NU SKIN ENTERPRISES FACT SHEET

MISSION

- To be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products and an enriching and uplifting culture.

VISION

- To become the world’s leading direct selling company by generating more income for sales leaders than any other company.

COMPANY

- Founded in 1984, Nu Skin Enterprises, Inc. (NYSE:NUS), is a direct selling company that develops and distributes innovative consumer products, offering a comprehensive line of premium-quality beauty and wellness solutions.
- The company’s global operations generated more than $2.21 billion in revenue during 2016.
- The company has been publicly traded on the New York Stock Exchange since November 1996.
- Nu Skin operates in markets across Asia, the Americas, Europe, Africa and the Pacific.
- The company’s strategic brand positioning, DISCOVER THE BEST YOU®, highlights an individual’s ability to discover their best self with Nu Skin’s innovative products, business opportunity and enriching culture.
- Flagship Pharmanex nutrition products include ageLOC Youth, ageLOC R², ageLOC TR90, LifePak® Nano, g3™ nutritional beverage and Tegreen 97®.
- The company employs more than 75 scientists who regularly collaborate with world-class experts on the Nu Skin Anti-Aging Scientific Advisory Board.
- Nu Skin demonstrates the difference of its products through:
  - A proprietary 6S Quality Process
  - Clinical trials
  - Product demonstrations
  - State-of-the-art tools such as the Pharmanex BioPhotonic Scanner
- The Nu Skin Force for Good Foundation, established in 1998, has granted millions of dollars to support children’s causes around the world.
- Since 2002, Nu Skin sales leaders, customers and employees have purchased and donated more than 500 million meals to hungry and malnourished children around the world through the company’s Nourish the Children™ initiative.
- In Nu Skin’s more than 30-year history, the company has paid more than $12 billion in total sales compensation and sales incentives.
- Nu Skin offers one of the most rewarding business opportunities in the industry with more than 40 percent of revenue paid as sales compensation.

PEOPLE

- The company’s headquarters in Provo, Utah, is home to more than 1,500 employees.
- Nu Skin has nearly one million active distributors and preferred customers worldwide.

PRODUCT

- Nu Skin sells more than 200 products in the beauty and wellness categories:
  - ageLOC® is Nu Skin’s premier brand for targeting the signs and sources of aging.
  - Key Nu Skin personal care products include the ageLOC Me customized skin care system, ageLOC Transformation, ageLOC Tru Face® Essence Ultra, Facial Spa and the Epoch® line of ethnobotanical products.
  - News releases and media information can be obtained at nuskin.com/newsroom or by contacting Kara Schneck at (801) 345-2116 or Sydnee Fox at (801) 345-2187.

SOCIAL MEDIA

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