



NU SKIN  
DISCOVER THE BEST YOU™

## 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 **\$2.28 billion** in revenue during 2017.
- 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.

### PEOPLE

- The company's headquarters in Provo, Utah, is home to more than **1,500 employees**.
- Nu Skin has more than **one million** 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 **ageLOC LumiSpa, ageLOC Me, ageLOC Transformation, ageLOC Tru Face® Essence Ultra, Facial Spa** and the **Epoch®** line of ethnobotanical products.

- Flagship *Pharmanex* nutrition products include **ageLOC Youth, ageLOC R<sup>2</sup>, 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

### CULTURE

- 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 600 million meals** to hungry and malnourished children around the world through the company's Nourish the Children™ initiative.

### OPPORTUNITY

- 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.

### CONTACTS

- News releases and media information can be obtained at [nuskin.com/newsroom](http://nuskin.com/newsroom) or by contacting 801-345-6397; [media@nuskin.com](mailto:media@nuskin.com)

### SOCIAL MEDIA

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