

NUUSKIN



2015
Spring & Summer

LIFESTYLE

Spring / Summer - Best time for Skin Whitening

ANTI-Aging

**Anti - Gravity at
Work in Spring
and Summer!
Skin Gets
Firmer More
Than Ever!**

COVER STORY

Spring / Summer, Time to "Gain Muscle"

FORCE FOR GOOD

**VitaMeal Donations Exceeded
400 Million Worldwide**



MISSION

Our mission

Our mission is 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.

VISION

Our vision

Our vision is to become the world’s leading direct selling company by generating more income for sales leaders than any other company.



2015 / Spring / Summer

CONTENTS





Perface

- 4 Spring/Summer, Time to “Gain Muscle”

NU SKIN Highlight

- 6 Highlight

COVER Story

- 8 Spring/Summer, Time to “Gain Muscle”

LIFE Style

- 16 Spring/Summer - Best Time for Skin Whitening

ANTI-Aging

- 22 Anti - Gravity at Work in Spring and Summer! Skin Gets Firmer More Than Ever!

FORCE FOR Good

- 30 VitaMeal Donations Exceeded 400 Million Worldwide



Nu Skin Enterprises Hong Kong, LLC

NU SKIN Plaza
Address: 10/F, Lee Garden II, 28 Yun Ping Road,
Causeway Bay

NU SKIN Mongkok Distribution Center
Address: 10/F, 168 Sai Yeung Choi Street, Mongkok,
Kowloon, Hong Kong

Macau Distribution Center
Address: Rua de Pequim No. 244-246 6-H, Macau
Finance Centre, Macau

Hotline: 28377700

NU SKIN Magazine will be published on NU SKIN Hong Kong Website. Feel free to view it online and share with your family and friends. Want to know more about NU SKIN and learn more about the keys to success? Please visit www.nuskin.com.hk.



Spring/Summer, Time to “Gain Muscle”

Time to say goodbye to the bleak fall/winter. Welcome the vibrant and sunny spring/summer time. Are you ready to show off your beautiful and youthful look? Before that, let's take a good look at ourselves:

Chronic back pain? Feeling weak while climbing up stairs? Finding it difficult to lift weight? Feeling tired after just a short walk? Look into the mirror, are you out of shape? Watch out, you are gradually losing muscles !

Muscles gradually decreases as one ages. Lack of exercise accelerates the loss. Gaining muscles will benefit you as it enhances metabolism and efficiently burns calories. It also tones up your body shape and makes your body firmer. You can lose weight more easily with a muscular body as it burns more fat and allows you to stay in shape even if on occasions you have eaten a bit too much.

In addition, spring/summer is also a good time for skin whitening! Although the spring/summer sunshine is nice and warm, it also activates melanin which is always under your skin. If you want to have white skin, you have to first understand the idea of “preemptive measures” and the most important part of that is “sun screening”! Besides, the rising temperature in spring/summer readily increases water loss, leading to the loss of skin elasticity and aging appearance. Keeping the skin moisturized is also a key to empower your skin!

Spring/Summer is the time to build up muscles! Do it both ways - through simple, adequate exercise and a well-balanced diet (i.e. sufficient intake of quality protein). Regardless of age, it is in fact not difficult to develop muscles and maintain physical strength but also have an anti-aging life. On the other hand, whitening and sun protection have become essential in spring/summer time. Knowing the right measures for whitening and sun protection is the only way to have white and translucent skin, being both moisture and smooth. In this issue, you will see a special edition on the topic of skin whitening and sun screening. Start from step by step with the basic skin treatment and protection in your daily basic skin treatment; say no to harmful UV rays which bring about annoying skin problems.

Want to build up muscles, develop endurance and increase skin strength? Answers are here! Exciting content, not to be missed!

- Spring/Summer - Time to “Gain Muscle”!
- Eating Right, Staying Young
- Spring/Summer- Best time for Skin Whitening
- VitaMeal donations exceeded 400 million worldwide

01



02



NU SKIN 於第五屆香港傑出企業公民獎獲得獎項：(上) 2015 香港傑出企業公民獎—企業組別嘉許標誌、(下) 2015 香港傑出企業公民獎—義工隊組別嘉許標誌

03



04



05



NU SKIN Highlight

01 Let love thrive Realize the dream of Epidermolysis Bullosa Patients in Macao tour

In 2014, NU SKIN celebrated its tenth year of cooperation with Epidermolysis Bullosa patients by bringing 40 patients and their families to a Macao tour. The annual tour has been an important support to both patients and their parents. The Macao tour also brought priceless memories to Epidermolysis Bullosa patients and gave them momentum to continuously move forward.

This annual trip organized by NU SKIN enriches the life of Epidermolysis Bullosa patients, painting a blueprint for their dreams and giving them courage to face the upcoming challenges. The tenth anniversary of NU SKIN and Epidermolysis Bullosa patients is just a milestone. NU SKIN is looking forward to joining hands with Epidermolysis Bullosa patients and moving forward, together uniting their forces for good. Let love thrive and dreams fly high!

02 Congratulations again! NU SKIN has been awarded Hong Kong Outstanding Corporate Citizenship Award for five consecutive years

Five years in a row, NU SKIN has been awarded Hong Kong Outstanding Corporate Citizenship Award jointly organized by the Hong Kong Productivity Council (HKPC) and Committee on the Promotion of Civic Education (CPCE), sponsored by the Bank of China (Hong Kong). NU SKIN again received awards in both Enterprise category and Volunteer Team category, which shows that the outstanding performance of NU SKIN's "force for good" won the affirmation. NU SKIN Force for Good Foundation was established in 1998 in the United States. Since then, we have been working with its business partners to uphold the concept of "force for good" and encouraging everyone to do a force for good everyday to create more smiles.

03 From continuous growth to sustainability NU SKIN has been awarded as "2014 the Most Growable Enterprises in China"

In the "Eleventh China Enterprise Development Forum and Twelfth Awards Ceremony of 2014 Top Ten Chinese Corporate News" guided by China Enterprise Confederation, China Entrepreneurs' Association and State-owned Assets Supervision and Administration Commission (SASAC) of the State Council, co-organized by China's Top Ten News Judging Panels and Chinese Newspaper Industry Association, NU SKIN and other 30 companies received the award of "2014 the Most Growable Enterprises in China".

Li Chao Dong, Chief Representative of NU SKIN's Beijing office and Vice President of Business Support and Compliance, Nu Skin Greater China, said that this award is a proven recognition to NU SKIN from the government, society

and business community. NU SKIN entered the China market since 2003, its investment in China has been expanding with continuous product innovation and growing turnover. Not only did it reap the social and economic benefits, it also achieved a win-win situation with the local economic development by providing numerous employment opportunities.

04 Professionalism leads the industry's development Charlene Chiang, Vice President of NU SKIN Greater China cum President of Nu Skin Taiwan, was re-elected as Chairman of Taiwan R.O.C. Direct Selling Association

Charlene Chiang, Vice President of NU SKIN Greater China cum President of NU SKIN Taiwan was affirmed with all the members and once again re-elected as the Thirteenth Chairman of Taiwan R.O.C. Direct Selling Association with majority by her professionalism and enthusiasm. She will continue to drive the member companies of the Association for the healthy development of Taiwan's direct selling environment, leading the industry to new heights!

Charlene has been striving to drive a sound development of the direct selling environment in Taiwan. She has been highly acclaimed and respected by the industry. Therefore, she was elected as Chairman of Taiwan R.O.C. Direct Selling Association at the end of 2012. In two years' time, she leads the company staff and the Direct Selling Association to be on a mission to seek common development in the industry, actively promoting amendments of Direct Selling Regulations, enhancing the positive image of the industry and making herself an example.

Apart from her efforts in developing the industry, she never forgets to offer help to vulnerable children. She initiated the joint force of NU SKIN Taiwan all staff and members of the Direct Selling Association in response to Children Are Us Foundation's charity activities in 2 consecutive years. Through NU SKIN's subscription to healthy and nutritious meal boxes made by the underprivileged who have been trained, the meal boxed will be sent to the children in the rural area. This again demonstrated the spirit of "teaching one to fish" of NU SKIN's force for good.

05 Inspirational book was published "Be bold and not afraid of making mistakes" by Andrew Fan, Regional President of NU SKIN Greater China

The long awaited first book "Be bold and not afraid of making mistakes" written by Andrew Fan, Regional President of NU SKIN Greater China, is available in major bookstores in Hong Kong and Taiwan from December 24, 2014!



Spring/ Summer - Time to “Musacle in” !

Everyone knows that overweight is terrible. We all want to have a healthy and slim physique, but just getting on diet has long been proven an unreliable way to lose weight. Therefore, having the right concept of nutritional supplements, eating planning and workout is vital for you to achieve a desirable body shape. As long as you're eating right and exercise right, good body management is just a piece of cake.

Muscle-to-fat ratio is an important part of maintaining a good physique. When you eat too much while lack of exercise, the extra calories will turn into fat in your body, it certainly does not look good with more fat on you.

In addition, there is less heat consumption by fat tissue whereas muscles consume more calories. Muscle is the engine for metabolism. When there are more muscles in your body, you can burn more calories and reduce accumulation of extra fat. So muscle-to-fat ratio is the key to effective body management.

Improper diet coupled with inadequate exercise will lead to the loss of muscle and fat at the same time. Once you go back to normal diet, it is even easier to get fat. Sooner or later, you will get into a bad cycle of getting fat and cutting weight, then you lose more muscles and create a so-called “yo-yo effect”, adding a heavier burden to your body.

Changing “body composition” means changing basal metabolic rate

During the process of losing weight, it is important to manage the change in “body composition” well. If you only manage changes in body weight and keep using the wrong way; although your weight might drop, this mode can only make your basal metabolism go even slower. In this way, it is easier to become fat again while getting slim would be more and more difficult.

What is “body composition”? 70%

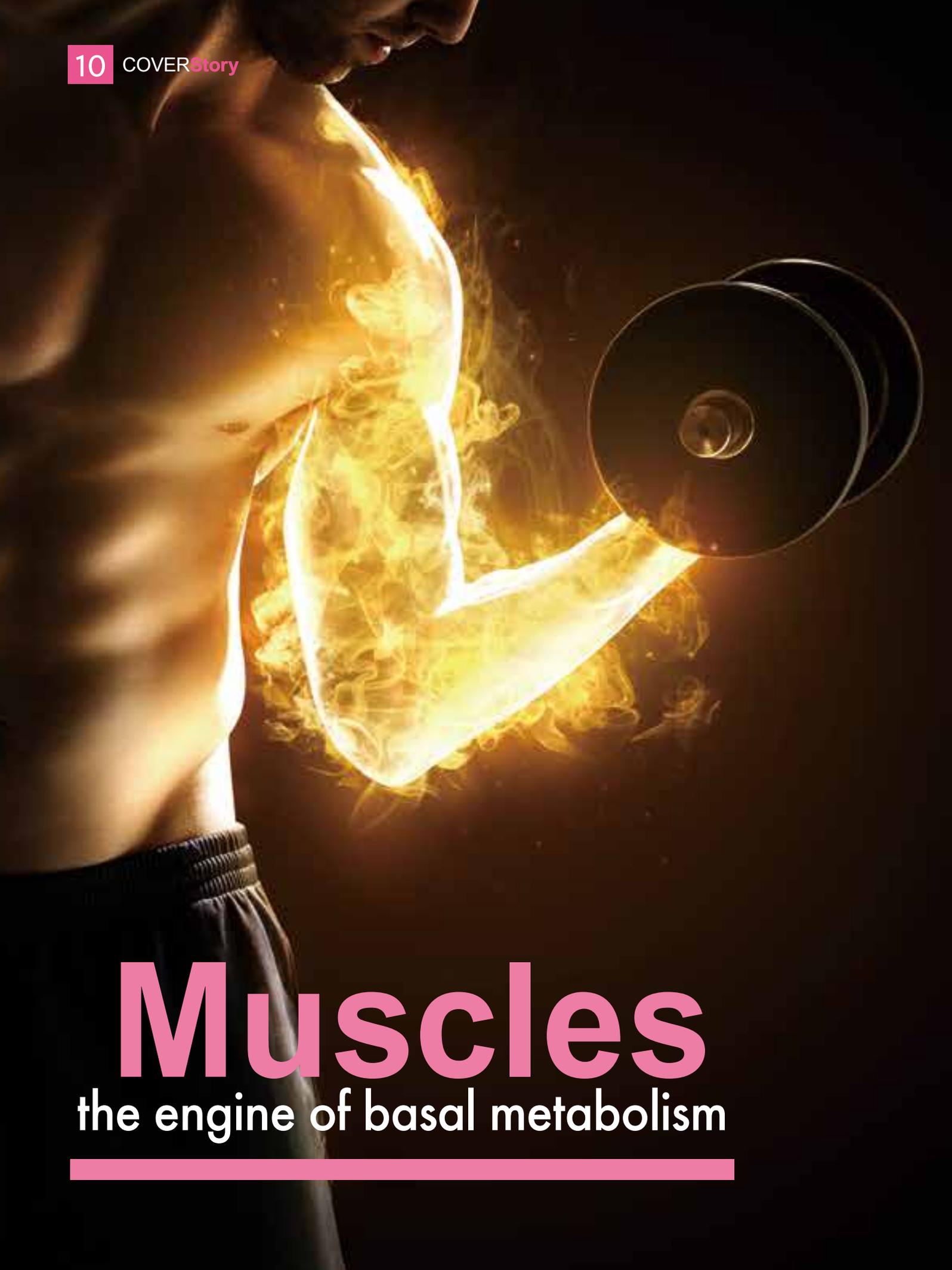


Caption: weight = Lean Body Weight (including bones, organs, muscles) + Weight of Body Fat

of the body weight is water, the others comprise lean body weight and body fat weight. So which part determines the basal metabolic rate? Under the circumstance of getting the same weight, the one with more lean body tissues has a faster basal metabolism; the less lean body tissues you have, the slower your basal metabolism is.

Lean body tissues include three major categories: bones, organs, and muscles. As an adult, lean body tissues from bones and organs remain the same throughout your life, so the only way to promote basal metabolic rate is the increase of muscles. Maybe you're also aware of this phenomenon: you stay in the same weight exactly as you did ten years ago, but your body shape has outgrown your clothes. Why? Simply because your body composition has changed (having less muscle but more fat) and this will affect your body shape.





Muscles

the engine of basal metabolism

Since basal metabolism depends on the proportion of lean body tissues. Thus elevating the proportion of muscles can help improve our basal metabolic rate, and this is an important part for health management. In other words, if we're losing muscles, even if we have weight loss, the basal metabolic rate will also be reduced. On the other hand, if we can cut down fat and maintain a proper amount of muscle mass, our basal metabolic rate will become faster and it is the effective way to avoid getting fat again.

Many are struggling when they are having weight and body management, for example, "I have a sweet tooth and it is really impossible for me to cut down desserts ...". Is it simply a personal preference? In fact it is not.

The body is controlled by two sets of balancing systems: one is the endocrine

system (that is hormonal system); the other is the nervous system. As long as the two systems are in healthy balance, you can be in a healthy state of being able to eat, sleep, remember and excrete well, and there is no need to deliberately find methods to achieve all these.

Back then during high school years, you can keep your shape even though you had late supper every evening. It is all because you have a faster metabolism during that time. You're getting fatter by every meal you eat and it is also very difficult to get slim again as time passes. If you want to have effective weight and body management and get back to a slim profile, you must increase the body basal metabolism, and the only way to achieve this is to increase the muscle ratio.

Body composition is more important

than the actual body weight. For those who aim at weight loss, they can be very happy because of losing 1 kg of their weight. But what really matters is how much fat are in that kilogram. You would rather get little weight loss each time, but to reduce 100% in fat. This is the best outcome of weight management which helps increase metabolism. Since the fat percentage of the body composition has been reduced, and together with the increase of muscle, basal metabolic rate will gain momentum. Only by then can you lose weight without bouncing back and be really healthy.

Muscle	Fat
More calories burning (Consume 50 calories only)	Less calories burning (Consume 10 calories only)
Smaller in dimension	Larger in dimension
Firm body shape	Plump body shape
Prone to be thin	Prone to be fat

Being thin

60 kilograms
13.2 kilograms of body fat
Percentage of body fat (22%)
requires a consumption of 1800Kcal / day

Being fat

60 kilograms
18 kilograms of body fat
Percentage of body fat (30%)
requires a consumption of 1500Kcal / day

Protein, the key nutrient to muscle formation

How can we maintain our body in good muscle proportion through daily meals. In addition to the intake of adequate amounts of protein, there are few things to note:



Four tips to protein replenishment:

Tip 1 The intake of protein should be dispersed in three meals rather than in one meal. Balanced intake of protein throughout all three meals can extend the calorie burning time.

Tip 2 Choose low-fat protein source. Meat protein tends to contain more fat, so you can choose fish, shrimp and chicken breast with less fat content.

Tip 3 Have a balanced intake of meat protein and non-meat protein. Urban population tends to eat meat protein and neglect non-meat protein such as milk and soya products. In fact, both types of protein include essential amino acids for muscle formation, so remember to have a balanced intake of meat and non-meat protein in every meal.

Tip 4 Immediately replenish protein after exercise. Studies have found that intake of protein within an hour after an intensive training will accelerate muscle synthesis in the next couple of hours. Proteins are not only found in eggs, high quality protein can also be found in a variety of foods.

So what is the source of high-quality protein? High-quality protein (or called complete protein) can provide the amino acids that human body needs. On the other hand, other protein (or called incomplete protein) is protein that lacks one or more essential amino acids. Poor-quality proteins are those that contain high levels of fat.





If we choose food with a large amount of protein but also with a fat content 10 times or even dozens times higher than other foods, how can you not get fat? Instead of fatty pork and pork belly, lean meat is also another option. Know how to choose the proper source of food is very important to weight management.

The benefit of eating soya products is not just because it is a high-quality protein. Soybeans contain polyunsaturated fatty acids which include fatty acid and linolenic acid essential to human body, so it is a very good choice. For those with omnivorous diet, you should always take high-quality vegetable protein, such as soy beans, black beans and green soy beans in addition to eggs, fish and meat.

Sources of protein

Sources of high-quality protein



Eggs, fish, chicken, shrimp, cheese, soybeans, soy milk, bean curb

Other sources of protein



Tofu, oyster, shrimp, crab, clams, octopus, squid, beef, pork, duck, goose

Sources of poor-quality protein



Processed meat such as Hamburger meat, sausage, bacon, luncheon meat, bacon and dried meat floss

Extracted from: Kangjian website 'Building muscles by three major sources of nutrients'

Seven exercises to strengthen muscle endurance



An article written by American College of Sports Medicine (ACSM) in "Health and Fitness Journal", it stated that high-intensity exercises can be done as long as there is a chair and a wall. You can then carry out anaerobic exercises such as sit-ups, pull-ups, flat push-ups, and lunges to achieve the effects including building muscles and improving insulin sensitivity which has been scientifically proven.

Demonstration of anaerobic exercises

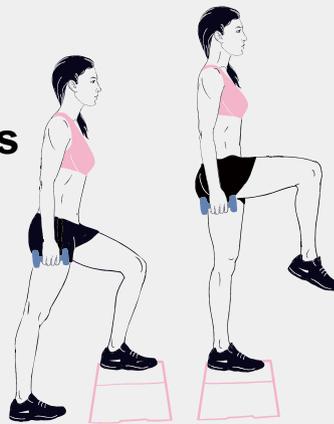
1 Sit-ups

Training areas: core muscle



2 Step-ups

Training areas: the entire body



4 Squatting

Training areas: lower limbs
Reminder: make sure your knees do not exceed your toes



3 Push-ups

Training areas: upper limbs
Reminder: If you cannot complete the exercise, you can switch to a kneeling position with relaxed shoulders. Do not shrug your shoulders



5 Flat push-ups

Training areas: core muscle
Reminder: Your elbow should be positioned below the shoulder. Use force from abdomen and do not hunch your back



Work 30 seconds for each set of exercises with a break of 10 seconds in between. Then go to the other set. The American College of Sports Medicine recommends repeating the set of actions several times according to personal ability and for a maximum duration of 30 minutes.

This mode of “move, stop, move,

stop” movement patterns is called high-intensity interval training (HIIT). It is a type of non-equipment circular muscle endurance training. Can this kind of muscle endurance exercise really attain fat burning effect? The answer is yes. Muscle burns more calories than fat does. The benefit of muscle movement is intensifying the muscle mass and

as the proportion of muscle mass increases in the body; it increases basal metabolic rate too and hence increase the ability of fat burning.

Have indicated that calories consumed within 24 hours after 20 minutes of high-intensity interval training are even more powerful than those calories burned during continuous workout. The body will reach its limit with intermittent training and therefore needs more calories to restore body functions. This is called the “afterburn effect”, referring to the calories burnt as the body has to restore to normal from shortness of breath and high body temperature, that is why your body is still burning calories even though you’re at rest.

If the workout purpose is for losing weight, try to combine aerobic exercise and anaerobic exercise. In addition to hurried walking, jogging or swimming, spend 20 minutes to complete anaerobic exercises 2 to 3 times a day. A mixture of multiple exercises can bring the best results. More anaerobic exercise helps maintain or increase muscle mass, so as to tone up your body and prevent muscle loss over the years. It is also recommended that individuals should be trained with 70% to 90% of their maximum capacity and keeps the workout habit.

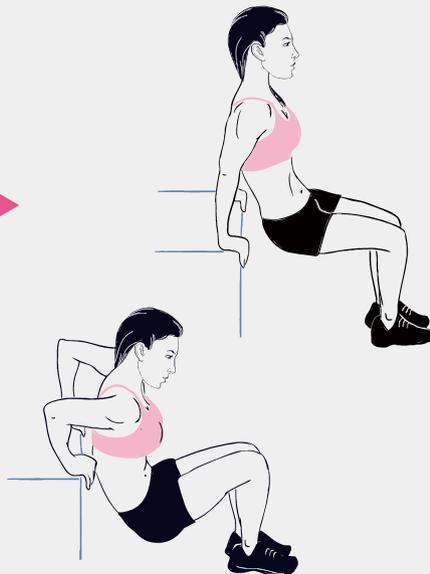
6 Lunge

Training areas:
lower limbs
Reminder:
keep your back straight
and ensure that the
position of your knees
do not exceed that of
your toes



7 Chair Dips

Training areas:
upper limbs
Reminder:
your arm should be
slightly clamped to avoid
elbow going outward



Spring/ Summer - Best time for Skin Whitening

The approaching of spring not just brings a rebirth to all of the nature, it's also time to revamp your skincare routine and put skin whitening into focus. To prepare you for the sunny weather, skin whitening is essential in spring and sun protection is a must in summer, leaving your skin supple and in white translucency throughout the season.

As the seasons change, it also brings along the sunny days. Skin whitening and sun screening are therefore becoming important in spring and summer and finding the right skincare method is the key to have a hydrated and translucent skin.

We have included skin whitening and sun screening tips to protect your skin from the UV rays , avoiding problems such as dark spots, dull and uneven skin tone.

Skin complexion can be darkened and turned dull due to lack of sleep, stress and excessive free radicals; nonetheless, UV rays from the sun are always one of the main causes. While many are trying hard to maintain fair skin, yet sun screening

are neglected, and consequently over time they will find blemishes will gradually appear while the effort put in skin care will be wasted. On top of regular skincare which is suitable to your skin type, complete sun protection procedures are also essential for keeping supple and glowing skin.

Spring - Time to show off your glowing skin

Looking for gorgeous glowing skin from the inside out? Try to start from basic daily skin care regimen! Through progressive skin care regimens, you can also become an admirable lady with a radiant glow!





Essential steps for spring/summer

With the advanced ingredients and technology, the Tri-Phasic your skin. It includes two proprietary blends of natural plants, beauty of a bright and translucent complexion and let your inner

STEP 1 Deep Cleansing



Cleansing

Clearing obstacles for skin whitening

After a day of sun exposure, deep cleansing is the primary step of whitening. You must first remove all traces of makeup, impurities and dead skin cells before applying whitening skin care products to allow better absorption of those active ingredients. Start washing your face by squeezing the right amount of cleanser on your palm. Add water until it foams up. Gently apply and massage the foam on your face with circular motions. Rinse with water afterwards, leaving your skin clear and white.

Tri-Phasic White®
Cleanser 100ml
Retail Price:
HK\$380



STEP 2 Skin hydration and balancing



Toner

Gently wiping away dullness

The use of toner after cleansing helps soothing your skin, fostering cell regeneration with the removal of old and dull skin cells, resulting in a purifying and whitening effect. After cleansing, apply toner (about the size of a five dollar coin) to a cotton pad. Gently pat it on your face and neck will effectively lighten pigmented skin and inhibits the activation and synthesis of melanin, giving you a refreshingly radiant look.

Tri-Phasic White®
Toner 125ml
Retail Price:
HK \$380



STEP 3 Deep moisturizing



Mask

Rejuvenating your skin with brightening essence

Suitable for daily use as one of the whitening skin care procedures. It corrects uneven and dull complexion, while it is also a good aid after sun exposure that hydrates and nourishes skin with its moisturizing ingredients. Applying this radiance mask truly gives your skin a spa-like treatment, bringing perfect purifying and whitening effects by complete skin rejuvenation.

Tri-Phasic White® Radiance Mask
8 packs/ box
Retail Price:
HK\$715



skincare

White[®] System is able to take good care of Brightex[®] and Fairtex[®], illuminating the beauty shines through.



STEP 4
White booster



Essence

Short cut to bright, radiant skin

Essence is integral to skin whitening and moisturizing. With Brightex[®], this essence not only effectively reduces the synthesis of melanin but also nourishes skin to promote a bright and brilliant complexion. This is a worthy investment that you should not miss.

Apply a proper amount of essence over your face and neck. Gently pat with your fingertips to speed up absorption. Targeting dark spot and area of uneven skin tone, you can apply repetitively to lessen discoloration and promote even complexion.

Tri-Phasic White[®] Essence
30ml
Retail Price: \$705



Day
Whitening and replenishment



Milk Lotion

Whitening and sun suncreening all-in-one

Remember to apply lotion if you want to lock the whitening power of your essence. Apply a proper amount of lotion all over your face for thorough moisturizing and hydration. This day milk lotion contains UV protection ingredients that can inhibit the chain reaction of melanin activation in the daytime, blocking harm arising from ultraviolet radiation, therefore brighten up your skin.

Apply appropriate amount of lotion on face and neck after the daytime skin care routine.

Tri-Phasic White[™] Day Milk Lotion SPF 15 75ml
Retail Price: HK\$505



STEP 5 Night
Whitening with moisture replenishment



Night Cream

Sleeping hours- golden time for skin regeneration

When you get back home and finish make-up removal, simply repeat the basic steps of your daytime skincare. During your sleeping hours, you can also use night cream to deeply nourish your skin, thus rejuvenating skin. Apply an even layer of night cream all over your face with simple massage techniques, which helps to speed up absorption of the night cream into the skin.

Tri-Phasic White[®] Night Cream 30ml
Retail Price:HK\$505





Sun protection matters most for your whitening effect

In between spring and summer, strong sunlight is the top enemy to your whitening efforts. Sunscreen should always be on top priority in your skincare procedures. What you need is a series of suitable sunscreen products followed by a correct procedure. How to achieve complete sun protection? Here are tips that you should know.

Find out how much you know about sun protection.

1 Spring weather is hard to predict, sometimes sunny, sometimes cloudy. You can decide whether to apply sunscreen or not depending on light intensity. Is it true ?

Correct answer : Regardless of seasons and weather, you should always go out with sunscreen.

2 If I use an umbrella, then there's no need to apply sunscreen; if I have worn sunscreen, then I don't need an umbrella anymore ?

Correct answer : Apart from sunscreen products, you still need to take other protective measures to effectively block ultraviolet radiation from your skin. The UV ray is strong when you are outside, so remember to bring an umbrella whenever you go out.

3 Sunshine is not that strong in spring, so I can apply sunscreen simply before going out ?

Correct answer : Once you have completed your basic skincare procedures in the morning, you should immediately apply sunscreen. You have to apply it well in advance before you go outdoors, rather than at the last minute before you go out, so the skin can fully absorb the sunscreen product.

4 By applying sunscreen only once, you can gain protection for all day long ?

Correct answer : Sunscreen can easily be carried away by sweat and grease if you apply only once a day. At best, apply additional sunscreen every 2 to 3 hours, otherwise, at least apply twice a day.

Four tips you must know on sunscreen

1 Suitable SPF

When selecting sunscreen products, many think that the higher the SPF the better the sunscreen is. In fact, the SPF is only a reference; you still need to consider factors such as skin type, activity and sweating level while choosing your sunscreen products.

2. Suitable for your skin type

You must be aware of the possibility of skin allergy caused by sunscreen. Before using a new product, test it by applying some on the back of your hand or inner arm or around the ears. Wait until there is no allergic reaction after use. For those who have sensitive skin, always select a product with mild ingredients and formulas. Only apply the sunscreen over all your face after you have done some trials.

3. Applying at the right time to enhance sun protection effect

Try not to apply sunscreen only right before you go out because it takes time for sunscreen absorption into the skin. It is best to apply sunscreen 10 to 20 minutes before going out, that means you should wipe sunscreen all over your skin 30 minutes well before you arrive at the beach. Getting the right time can bring about the best sun protection effect.

4. Apply the sufficient amount

Only the sufficient amount of sunscreen can provide the desirable effect of sun protection, so adequacy is very important. Spill some sunscreen on your hands, at the size of about a ten-dollar coin, then apply on forehead, nose, cheeks and chin respectively,

evenly spread out the sunscreen. You may apply two layers of sunscreen on nose and cheeks where sweating is frequent, achieving comprehensive protection.

Comprehensive sun protection can be the basis of spring and summer's whitening plan. If sun protection is not carried out properly, even the best whitening skin care products cannot bring any positive results. Starting from today, follow all the basic steps of sun protection and to achieve beautiful white skin.

Sun Protection Products - Sunright®

Sunright® offers multiple protection Care for every inch of your skin
Moisturizing, repairing,
anti-aging all in one



In order to Provide better skin care solution before and after sun exposure, and prevent adverse effects such as skin aging and wrinkling, the proprietary SeaLastin™ seaweed extract serves to moisturize and repair skin together with a sun protection function.

1. Sunright® SPF 35
100g Retail Price \$265
2. Sunright® aloe vera gel
100g Retail Price \$190
3. Sunright® lip balm
4.2g Retail Price \$100

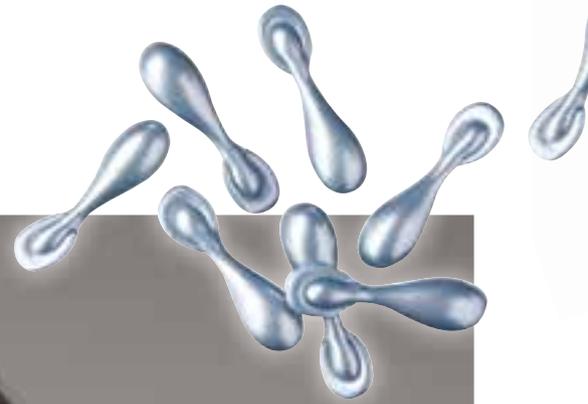
A close-up portrait of a young woman with long, dark, wavy hair, smiling broadly and looking slightly to her right. She is wearing a white, ruffled blouse. In the lower right foreground, a large, detailed white rose is visible, partially overlapping her shoulder and the text area. The background is a plain, light gray.

Anti-gravity at work in spring and summer! Skin gets firmer more than ever!

When winter turns to spring and temperature rises, so does the contracted pores of your skin gradually expand. Our skin also needs some adaptation to the exposure to growing sunlight. In this season when weather changes drastically, skin condition becomes very unstable and aging signs sneak in.

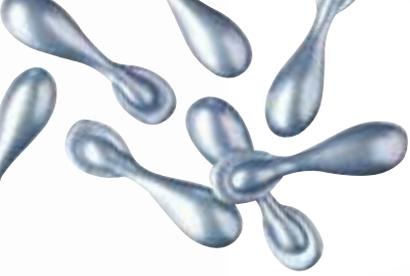
Spring and summer times are relatively humid, skin can easily absorb moisture from the air, but skin hydration should never be neglected. In addition, our skin becomes more sensitive during the changing of seasons. The proper use of skin care products in spring and summer seasons are therefore the more important.





Anti-aging, firming, defense together change your skin condition

To solve the problem of skin sagging and aging, the key lies in factors related to skin firming. By then one can effectively improve the quality of the skin, therefore resuming the skin's firmness.



Say no to aging
Revive skin firmness and suppleness

“NU SKIN has long been focusing on the development of anti-aging products. Through the research and development of ageLOC® science, we can provide comprehensive and

advanced anti-aging program, which is believed to be so groundbreaking that it can change people’s perception of aging completely. Especially for the anti-aging problem of skin, NU SKIN has adopted its proprietary ageLOC®

science, combined with active ingredient ETHOCYN®* that helps firming skin, forming an anti-oxidation barrier for your skin with antioxidants.”

* ETHOCYN® is a registered trademark of BCS



All-inclusive anti-oxidation barrier avoids early aging problems

The best anti-aging strategy not just increases skin elasticity, but also builds up a comprehensive defense network for skin.

① Tegreen97® green tea extract

Effectively repair damages caused by sun exposure, defending your skin and body health.

② Colorless Carotenoids

Protect your skin against harmful substances and environmental aggressors. It builds up the frontline defense for your skin and ensures optimal CoQ10 bioactivity.

③ Vitamin C

Enhance skin repair and collagen synthesis.

④ Vitamin E

As the nemesis of skin aging, which neutralizes harmful substances and protects CoQ10, preventing premature aging of the skin.

⑤ CoQ10

The ace antioxidant in cells, plays an important role in anti-aging and rigorizes skin with its required energy.

⑥ Evening primrose oil

To help skin renewal to a healthy state, retaining a radiant skin condition.

" ageLOC® TRU FACE® ESSENCE ULTRA" features triple treatments of skin repair, defending your skin from sources of aging and allowing you to embrace a youthful and firming skin all the time.

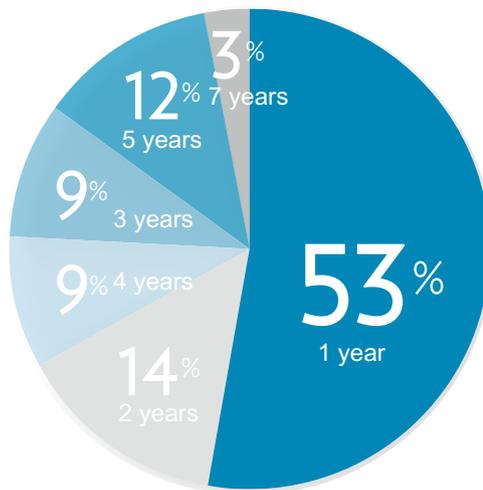


Regain youthful skin in only one week!

How can triple treatments make your skin look firmer and younger? Because they can guard your skin against any harmful substances to skin's firmness and elasticity, offering excellent care to restore your skin with suppleness and vitality.



Participants of the test* reported their skin looked younger by using "ageLOC® TRU FACE® ESSENCE ULTRA" for one week; more than 30% participants felt their skin looked 3 years younger or more.



Actual product performance may vary due to personal conditions. This experiment is conducted by an American independent research institution appointed by NU SKIN.

*Results derived from 34 participants of the test, May 2012 to August 2012
Thomas J. Stephens & Associates, Inc.

Triple care for a double skin firmness and vibrancy



* ETHOCYN® is a registered trademark of BCS



Anti-aging

1st treatment : ageLOC® ingredients (composition)

With the research and development of NU SKIN's scientific advisory board, it introduces the breakthrough ageLOC® science that targets the ultimate sources of aging, reviving skin's elasticity and thus retaining a youthful look. Together with ETHOCYN® and an anti-oxidation network, which can help improving firmness of skin and boosting skin defense system. Meanwhile, it protects the skin against external aging factors, achieving the aim of locking in the skin vitality and letting your radiant glow shines through.

Firming

2nd Treatment : ETHONCYN®

ETHOCYN® is an ingredient discovered after going through a long-term and high-tech research with a number of complex synthetic procedures.

It effectively enhances skin firmness, restoring a youthful appearance, giving an especially defined contour around the eye, neck, chin and jawline. Combined ageLOC® science to target the ultimate sources of aging, it helps mitigate the signs of aging and restore a youthful appearance for you.

Defense

3rd Treatment : Forming an anti-oxidation barrier Boosting skin defense system

The anti-oxidation network is formed by the combined effects from anti-aging ingredients such as Tēgreen97® green tea extract, colorless carotenoids, vitamin C, vitamin E, and CoQ10 providing double protection for the skin.. For examples, CoQ10 and vitamin E join force to take care of the delicate skin.





NOURISH
THE CHILDREN®

AN INITIATIVE OF NU SKIN ENTERPRISES

VitaMeal

Donations Exceeded 400 Million Worldwide!

How did we celebrate the 30th anniversary of NU SKIN? We chose to do more good deeds, feeding more malnourished children, providing schooling and a future that they can dream of. Since the launch of the “Nourish the Children” initiative 12 years ago, more than 400 million VitaMeals have been donated. This is a figure of hope, and a momentum for the continuous growth of NU SKIN.

At this moment of celebration for the thirtieth anniversary of NU SKIN, here comes the good news - the 12-year-old “Nourish the Children” initiative, as at December 2014, has seen over 400 million VitaMeals donated to improve and alleviate the problem of child malnutrition worldwide.

The “Nourish the Children” initiative started in 2002. Through this innovative social welfare programme, business partners of NU SKIN and its large customer service teams donated the nutritious VitaMeals to cooperating charity organizations and through these organizations distributed VitaMeals to children who suffered from hunger and

malnutrition in more than 30 countries around the world.

Millions of Love, For More Smiles

“‘Nourish the Children’ has donated over 400 million VitaMeals worldwide, and that figure is a milestone for the thirtieth anniversary of NU SKIN,” said Steven J. Lund, Chairman of the Board of NU SKIN and Executive Director of “Nourish the Children”. Since its inception, NU SKIN has committed itself to lining up a global Force for Good; and this achievement demonstrated the generosity and kindness of NU SKIN’s business partners and its large customer service



team. “Here, I would like to express my most sincere gratitude to all the caring people who had donated VitaMeal and helped to tackle the problem of global child malnutrition,” Lund said.

Nourish the Children, a New Mode of Social Welfare

In the year of 2002, NU SKIN launched the “Nourish the Children” initiative. The purpose of the initiative is to effectively address the overwhelming problem of global child hunger and malnutrition. This innovative social welfare initiative adopted a successful business model and nourished children all over the world who suffered from hunger and malnutrition with nutritious



CREATING CHILDREN'S SMILES!!

food and in a continuous manner.

Execution of the initiative is to first develop nutritious food stuff – VitaMeal, and then encourage NU SKIN’s business partners and its Growth Service Provider to procure and donate them to non-profit charitable organizations specializing in distributing aid, in order to alleviate the problem of global child hunger and malnutrition.

VitaMeal, More Than Just a Warm Meal

Unlike other common food, VitaMeal is specially designed by experts to be nutrient-rich, aiming at catering to the physical development needs of children who suffered from hunger and malnutrition. In particular, with the help from paediatric nutrition experts of third world countries, essential nutrients to facilitate brain development, skin health and immune system such as vitamins, minerals, balanced carbohydrates, protein, fat, fiber and fatty acids, etc., are integrated in each VitaMeal.

Meanwhile, to meet the demand for VitaMeal in Malawi and China, NU SKIN has set up VitaMeal factories in these two areas. The factories provide employment opportunities, procuring and processing local raw materials and thus promoting the development of local economy and people's livelihood.



Hearty Meal Warms the Children's Hearts

While global donation of VitaMeal has just surpassed 400 million, at the very beginning of 2015, a marathon of four VitaMeal volunteer activities kicked off. Partners from different parts of the country gathered at schools that received VitaMeal donations, filling up children's hearts with their warm love.





▲ “Chef, what can I help?” the little helper asked.

On 7 January, the volunteer team arrived at the School for Special Education in Shashi district, Jingzhou. They played games, made VitaMeal dumplings and enjoyed a delicious lunch prepared with VitaMeal together with visually-and-hearing impaired school children. Icebreaking activities prior to the commencement of the main event pulled the kids and the volunteers closely together, some children held tight the volunteers’ hand from the beginning to the end, like they had endless things to talk about.

“Dumpling Making” saw the climax of the whole event. All participants were divided into teams of four, and as the moderator ordered, began a contest of dumpling making and creative plating. Hand in hand, big and small, creative VitaMeal dumplings were ready to serve within 10 minutes. To thank the generosity of the VitaMeal volunteers, school teachers and students had specially prepared homemade VitaMeal congee and meatballs for the volunteers.

Our partners in Zhengzhou carried

on with a visit to the Zhengzhou Kangyuen Hearing and Speech Rehabilitation Centre on 14 January to accompany and spend a lovely morning with the children undergoing speech rehabilitation. As the children in the centre are all four to six years old, the tone of the volunteers were softened and actions were gentle while interacting with them. It was more like parent-child interaction when they were stuffing the dumplings. The volunteers also saw their donated VitaMeal properly stored and kept, and fed so many lovely children on a daily basis. The true meaning of the “Nourish the Children” initiative was thus manifested.

Companionship with Love by Volunteers from the NU SKIN Volunteer

On 22 January, volunteers at Yinchuan went to “Aiyou Hekang Children’s Rehabilitation Centre”. They played games, gave performances and made VitaMeal dumplings with children of hearing impairments, physical disabilities and language disorders.

Volunteers were seen preparing dough, rolling dumpling skin and stuffing fillings into the dumplings with the children and in no time plates of dumplings in various styles were ready to serve. A variety of programs and games were carefully prepared by the volunteers. The dance piece “Little Apple” brought the children in and highlighted the whole event. Volunteers played Grandfather and Grandmother in the drama “Pull the Radish”. They even picked up a broomstick as walking stick and vividly demonstrated the idea of “unity is strength” to the children.

On 27 January, volunteers in Beijing picked up the slack and saw themselves at the Beijing Beautiful Mother Rehabilitation Centre to offer companionship to these “Angels on Earth”. During the game sessions, volunteers interacted closely with the children. Joy filled the air while they were making and eating dumplings. Most children in the rehabilitation centre were three to six years of age. Although they could not carry out normal verbal communication, through every gentle movement they showed trust in volunteers. A hearing-impaired child, while eating dumplings, poured all of his own dumplings into a volunteer’s plate. That really melted the adults’ hearts.

After the events, accompanied by the staff, the volunteers visited the VitaMeal storeroom of the rehabilitation centre. Seeing the donated VitaMeals being properly stored, the volunteers understood that the children in need would be nourished to thrive by VitaMeals and were determined to continue VitaMeal donation. The “Nourish the Children” initiative had seen its most vivid realization.



▲ Dishes prepared with VitaMeal. Smiley faces, eat up!

VitaMeal Cooking Competition brought Full House with Hearty Meals

In the canteen of Department of Education of Pingjiang, Hunan, a cooking competition between the “master chefs” was in the heat. These “chefs” were principals and teachers from 10 local schools which were supplied VitaMeals; the ingredients in hand were VitaMeals, which fed the children in the mountains with essential nutrients every day.

Some chefs set off at six in the morning and went through a three-hour mountainous trip just to come and participate in the competition. So nervous when asked to introduce the dishes to the judges, the chefs even needed help from the staff to translate their dialect into Putonghua. But their heartfelt love to the children was well presented in those handmade dishes.

Classrooms were shabby and dilapidated, the playground was uneven; the canteen of Jiuyan Primary School was, however, bright and clean. Within two cottages of around ten square meters each, the canteen was well equipped with modern kitchen appliances like electronic cookers, a rice steaming machine and a refrigerator, etc. while a week’s load of food ingredients was neatly arranged on the shelves. “VitaMeal and Love Kitchen really did us a great favour,” the principal

introduced the canteen with great enthusiasm. This school of more than 100 students used to cook with wood fire. Now they boil water and cook with electrical appliances which are economical and clean. RMB 8,000 can be saved for each semester, an average RMB 80 of meal fee saved for each child.

Educational resources are lacking in the mountain area with only one school within a radius of tens miles. School children set off for classes before dawn every day, and walk a one-hour trip. Very often they will not be able to catch breakfast. A bowl of hot VitaMeal congee will fill the children’s hungry stomach and allow them to concentrate on school works in the morning. For the malnourished children, this meal is an important supplement for their nutrition needs.

There was a little girl named Miao Liu who always hid tightly her right hand at the back. It is all because her right thumb was bitten off by his mentally ill father when she was four years old. Miao Liu’s mother could not bear the family burden and left home since then. Despite the lack of parental care, little Miao Liu was fortunate enough to have her grandmother and grandfather to take care of her. However, the devastating sudden death of Miao Liu’s grandfather in a car accident last

year shifted the whole burden of feeding the family on the seventy-year-old grandmother. In addition to taking care of little Miao Liu and her mentally-ill son who was unable to take care of himself, Miao Liu’s grandmother had to take up farming works in the fields. They only have a meagre income to pay for food for the family, Miao Liu’s tuition and the medical bills of Miao Liu’s father.

Standing in the middle of a bare room with wind howling from every direction and the ceiling beam exposed, Miao Liu’s grandmother, with tears in her eyes, said that she would not be able to support Miao Liu’s tuition after she graduated from primary school. The volunteers were seized by an aching heart when they heard the story. There are many more children like Miao Liu who need help in the majority of the poor mountainous areas in China. Government assistance is just a drop in a bucket. But let’s hope that we will see more helping hands from the community, and love continues to shower on. Tiny streams can make up a river.

Individual effort is limited, but if everyone gives a tiny bit of their goodwill, fate may be reversed and the world will be changed. And this Force for Good, like small streams trickling, will never stop.



NU SKIN Volunteer, Force for Good

“NU SKIN Greater China Volunteer” was established in 2014 as a platform for NU SKIN Volunteers in the Greater China area to perform charitable works. The Chinese name for “NU SKIN Volunteer” takes the name from Sima Qian’s “Shiji Yueshu” (Scribe’s Records - Treatises of Music) - “When the Zheng sound is heard,

people become benevolent and charitable; when the Yu sound is heard, people become neat and attuned to etiquette.”

The word “benevolence” in the Chinese name denotes that each and every NU SKIN’s business partners and Greater China Growth Service Provider are more than willing to practice the “Force for Good”. Charitable works do not just comfort the recipients. In doing the good deeds one will gain the warmth and pleasure of giving.

The primary objective of “NU SKIN Volunteer” is to create a pool of NU SKIN volunteers and form a Force for Good to help those in need. As at the end of December 2014, it has seen a total of 16,568 volunteers with work of 69,215.5 manhours devoted to help and accompany 36,469 recipients.