

WHY NU SKIN IS A GREAT BUSINESS OPPORTUNITY



THE AGEING POPULATION IS INCREASING

and younger people want to
avoid early signs of ageing.



60 +

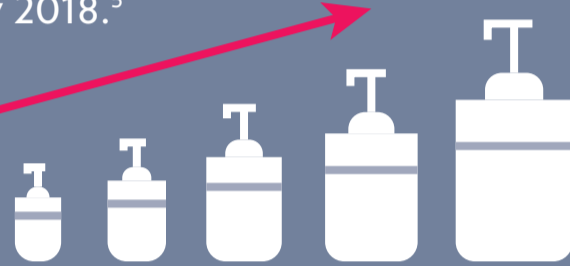


UNDER 10

BY 2030, there will be more
adults over 60 than children under 10.¹



The anti-ageing product market is
set to reach **\$870 BILLION**
by 2018.⁵

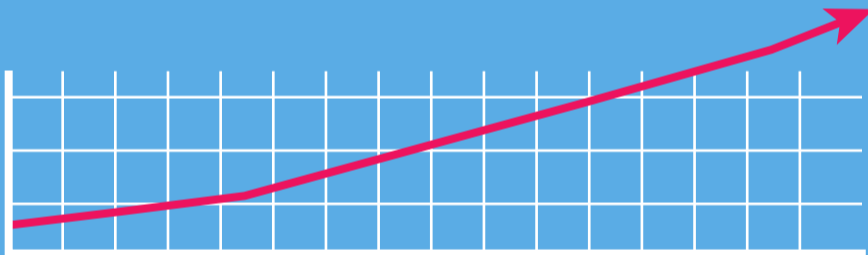


THE SKIN CARE MARKET CONTINUES TO GROW BY LEAPS AND BOUNDS.



It is set to reach

\$405 BILLION by 2017⁵



There are so many
products available,

27%

of shoppers are confused
by all the choices.³

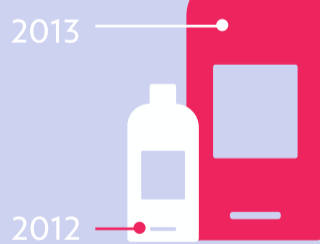


CUSTOMISED PRODUCTS CAN HELP CONSUMERS FIND EXACTLY WHAT THEY NEED.

People are looking for products that
fit their needs and are engaging
more in product creation.⁶



Customised skin care
products increased
85% in 2013³



SAVVY SPENDERS WANT PRODUCTS WITH BUILT-IN CONVENIENCES

and beauty devices are becoming
increasingly popular.²



70%

of women would like to
own a beauty device.⁴

BEAUTY DEVICES

are transforming the skin care
market, especially in the United
States, Asia Pacific, and Europe.⁴



UNITED STATES



ASIA PACIFIC



EUROPE



Sources

1 Global Agewatch, 2013

2 Mintel, 2013

3 Mintel, 2014

4 Cosmetics Design, 2013

5 Euromonitor International, 2014

6 Bank of Canada, 2013