

LIVE THE DIFFERENCE

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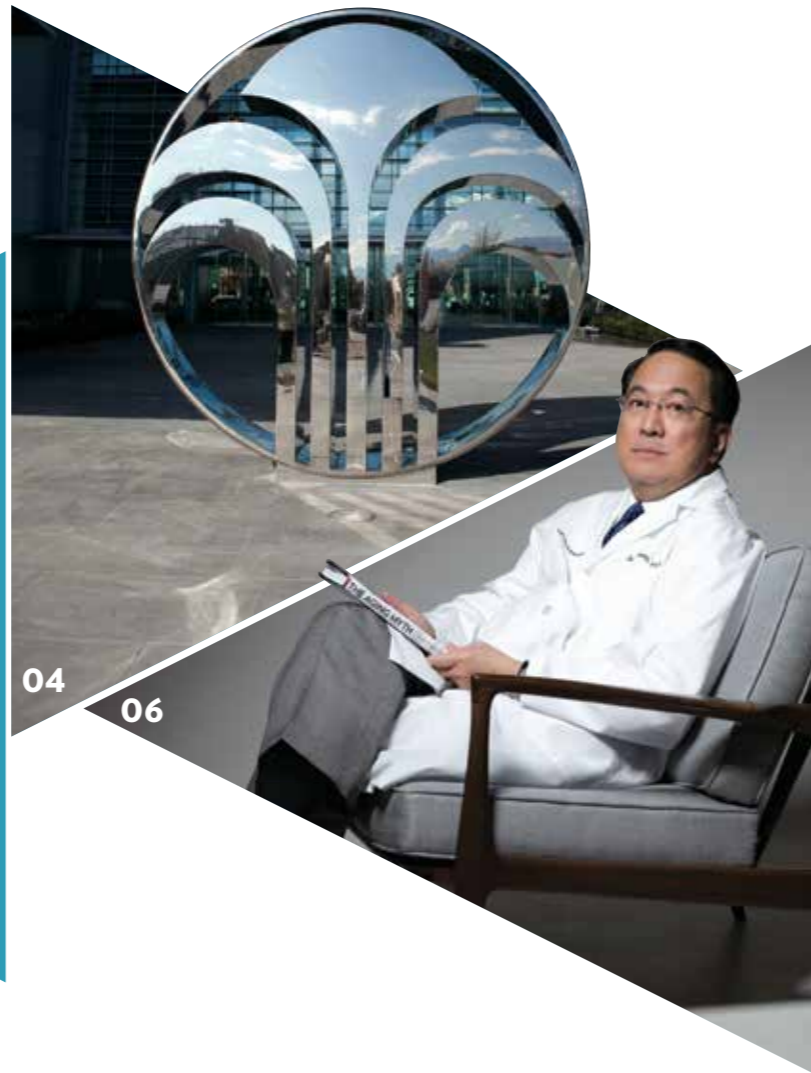
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THE DIFFERENCE
DEMONSTRATED



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THE DIFFERENCE DEMONSTRATED

Innovation isn't easy to achieve consistently, but it's one of the key elements of what Nu Skin is made of. From its uniquely compelling global business opportunity to its science-based approach, to the development of its robust innovative concept of premium quality anti-aging products line, Nu Skin is so much more than just a billion dollar enterprise!

It seems like it was just yesterday when Nu Skin first started its operation in the living quarters of its founders - **Blake Roney, Sandie Tillotson** and **Steve Lund**. Even though it was just an idea simple in scope, but it was powerful in its ability to touch lives around the world. Fast forward to the present, the Company still holds firmly to its commitment to be **The Difference. Demonstrated.** in developing and distributing innovative consumer products and offering a comprehensive line of premium-quality beauty and wellness solutions to not just 1, but more than 50 markets worldwide!

As the years go by, it is evident that the strength and heart of Nu Skin are its **People**. Anyone in Nu Skin can most definitely tell you that these are the ones who collectively demonstrate their difference by improving lives around the world and becoming inspirational and aspirational leaders for life. From the Distributors to the capable management team and friendly employees, their passion and enthusiasm continue to strive on and make anything possible!

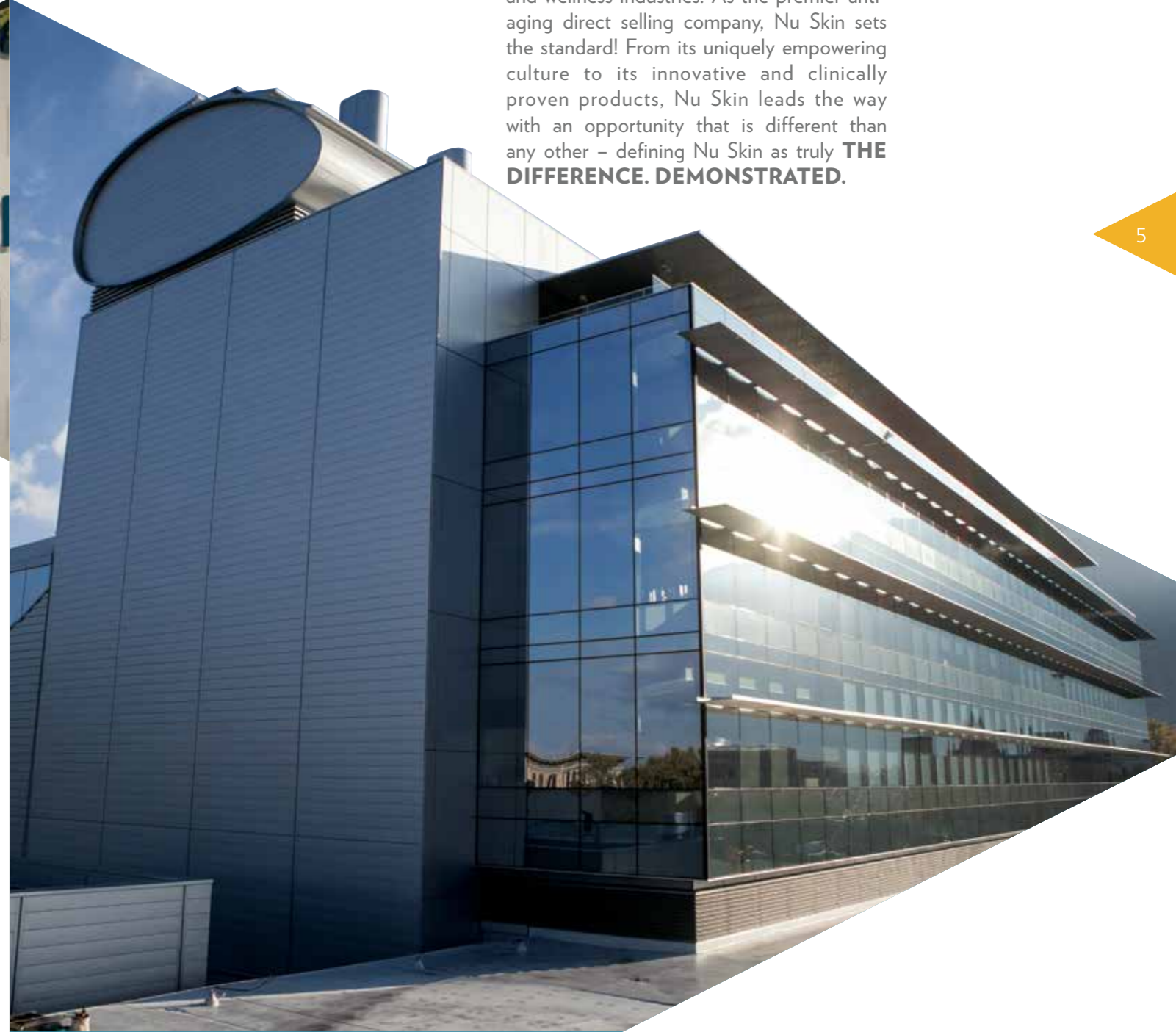


From the inside out and from the outside in, Nu Skin knows that wellness and health management are critical internal factors that impact not just the way you feel but the way you look as you age too! Being the anti-aging leader, the Company builds upon its scientific expertise in both skin care and nutrition to continually develop innovative **Products** that offer vitality, beauty, longevity – exclusive benefits that can be demonstrated through its Skin Care and Health Care Products.

Giving back to the community has always been the central of Nu Skin's mission of being a "force for good". Founded with a mission to improve lives throughout the world, Nu Skin's **Culture** has always been committed to demonstrate and make a difference for millions of children for generations to come. The Nu Skin Force for Good Foundation and Nourish the Children initiatives are just two platforms that Distributors and employees have to make the world a better place for those in need.

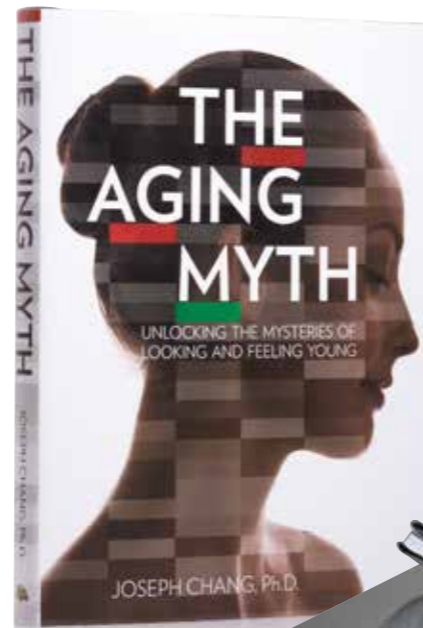
Opportunity comes and goes; Nu Skin has been stronger than ever in its ability to focus on specific aspects of the Company that differentiate it from its competitors. The Company's vision of generating the most income for its hardworking Sales Leaders is the core of the Nu Skin's business **Opportunity** and the thousands of lives they have help improve along the way demonstrates that difference!

From its forever-young business opportunity to its science-based approach, to the development of its anti-aging product line, Nu Skin is differentiated by its ability to demonstrate that it certainly has the best **People, Product, Culture** and **Opportunity** in the direct sales, skin care and wellness industries. As the premier anti-aging direct selling company, Nu Skin sets the standard! From its uniquely empowering culture to its innovative and clinically proven products, Nu Skin leads the way with an opportunity that is different than any other – defining Nu Skin as truly **THE DIFFERENCE. DEMONSTRATED.**



A MAN OF SCIENCE

Passionate about science as a boy, Ipoh-born Dr. Joseph Chang never dreamt that he would one day become an Author of a New York Times Best Seller “*The Aging Myth*” and a top scientist at an international direct-selling company!



As both a scientist and a businessman, Dr. Joseph Chang has distinguished himself. His excellent educational foundation has proved a springboard to successes in his professional life. Dr. Chang often mused that his life journey was one pleasant accident after another. Leaving home at 17, he studied at the University of Portsmouth. Not long after he received his Ph.D. on pharmacology at the University of London and was planning on returning to Malaysia when a great opportunity presented itself to him! He became a lecturer at the Johns Hopkins University in the United States before being offered a job to do research and development for a drug company.

Over the years, after he successfully developed drugs to aid arthritis and organ injection, he was ready to try something new! He went on to form Pharmanex in 1995, a company with fundamental objective to create science based pharmaceutical-grade nutritional supplements. In just two years' time, Pharmanex came up with five products whereby it managed to get into 38,000 stores in the United States! So that was the start of his career, using science to come up with products. It was a thread that would run through his entire professional life – natural products backed up by hardcore science.

The company became profitable fairly quickly and become rather well known, but Dr. Chang realized the company was still too small to go international. Then one day out of a blue, a network company called Nu Skin showed up! Recognizing this huge opportunity to create a comprehensive approach to anti-aging, Nu Skin acquired Pharmanex and in the process added many innovative nutritional supplements to its product portfolio. However in all this time, Dr. Chang did not just focus on what Pharmanex did best.

Keeping an eye out on worldwide advances in medical technology, he foresaw that working with genetics to create products would be the next big breakthrough, and so he convinced Nu Skin to acquire LifeGen Technologies to bring in more genetics expertise. Since then, both scientific innovation in personal care and nutrition established Nu Skin as a leader in the anti-aging industries. Nu Skin's proprietary product formulations and technologies have now enabled them to set new industry standards in anti-aging, with real solutions that exhibit demotsrable and remarkable results!

Fast forward to the present, the Chief Scientific Officer and Executive Vice President Product Development at Nu Skin Enterprises since 2006 has led a talented team in conducting breakthrough scientific research and developing a steady stream of anti-aging products that provide meaningful consumer benefits. On top of that, he has also written copious documents and articles that have contributed significantly to pharmacological research and the health care industry in general.

Being awarded with numerous recognitions in the professional community for his work and his knowledge, these days the Ipoh-born scientist is also somewhat of a celebrity in the world of science. But behind the scenes, knee deep in genetics research to continue developing natural based nutritional supplements, he is like a kid in a candy store, still a man of science at heart!

THE FUTURE OF ANTI-AGING

For most people, anti-aging means investing in some skin care remedies, maybe even trying Botox or going under the knife, while others might feel helpless as if there is nothing they can do about growing old. But what if there is a solution to all of it? Scientific insights helping you to look younger than your birthday suggests!

Like fine wine, everyone wants to age gracefully, but there are just too many anti-aging treatments and myths out there! The chorus of calls for anti-aging innovation in all around the world grows louder and louder every day, and the spotlight is on gene-based technology — the hottest innovation in the industry. Nu Skin's anti-aging skin care science holds the key to returning your skin to a more youthful condition.

AGELOC SKIN CARE SCIENCE

Identifying The Source - Nu Skin's breakthrough ageLOC® anti-aging science has given us the ability to interpret the Human Genome in a meaningful way. Collaborating with anti-aging and genetics experts, substantiated researches from ageLOC® science have led Nu Skin scientists to identify functional clusters of genes called Youth Gene Clusters (YCGS) that are responsible for youthful skin attributes and help influence how we age. With the ability to identify and promote these genes to behave more youthfully, it can help you to restore a more youthful balance in the skin!

Promoting The Balance - Once we identify these YCGS, it's important to promote them to reflect a more youthful skin profile. Promote YCGS is a subtle balancing process - it's not as simple as turning them on and off. Some genes within the cluster may need to be up promoted while others may need to be down promoted. Nu Skin's proprietary anti-aging science promotes Youth Gene Clusters to create a youthful balance within each cluster - returning them to more youthful patterns of activity.



THE FUTURE OF BODY CARE HAS BEEN DISCOVERED!

As you age, the production of structural proteins within the skin begins to decrease. The loss of these proteins allow subcutaneous fat stores in key areas such as the arms, thighs, buttocks, and abdomen to bulge, resulting in an increased appearance of cellulite.

Ergonomically designed for ease of use during body treatments, the ageLOC® Galvanic Body Spa with pulsating technology features a proprietary ageLOC® body conductive surface designed to deliver 10 times more ageLOC® to your skin when used with Nu Skin's advanced anti-aging body product, ageLOC® Body Shaping Gel.

This palm size device targets the ultimate sources of aging (YCGS) while helping to improve the appearance of cellulite and smoothing skin to provide a more reshaped appearance. Completing the treatment with ageLOC® Dermal Effect can improve skin firmness as well. Optimized to maximize anti-aging effects on the arms, abdomen, buttocks, and thighs, this anti-aging body system stimulates, purifies, and refreshes your skin to reduce the visible signs of aging!

A TRULY TRANSFORMATIONAL EXPERIENCE!

As you grow, the loss of collagen and elasticity reduces skin volume, causing fine lines and wrinkles. A little line here, a sag or bag there - your face may be giving away your age, or even making you look older than you really are.

Featuring a powerful lineup of four products, ageLOC® Transformation Pack is one of our most advanced anti-aging systems ever, delivering unsurpassed anti-aging benefits! This exclusive skin care regimen targets the sources of aging - cleanses, purifies, renews, moisturizes, transforms and reveals younger looking skin in just 8 ways!

The ageLOC® Transformation Pack is unique in delivering comprehensive visible improvements. The four premier products are specifically formulated using Nu Skin's proprietary ageLOC® science that targets the sources of aging at the genetic level and is clinically proven to improve skin in eight significant ways in seven days.



Nu Skin's anti-aging science has been based on exclusive access to more than 30 years of anti-aging gene research. With a legacy of reaching the future first with cutting edge science and strategic, forward-thinking partnership, every day, in every way, from the inside out and from the outside in, Nu Skin's products continues to offer vitality, beauty, and longevity from head to toe like no other!

RESULTS YOU CAN FEEL FROM THE INSIDE

Let's imagine for a moment that the invention of time machine was real. You are given the chance to take a tiny peek into the future. How and what would you think you will look like? Someone who is strapping healthy-looking? Or someone who looks physically frail and weak?

As your body ages, its ability to effectively generate and utilize energy starts declining. The saying goes, 'you're only as old as you feel', but did you know that the very key to being youthful again is in your genes? Now there is no doubt that in order to retain a youthful appearance, your genes must regain their youthful activity patterns, but where do you start? Taking the science of anti-aging to a completely new level by studying the genetic origins of how and why we age, Nu Skin's anti-aging approach has identified how this source of vitality can be influenced from the inside out!

AGELOC® NUTRITION SCIENCE

Preserving Youthful Vitality (Cellular Purification) - Over time, the environmental contaminants around us that buildups and damages your internal metabolism (breathing, converting food to energy, and so on) can accelerate the ageing process. Clinical study results, genomic analyses, and substantiated research from ageLOC® science have led Nu Skin scientists to identify specific functional Youth Gene Clusters (YGCs) that are responsible for youthful vitality. Nu Skin focuses on the internal key sources of aging. Through ageLOC® science, it focuses on the internal source associated with cellular purification; promoting the genes to behave more youthfully and helping us feel younger from the inside out.

An Innovative Approach (Energy Production) - As you age, your body's ability to effectively generate and utilize energy declines, which can rob you of youthful vitality. Now the source of this decline starts deep inside each of your cells. Tiny cellular "power plants" called mitochondria convert the energy from your foods into a form of chemical energy that fuels our bodies. Growing older can affect your body's efficiency where the number of your mitochondria declines and energy production is unable to keep up with your bodies' demands as it did when you were younger. The loss of vitality as we age is associated with age-related changes related to cellular energy production. With ageLOC® Science, we now have the ability to identify, target and promote these mitochondrial YGCs to a more youthful pattern of activity.



RENEW AND RECHARGE!

Most of us feel young at heart – after all, age is just a number, right? And yet there is no denying that your body changes with time. You might start to notice the annoying little health niggles with time, from that twinge in our knee, to feeling more tired at the end of the day. Lack of sleep, imbalanced diet and lifestyle, accumulation of toxic in cells will get you feeling drained out of energy more often.

Designed to target aging at its source, the **ageLOC® R² Pack** formula helps to balance two interconnected aspect of youthfulness. Incorporated with ageLOC® science, it can identify, target, and promote Youth Gene Clusters (YGCs) to retune your youth - helping you feel healthier, younger, and more vibrant than you have in years!

ageLOC® R² Pack is a powerful product combination that works by promoting the YGCs related to cellular purification and cellular energy production toward a more youthful time. Taken in the evening, ageLOC® R² optimizes each cell's natural purification process, helping you to start each day feeling refreshed and renewed. Taken in the morning, ageLOC® R² Day optimizes cellular energy production to help you recharge and take control of a new day!

With this understanding, Nu Skin has developed the science to go beyond the symptoms of aging, targeting the sources of aging. This innovative approach is the result of years of unparalleled research in nutritional science combined with some of the greatest minds in the genetic world. To date, not only we are revolutionizing our products to offer comprehensive anti-aging solutions, but our scientific innovation continues to establish Nu Skin as a leader in the nutritional industry!

GOING THE EXTRA MILE FOR SMILES

Is it possible to be different than every one else? For Nu Skin, it is possible! As Nu Skin pledges to empower people to improve lives with their rewarding business opportunities and innovative products, Nu Skin has always remember to reinforce their enriching and uplifting Force For Good (FFG) culture.

Ever since the collaborations with P.S. The Children and then the New Covenant Community at Sentul in the earlier days when Nu Skin Enterprises first ventured into Malaysia, Nu Skin constantly gives assistance and supports the local community, as an initiative that help in improving lives.

In June 2008, it was made official that Nu Skin Malaysia has established a partnership with Institut Jantung Negara Foundation (IJN), a foundation that aims to raise fund to conduct corrective heart surgeries for children in needs, to continue their effort in saving and improving lives of these less-fortunate members of the community.

Alongside the partnership with IJN Foundation that was started with the initial sponsorship of RM100,000 from Nu Skin's Southeast Asia Children's Heart Fund (SEA CHF), it continues to grow as supportive Nu Skin Angels gives their unconditionally contributions, saving children born with congenital heart diseases one at a time.

Beside Saving Lives, Nu Skin Malaysia walked the extra miles to Create Smiles for these children from impoverished families through an initiative called the Wish List Project in 2008: a project to celebrate Christmas and

fulfilled wishes of the child-survivors of open-heart surgeries who Nu Skin has funded.

Taking the extra miles to Create Smiles for these children, the Wish List Project received positive feedbacks and it was in 2011 that the Wish List Project became an annual event for Nu Skin Malaysia. Each year, at the end of the year, Sales Leaders will attend the launch of the project in November where they can retrieve wishes-filled papers of child patients at partner hospital from respective Distributor Centers, and try their best to fulfill them. After which, in December, a gift presentation event will take place for our Nu Skin Angels to meet with children whom their wishes have been fulfilled.

Started from fulfilling wishes of less than 50 children, the Wish List Project slowly turned into a remarkable annual CSR event that fulfilled more than 400 individual wishes in 2015!

"Nu Skin's force for good culture is not just a slogan we can point to when telling others about the business. Our commitment to improving lives is an integral part of who we are and what we do at Nu Skin," says Steven J. Lund, Executive Chairman of the Board and Executive Director of Nourish the Children.

Though it was never an intention to highlight the Force For Good culture that Nu Skin upholds, but it truly shows as they truly demonstrated the difference in the effort of giving back to the community. As FFG integrates with the business and the hearts of the Nu Skin Angels, contributions to SEA CHF will be ceaseless and the Wish List Project too will continue to grow. So let's continue to Save Lives and Create Smiles!



SNAPSHOTS



◀ **CELEBRATE STARS SOUTHEAST ASIA REGIONAL CONVENTION 2016**
20 – 22 July 2016
Singapore Expo



▼ **NU SKIN AGELOC® EXPO 2016**
5 & 6 August 2016
Johor Bahru & Penang Distributor Center



12 & 13 August 2016
PNB Darby Park Retail Lobby
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▼ **STAR ACADEMY 2016**
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