



Nu Skin Takes the Power of ageLOC Inside

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Ever since the initial introduction of ageLOC Transformation, our ageLOC skin care products have been tremendously successful around the world. And with that success, thousands have experienced the visible benefits that come from targeting aging at the source.

As we study the aging process and work to identify and target the sources of aging, we are intrigued by the role that genetics plays not only in our looks, but also in how we age. A key insight for us is that in actuality, the expression of our genes is quite flexible. How we treat our skin and how we treat our bodies with respect to our nutritional routine can have a dramatic impact on our individual gene expression signature. Nu Skin capitalizes on this science to help guide our product development.

Initially, our anti-aging science was focused on the personal care line of products partly because the skin, being such an accessible organ, can be readily studied and changes are easily observed. This has allowed us to develop the proof of the principle quite effectively.

By now you are aware of our recent introduction of nutritional ageLOC products. Without a doubt, this will have a substantial impact on your Nu Skin business.

As we now take ageLOC “inside” with ageLOC Vitality, it’s necessary to focus on the genes that regulate mitochondrial function. Mitochondria are the batteries that power our bodies’ cells. When the energy level of mitochondria goes down, we age. But if we maintain healthy mitochondrial function, we can preserve youthfulness.

In a recent ageLOC study, we identified genes that are tied to maintaining healthy mitochondrial function. By applying proprietary anti-aging science, we can identify ingredients that have the ability to reset the expression of these youth gene clusters and maintain vitality in those three mitochondria-rich tissues.

Loss of energy is a key concern of aging and ageLOC Vitality is designed to address that issue in a

unique way, not currently found on the market. But we're only beginning to scratch the surface. While we see ageLOC Vitality as a very important introduction to nutritional supplements for anti-aging science, we already have an exciting product approach lined up for 2011 to more comprehensively address aging concerns.

With our unique ageLOC approach of targeting the ultimate sources of aging, Nu Skin is positioned as a premier anti-aging company and we are ready to use our proprietary anti-aging science to generate innovative products for years to come. I hope you continue spreading the word about the power of ageLOC and taking advantage of the company's incredible momentum. There simply has never been a better time to be a part of Nu Skin.