



DRAFT FOR RELEASE

NU SKIN LAUNCHES CLEAN BEAUTY LINE WITH NUTRICENTIALS BIOADAPTIVE SKIN CARE

*Worry-Free Ingredients and Bioadaptive Botanicals
Help Skin Adapt to its Environment*

January 14, 2021 – Nu Skin has announced its first line of clean beauty products with the launch of Nutricentials® Bioadaptive Skin Care™. The 14-product line is made with bioadaptive extracts from plants that thrive in extreme climates to help skin bounce back from daily life stressors. The system is formulated with worry-free ingredients and features sustainable packaging, creating the perfect skin care system for conscious consumers.

Nutricentials Bioadaptive Skin Care is a complete reimagination of Nu Skin’s Nutricentials collection and a result of the brand’s commitment to using the best of science and nature while responding to consumers’ desire for sustainable packaging and clean formulas.

“At Nu Skin, we strive to create products that people will feel good about using,” said Ryan Napierski, president. “After extensive research, development and consumer listening, we’re thrilled to forge even further in the sustainable, clean and transparent beauty spaces with our Nutricentials Bioadaptive Skin Care launch. Together, we can all take an active and engaged stride in ensuring the future is bright for the planet and each of us.”

Skin Benefits and Clean Ingredients

Nutricentials Bioadaptive Skin Care helps skin adapt to its ever-changing environment and recover from and gain resiliency against environmental stressors including pollution, free radicals, UV and blue light rays. At the core of each product formulation is Nu Skin’s Bioadaptive Botanical Complex: a blend of rhodiola, maral root, Siberian ginseng, resurrection plant and chaga mushroom – plants that can easily thrive in harsh climates and help skin do the same. The Nutricentials Bioadaptive Skin Care system also:

- Protects and balances skin during the day
- Supports skin’s natural repair process overnight
- Calms tired, overexerted skin
- Revitalizes a dull appearance
- Promotes a glowing, radiant complexion
- Helps skin look and feel stronger and healthier than ever

Each product was developed by Nu Skin’s leading scientists with conscious consumers in mind, with formulations avoiding ingredients on the Nutricentials Worry-free List, such as parabens, formaldehyde, hydroquinone, mineral oil or phthalates and more. The list was created after a comprehensive review of industry practices, trends and “free-from” ingredients used by other brands.

Nutricentials Bioadaptive Skin Care: The Full Collection

Nutricentials Bioadaptive Skin Care products feature 100 percent post-consumer recycled plastic bottles and 34 to 35 percent post-consumer recycled plastic tubes. The collection features a range of products formulated for all skin types and includes:

- **Day Away Micellar Beauty Water:** Gentle, no-rinse cleanser that helps remove a whole day’s worth of stress, dirt, oil and makeup. Its clean formula includes humectants to keep skin smooth, soft and hydrated.

- **HydraClean Creamy Cleansing Lotion:** Luxurious soap-free cleanser that helps protect skin's natural moisture barrier.
- **To Be Clear Pure Cleansing Gel:** Powerful gel-to-foam cleanser that uses amino acid cleansing agents to dissolve pore-blocking dirt.
- **In Balance pH Balance Toner:** Light toner that helps skin stay balanced by restoring its optimal pH level and reducing the appearance of pores.
- **Here You Glow Exfoliating Toner:** Thoughtfully balanced toner that leaves skin visibly glowing, clears up blemishes and blackheads and prevents new breakouts from forming.
- **Celltrex Always Right Recovery Fluid:** Lightweight, fast-absorbing serum that provides more or less hydration depending on what skin needs throughout the day.
- **Celltrex Always Right Recovery Mask:** Luxurious mask that delivers quenching hydration while soothing and calming skin.
- **Day Dream Protective Lotion Lightweight Day Moisturizer SPF 35:** Moisturizer that provides broad spectrum sunscreen and blue light protection giving the skin a dewy, radiant appearance.
- **Day Dream Protective Cream Creamy Day Moisturizer SPF 35:** Moisturizer that provides broad spectrum sunscreen and blue light protection and helps skin stay soft and hydrated.
- **Thirst Fix Hydrating Gel Cream:** Moisturizer that helps soothe skin and balance excess sebum to deliver a healthy glow.
- **Dew All Day Moisture Restore Cream:** Cream that softens and smooths skin while providing all-day moisture.
- **Moisturize Me Intense Hydrating Cream:** Cream that delivers intense moisture without it feeling greasy.
- **Brighter Day Exfoliant Scrub:** Exfoliator that creates a bright, glowing complexion by removing dead skin cells and pore-blocking impurities.
- **Spa Day Creamy Hydrating Masque:** Nourishing spa-day-in-a-tube cream that binds moisture to skin, reducing dryness and creating a healthy glow.

Nutricentials Bioadaptive Skin Care products can be used individually or combined in various regimens depending on an individual's skin care needs.

Awards and Availability

The eco-friendly line recently won four 2020 Global Green Beauty Awards: Spa Day Creamy Hydrating Masque – Best Natural Face Mask, Day Away Micellar Beauty Water – Best Sustainable Beauty Product, Celltrex Always Right Recovery Fluid - Best Plant Based Beauty Product and Dew All Day Moisture Restore Cream - Best Aloe Vera Product. The Global Green Beauty Awards recognize leading brands dedicated to providing the best in natural, mindful beauty from among more than 300 entries.

The full Nutricentials Bioadaptive Skin Care collection will be available in the U.S. on January 14, 2021 and more details including pricing can be found at [NuSkin.com](https://www.nuskin.com).

About Nu Skin

Founded more than 35 years ago, Nu Skin develops and distributes innovative consumer products, offering a comprehensive line of premium-quality beauty and wellness solutions. The company builds

upon its scientific expertise in both skin care and nutrition to continually develop innovative product brands that include the Nu Skin® personal care brand, the Pharmanex® nutrition brand, and most recently, the ageLOC® anti-aging brand. The ageLOC brand has generated a loyal following for such products as the ageLOC LumiSpa skin cleansing and treatment device, ageLOC Youth nutritional supplement, the ageLOC Me® customized skin care system, as well as the ageLOC TR90® weight management and body shaping system. Nu Skin sells its products through a global network of sales leaders in Asia, the Americas, Europe, Africa and the Pacific. As a long-standing member of direct selling associations globally, Nu Skin is committed to the industry's consumer guidelines that protect and support those who sell and purchase its products through the direct selling channel. Nu Skin International is a wholly owned subsidiary of NSE, Inc., which is traded on the New York Stock Exchange under the symbol (NYSE: NUS). More information is available at nuskin.com.

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