

LIVE THE DIFFERENCE

VOLUME 1, 2016

ALL OF THE GOOD
NONE OF THE BAD





08



10



14

CONTENTS



08

04 **THEME STORY**
All Of The Good, None Of The Bad

06 **PEOPLE**
The Success Formula

08 **PRODUCT**
SKIN CARE:
Daily Nutrition For The Skin
HEALTH CARE:
Fundamental Nutrition -
A Good Way to Battle Against Bad Radicals

12 **CULTURE**
A Force For Good

14 **OPPORTUNITY**
Snapshots

Nu Skin (Malaysia) Sdn Bhd (402787-V)
License No. AJL 931384
Lot 01-05, Level 1, PNB Darby Park Retail
10 Jalan Binjai, 50450 Kuala Lumpur
Tel: 603 2170 7888 Fax: 603 2170 7999
www.nuskin.com.my



نوسکین فونانیکس (بی) سنڈیپین پرجحد

NuSkin Pharmanex (B) Sdn Bhd
D2, Blk D, Lot 11620, Jalan Gadong
Bandar Seri Begawan BE1718
Brunei Darussalam
Tel: 673 2 422 225 Fax: 673 2 422 226
www.nuskin.com.bn

ALL OF THE GOOD NONE OF THE BAD

When a company reaches its 15th anniversary, it can bask in its maturity. However, for the 15-year-old anti-aging company, Nu Skin Malaysia celebrates its success by unveiling its history of innovation!

It is not easy to achieve constant innovation, which is what made Nu Skin one of the top Direct Selling Companies in the world.

The year was 1984 and a revolutionary idea was taking shape! A very simple idea in scope and yet powerful in its ability to touch lives around the world.

With their passion to provide products and opportunity that empower people to improve lives, Nu Skin founders Blake Roney, Sandie Tillotson, and Steve Lund wanted a company that promises high-quality, scientifically-based products without harsh or harmful fillers, meeting their business philosophy of “all-of-the-good, none-of-the-bad”.

Since then, Nu Skin has been demonstrating a distinctive and different approach to business through its innovative concept of premium, quality Skin Care products produced with the best ingredients possible!

Teaming up with Pharmanex, Nu Skin vowed to produce and market the highest quality of nutrition supplement and anti-aging product lines by observing the Nu Skin 6S Quality Process, making Pharmanex products the winning combination of natural ingredients and innovative technology.

If innovation is Nu Skin’s muscle, the goodness culture that we uphold - our mission to be a force for good throughout the world, is the heart and circulatory system!

Committed to making a difference for thousands, if not millions of children for generations to come with the Nu Skin Force for Good Foundation, Nu Skin’s mission is reflected through the generosity and goodness of our Sales Leaders, Customers and Employees across the globe.

Understanding the fact that many great Leaders may be putting their goals and dreams on hold because of the lack of investment capitals, while the consumers need professional consultations when they are using personal care or health care products, Nu Skin’s founders see Direct Selling as the best platform to help both the entrepreneurs and consumers!

Today, Nu Skin is differentiated by its ability to demonstrate that they truly have the best people, product, culture, and opportunity in the direct sales, skin care, and wellness industries. As the premier anti-aging company, Nu Skin has shaped the company into a more than one billion dollar enterprise that still remains true to its core values.



THE SUCCESS FORMULA

Armed with a DREAM to leave a legacy in the world and a strong BELIEF in transforming the well-being of the people, Nu Skin's founders set out to build a company with a mission to empower people to improve lives with rewarding business opportunities, innovative products, and enriching, uplifting culture, making this a strong fundamental for the business that extends to 54 markets worldwide today.

Nu Skin Enterprises, known today as one of the top International Direct Selling companies started from a humble beginning. The year was 1984 when law graduate from Brigham Young University, Blake Roney was convinced by his sister to look into ways to transform the traditional personal care products filled with harsh and harmful ingredients, and SET GOALS in producing unique personal care line without harmful content.

Joined by another young graduate, Sandie Tillotson and an attorney who operated his own private law firm, Steve Lund, the trio took ACTION to establish a personal care company that produce products containing only "all-of-the-good, none-of-the-bad".

It was an idea simple in scope, yet powerful in its ability to touch lives around the world. The founders wanted a company that promises high-quality, scientifically-based personal care products without harsh or harmful fillers.

The first batch of Nu Skin's product were delivered to the founders' doorstep in 10-gallon containers, turning the house into a packaging warehouse where the founders hand-filled the products into bottles and applied the labels.

As how it is operate in today's MLM world, the word of mouth business spread, LEADing more people into discovering the difference of Nu Skin's one-of-a-kind products and its unique business opportunity.

Well accepted as the LTOs that we have run in our market, Nu Skin's first product was so popular that it ran out of stock in hours! People loved the products so much that many would bring their own bottles and jars for the unique formulas, using an ordinary spoon. The spoon, has since, become a lasting reminder that the power to improve lives often starts with a small, simple first step.



“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 Roney

“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

“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.”
– Steve Lund

DAILY NUTRITION FOR THE SKIN

When it comes to taking care of our well-being, we often choose to eat right. We opt for a balance diet that includes foods and supplement that are rich in antioxidants and multivitamins when possible to keep us in the pink. However, do you know that your skin too, requires nutrition from the personal care products you are using daily?

As much as we are mindful about the nutrition that our body needs, we often overlooked the nutrition that our skin requires, but focused on the other benefits that the personal care products could offer.

The Skin, being the largest organ of our body, requires special care as it is in contact with the harsh environment and sudden change of temperature that we are exposed to daily. Aimed to combine innovative personal care products with ingredients that adhere to the philosophy of 'all-of-the-good, none-of-the-bad', Nu Skin produced skin care products that does not contain harmful filters.

One of its founding products, Nu Skin Nutricentials™ range helps to ensure that your skin receives the nutrition it needs as we flourish into maturity. Nutricentials is a skin care product that derived directly from fruit extracts and other food sources, formulated with topically applied nutrients proven by research to naturally enhance the healthy appearance of skin.



Incorporating healthful, purest and most concentrated form of nutrients, Nutricentials is bound to keep your skin looking healthy and radiant!

- Strawberry extract: a key ingredient in Nu Skin pH Balance toners, is rich in polyphenols—powerful antioxidants that help calm the skin to reduce the appearance of large pores.
- Patented phosphatidylcholine lipids: a unique soy ingredient that restores flexibility and resilience to skin cell membranes.
- Papain: an enzyme from papaya that dissolves pore blocking debris.
- Mugwort, licorice, and algae extracts: soothe and comfort the skin.

Following the proposed daily skin care regimen — cleanse, tone, nourish, protect, and hydrate — the skin could experience the maximum benefits offered by Nu Skin's Nutricentials products, offering protection at the cellular level and helping to repair and prevent damages. Nutricentials products are suitable for all skin types as the range includes normal to dry skin or combination to oily skin selections. With Nutricentials, youth can be as careless as you wish for it to be!

Now when one approaches maturity, he/she would start looking at ways to shed off the lines of aging. Professionals advised for us to start looking into anti-aging series before we blow off the 30 candles on our birthday cake.

Nu Skin 180° Skin Therapy System consists of nutritional ingredients that have been clinically proven to refine skin texture, even skin tone, and diminish fine lines and wrinkles for an overall more youthful appearance. With Nu Skin anti-aging series, age will be just a number!

Containing key nutrients, the gentle yet powerful Nu Skin® 180° Skin Therapy System is your golden ticket for younger looking skin!

- Vitamin C: a necessary component for collagen production that helps diminishes the appearance of lines and wrinkles and firms up the skin. Evens up skin tone by reducing skin discoloration.
- Sesame and soybean oils: rich emollients that prevent moisture loss and help maintain the skin's protective moisture barrier.
- Grape seed, ginkgo biloba leaf, and ginseng extracts—minimize skin damaging free radicals.

While genetics and lifestyle habits play a significant role in skin health, products with right nutritional benefits will help you to enhance your skin's natural beauty. With Nu Skin's Nutricentials and 180° Skin Therapy System, you can now give your skin the daily nutrition benefits from the outside in!



FUNDAMENTAL NUTRITION - A GOOD WAY TO BATTLE AGAINST BAD RADICALS

Aging is inevitable. When you were younger, the process you develop into your next stage of life is commonly referred as growth. However, when you reach your 30s, you may find people around you starting to replace 'growth' with 'age'!

External factors such as the sun, pollution and harsh environment can cause premature aging, especially to our skin. As if that's not problematic enough, internal factors such as the production of collagen and other hereditary factors also determine the speed of aging in our body!

Time and time again, you may have heard of the term "Free Radicals" in today's world where healthcare and science have become such important topics in our daily life. In layman terms, free radicals are actually harmful, unstable molecules that snatch electrons from other molecules, damaging the healthy cells in your body.

Now if you have excessive free radicals in your body, it can cause high oxidative stress, leading to cellular damage and accelerating

your aging process! But fret not, with the right amount of antioxidants; you'll definitely get a strong defense system to prevent these free radicals from damaging your body!

Antioxidant is a group of compounds that are produced naturally by the body and occur naturally in many foods. They donate electrons to free radicals to stabilize them, reducing the damages caused by oxidative stress which can cause injuries towards healthy cells and tissues¹.

POWERFUL ANTIOXIDANTS IN LIFEPAK AND g3

Vitamin C, Vitamin E and beta-carotene are some of the powerful antioxidants that can be found in a variety of food.

- **Vitamin C:** a type of water soluble vitamin found in citrus fruits and vegetables such as, green peppers, cabbage, spinach, broccoli, kale, cantaloupe, kiwi and strawberries.
- **Vitamin E:** a fat soluble vitamin commonly found in nuts, seeds, vegetables, fish oils, whole grains, fortified cereals, and apricot.
- **Beta-carotene:** a precursor to vitamin A or otherwise known as retinol which presents in liver, egg yolk, milk, butter, spinach, carrots, squash, broccoli, yams, tomato, cantaloupe, peach and grains.

It is recommended that we take about 12 - 15IU of Vitamin E, and 60 mg of Vitamin C a day². To ensure you are boosted up with the amount of antioxidants you need for a proper physical function, LifePak and g3 are here to the rescue!

A LIFEPAK A DAY!



One of Nu Skin Malaysia's premier product, LifePak serves as the fundamental nutritional product, providing a wide range of antioxidants, with more than 40 antioxidants for optimal benefits*. It is filled with significant doses of antioxidant, vitamins, mineral cofactors, a broad spectrum carotenoid blend, more than 20 flavonoids, and scientifically advanced antioxidants, such as alpha-lipoic acid!

g3-LICIOUS!



Nu Skin's g3 is a nutrient-dense fruit juice that consists of 4 superfruits. One of the superfruits called Gac contains an exceptionally high amount of antioxidants, vitamins, and a variety of carotenoids! Being 100% pure juice and richer in carotenoids than common fruits and vegetables, this superfruit juice's distinctive red-orange color also signifies lipocarotenes content, which enables efficient absorption and transportation of carotenoids nutrients. Fortifying antioxidant defenses against cellular free radical damage!

Father of Antioxidant, Dr. Lester Packer once said: "There is overwhelming scientific evidence demonstrating that those of us who eat a diet rich in antioxidants and take antioxidant supplements will live longer, healthier lives³."

So for a healthier and longer life, start boosting yourself today with antioxidant that your body needs to fight against these free radicals!

REFERENCES:

- ¹ Packer, L., & Colman, C. (1999). *The antioxidant miracle: your complete plan for total health and healing*. Wiley. p256
- ² FOOD, F., & Board, N. (1989). *National Research Council, Recommended dietary allowances 10th ed.*
- ³ Packer, L., & Colman, C. (1999). *The antioxidant miracle: your complete plan for total health and healing*. Wiley. P8
- ⁴ *Antioxidants and Free radicals*. (n.d.). Retrieved March 21, 2016, from <http://www.rice.edu/~jenky/sports/antiox.html>

A FORCE FOR GOOD

Nu Skin Enterprises is built based on four important cores - its People, Product, Culture and Opportunity. Over the years, we have witnessed many transformations on its people, bringing improvement to the health and well-being to the members of the family and the community; the innovative development on its products, allowing people to live younger longer; and its opportunity, allowing those with desires for a better life to achieve their dreams.

But what distinct Nu Skin from its peer is the unique culture that the company's uphold and uplift daily - its mission to be a Force For Good to improve lives, extended to all its offices in the 54 markets across the globe.

In the earlier days when Nu Skin Enterprises first established its offices in Malaysia, it worked with "P.S. The Children", giving aids to the children, a non-profit, non-governmental and non-religious organization that focuses on the implementation of programs and services that promote and protect the Right of children to be free from abuse and exploitation.

It later extended its Force For Good effort, uplifting the FFG mission to improve the lives of children by offering hope for a life free from illiteracy. Working with New Covenant Community in Sentul, Nu Skin offered aids to better equip the Montessori school by providing pre-school education to the less fortunate children in the community.

Unlike normal kids who had the chance to enjoy their basic education in a kindergarten, children in the Sentul area were less fortunate. With the limited resources that their parents had, education gave way to other basic needs. More than ever, "no transport" became the excuse for parents to not send their children to the school. In view of this, Nu Skin and its Distributors contributed a van for the school, transporting the children from their home to school.

Besides, the company also helped to set up a library for the center, offering a cozy environment for the children and teens to study and revise after school, helping them to improve and excel in their studies. As a gesture of appreciation, New Covenant Community named the library "Epoch Youth Resource Centre" to commemorate the support contributed by Nu Skin and its Distributors.

Today, the center has grown into a well-equipped center, empowering children with the hope for a purposeful future. With a new name bestowed upon them, Dignity for Children Foundation believes that quality, holistic education is the key to breaking the cycle of poverty.



SNAPSHOTS

▼NU SKIN AGELOC® EXPO 2016

19 & 20 February 2016
Johor Bahru Distributor Center
Penang Distributor Center

26 & 27 February 2016
PNB Darby Park Retail Lobby
Kuala Lumpur

▼NU SKIN MALAYSIA WISH LIST PROJECT 2015

3, 10, 17, 19 December 2015
Nu Skin Penang, Johor Bahru, Kuching Distributor Center & Institut Jantung Negara

▼GO STAR CAMP

10 & 11 March 2016
Empire Hotel Subang



▲NU SKIN CREATE HISTORY SUCCESS SEMINAR 2016!

26 March 2016
Mines International Exhibition & Convention Centre, Selangor





NU SKIN.
DISCOVER THE BEST YOU™

www.nuskin.com.my