging from dermatology to molecular biology. This unique combination of expertise has positioned Nu Skin as the only direct selling company with a balanced product portfolio of both skin care and nutrition, providing comprehensive anti-aging benefits to distributors and customers alike.

As a result, Nu Skin delivers tangible benefits from innovative products, such as the Nu Skin® Galvanic Spa® System II, ageLOC™ Galvanic Gels, Tru Face® Essence Ultra, and LifePak® Nano. In addition, cutting-edge business tools, like the exclusive Pharmanex® BioPhotonic Scanner S2, enable our distributors to easily demonstrate the benefits of our anti-aging products.



1993
NU SKIN OPENS IN JAPAN
NU SKIN OPENS IN AUSTRALIA
AND NEW ZEALAND



1994
NU SKIN PROFESSIONAL
ADVISORY BOARD
ESTABLISHED WITH PAUL COX
NU SKIN BEGINS OPERATIONS
IN LATIN AMERICA WITH THE
OPENING OF MEXICO



1995
LAUNCH OF NU COLOUR®
NU SKIN ENTERS THE
EUROPEAN MARKET



1996
LAUNCH OF EPOCH®
OPERATIONS BEGIN IN KOREA,
SPAIN, ITALY, AND IRELAND
NU SKIN FORCE FOR GOOD
FOUNDATION ESTABLISHED



NU SKIN TAKES ITS ASIA PACIFIC
MARKETS PUBLIC UNDER THE
NEW YORK STOCK EXCHANGE
TICKER SYMBOL NUS



“We believe Nu Skin stands at the forefront of the anti-aging industry by targeting aging where it is happening, before you even see it.”

Dr. Joe Chang, Chief Scientific Officer

NU SKIN DISCOVERY

Nu Skin has unlocked the science behind the secret to looking and feeling young. Nu Skin’s revolutionary ageLOC™ platform delivers exclusive solutions that target aging at its very source. By slowing internal sources, ageLOC helps you look, feel, and live younger longer.



AGELOC™ IS CURRENTLY AVAILABLE IN GALVANIC SPA® FACIAL GELS



1997
NU SKIN BEGINS OPERATIONS IN THAILAND, AUSTRIA, AND PORTUGAL

1998
NU SKIN ENTERPRISES ACQUIRES PHARMANEX
NU SKIN BEGINS OPERATIONS IN BRAZIL, PHILIPPINES, POLAND, SWEDEN, AND DENMARK

LAUNCH OF NU SKIN® WHITE
NU SKIN EXPANDS ITS PUBLIC LISTING TO INCLUDE ALL GLOBAL MARKETS
BIG PLANET BRAND INTRODUCED

1999
LAUNCH OF NU SKIN 180° ANTI-AGING SYSTEM
NU SKIN BEGINS OPERATIONS IN ICELAND, LUXEMBOURG, AND NORWAY

NU SKIN ANNOUNCES OPENING OF NU SKIN CENTER FOR DERMATOLOGIC RESEARCH AT STANFORD UNIVERSITY SCHOOL OF MEDICINE



CELEBRATING
25 YEARS
ESTABLISHED 1984



 25
NU SKIN



People are taking notice. Nu Skin's dedication to the Nourish the Children cause earned the company the 2007 Stevie Award for corporate social responsibility.

THE DIFFERENCE IS OUR CULTURE

Our force for good culture unites the Nu Skin family of distributors, customers, and employees in innovative efforts that multiply our ability to nourish and uplift children around the world.

At the heart of Nu Skin is our mission to be a force for good throughout the world by improving people's lives. We feel compelled to do well by doing good—not only by positively influencing the lives we touch with our business opportunity and products, but also the lives of those in need.

NU SKIN FORCE FOR GOOD FOUNDATION™

Nu Skin formed the Nu Skin Force for Good Foundation in 1996 to improve the lives of children by offering hope for a life free from disease, illiteracy, and poverty. With the support of individual contributors and proceeds from the company's Epoch® product line, the foundation has supported hundreds of worthwhile projects in more than 50 countries throughout the world.

NOURISH THE CHILDREN®

In 2002, Nu Skin expanded its tradition of innovation with a unique social business opportunity. The Nourish the Children initiative makes it possible for our distributors, customers, and employees to purchase the nourishing VitaMeal® food product and donate to our charity partners, who in turn, deliver the lifesaving meals to malnourished children around the world. In just six short years, Nu Skin and its supporters have generously donated more than 150 million nutritious meals to children in need through the Nourish the Children initiative.



2000
 NU SKIN BEGINS OPERATIONS IN FINLAND AND SINGAPORE
 NU SKIN 180° FACE WASH NAMED HEALTHIEST FACIAL CLEANSER

2001
 GALVANIC SPA® SYSTEM LAUNCHED
 NU SKIN AND STANFORD UNIVERSITY MEDICAL SCHOOL PRESENTED AAD GOLD TRIANGLE AWARD FOR EB RESEARCH EFFORTS
 NU SKIN OPENS IN MALAYSIA

2002
 NU SKIN SPONSORS 2002 OLYMPIC WINTER GAMES
 NOURISH THE CHILDREN INITIATIVE BEGINS

2003
 LAUNCH OF PHARMANEX® BIOPHOTONIC SCANNER
 MORE THAN 100 RETAIL OUTLETS OPEN IN MAINLAND CHINA

2004
 LAUNCH OF NU SKIN® TRI-PHASIC WHITE®
 NU SKIN OPENS IN ISRAEL, BRUNEI, EL SALVADOR, HONDURAS, AND THE PACIFIC ISLANDS OF FIJI AND GUAM



LONG HANDS THAT GIVE

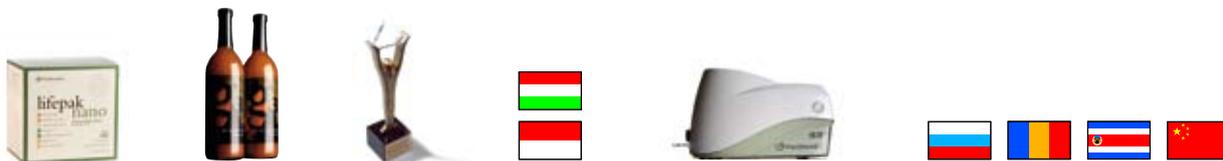
While Nu Skin supports humanitarian efforts around the world, our culture of giving has had an enormous impact in the small African country of Malawi. Our efforts there began in 2002 with the Nourish the Children Initiative, which now provides approximately 80,000 meals every month to the children of Malawi, as well as stimulating the economy through the local VitaMeal® plant.

In 2006, the Nu Skin Force for Good Foundation, in partnership with local nonprofit organizations and civic groups, initiated the Mtalimanja Village project. Named by the local people of Malawi, Mtalimanja means “long hands that give.” The village is a “living classroom” where about 40 farmers and their families have come to be educated and trained in numerous disciplines including fish farming, drip irrigation, sustainable farming, forest conservation, and tree farming.

According to Steve Lund, founder and trustee of the Nu Skin Force for Good Foundation:

“What makes this program so unique is its focus on sustainability. It’s not about giving handouts, it’s about empowering people with a perpetual stream of knowledge and skills that will not only help them, but also those they share their knowledge with, to become self-reliant and achieve a better life.”

The first student families have spent nearly two years in the village and will soon return to their home villages where they will teach these new principles to others.



2005
 LAUNCH OF LIFEPAK® NANO,
 S2 BIOPHOTONIC SCANNER,
 AND G3 NUTRITIONAL DRINK

AMERICAN BUSINESS AWARD
 (STEVIE) FOR PHORMANEX
 BIOPHOTONIC SCANNER
 NU SKIN OPENS IN HUNGARY
 AND INDONESIA

PHORMANEX BIOPHOTONIC
 SCANNER RECEIVES PRODUCT
 MERIT AWARD FROM THE
 NUTRITION BUSINESS JOURNAL

2006
 NU SKIN ENTERPRISES
 OPENS RUSSIA, ROMANIA,
 AND COSTA RICA MARKETS
 NU SKIN RECEIVES DIRECT
 SELLING AUTHORIZATION
 IN MAINLAND CHINA



2007
 NU SKIN MARKS 100 MILLION MEALS MILESTONE FOR NOURISH THE CHILDREN
 NU SKIN OPENS IN SWITZERLAND, VENEZUELA, AND SLOVAKIA

DEDICATION OF MTALIMANJA VILLAGE
 NU SKIN WINS AMERICAN BUSINESS AWARD (STEVIE) FOR BEST CORPORATE SOCIAL RESPONSIBILITY PROGRAM

2008
 NU SKIN UNVEILS NEW LOGO AND CORPORATE IDENTITY
 NU SKIN MARKS MILESTONE OF \$6 BILLION IN COMMISSION PAYMENTS
 NU SKIN INTRODUCES GALVANIC SPA® SYSTEM II

NU SKIN KOREA RECEIVES INTERNATIONAL STEVIE AWARD FOR CORPORATE SOCIAL RESPONSIBILITY
 NU SKIN BEGINS OPERATIONS IN SOUTH AFRICA AND CZECH REPUBLIC

NU SKIN INTRODUCES GALVANIC SPA® FACIAL GELS WITH AGELOC™
 NU SKIN IMPLEMENTS THE INDUSTRY'S MOST GENEROUS COMPENSATION PLAN



FACT NU SKIN PAYS THE HIGHEST PERCENTAGE OF SALES REVENUE IN DISTRIBUTOR COMMISSIONS OF ALL DIRECT SELLING COMPANIES TRADED ON THE PRESTIGIOUS NEW YORK STOCK EXCHANGE (NYSE).

THE DIFFERENCE IS OUR OPPORTUNITY

With 25 years of proven success, Nu Skin is a leader in the direct selling industry by offering a highly rewarding and continually attractive business opportunity to entrepreneurs around the world.

Every great product needs an equally great sales opportunity to demonstrate its unique benefits and bring it to the attention of customers. At Nu Skin, our innovative products and generous compensation plan have attracted highly motivated individuals—people who want to control their own futures and the flexibility of owning their own businesses.

And just as we've continued to innovate in our product offering, we continually renew our business opportunity, ensuring that it's as attractive today—if not more attractive—as the business opportunity that initially jump-started Nu Skin's success. This requires us to set the bar high.

According to Blake Roney, our Chairman, “Our vision is to become the world's leading direct selling company by generating more income for distributors than any other company. This is a statement that we take seriously and represents our commitment to the success of our distributors.”

Nu Skin has made significant strides toward this goal:

FACTS DIRECT SELLING ASSOCIATION (DSA)

- Direct selling start-ups since 1965: 60,000 (estimated)
- WFDSA member companies: 1,100 (1 in 55 start-ups)
- U.S. DSA member companies: 200 (1 in 300 start-ups)

RECORD-BREAKING REVENUE

- Nu Skin generated record revenue in 2008—\$1.25 billion.
- The last three quarters in 2008 were the largest revenue quarters in Nu Skin history.

PROVEN INCOME POTENTIAL

In its 25 years of business, Nu Skin has paid more than \$6 billion in distributor commissions with more than \$520 million dollars in the last year alone.

BILLION-DOLLAR COMPANY

Nu Skin is one of only 11 direct selling companies in the world with \$1 billion or more in annual revenue. (Only 1 in every 5,500 start-ups achieves this.)

2009

STAR POTENTIAL 25TH
 ANNIVERSARY GLOBAL
 CELEBRATION IN
 LOS ANGELES, CALIFORNIA
 NU SKIN MARKS 150 MILLION
 MEALS MILESTONE FOR
 NOURISH THE CHILDREN®



25 YEARS OF DEMONSTRATING OUR **DIFFERENCE**

It all began in 1984 with a novel idea—simple in scope, yet powerful in its