

# NU SKIN ENTERPRISES.

The opportunity to realize your dreams!



# Do you have a dream?

- Extra income
- Flexibility of time and geography
- Financial freedom
- Secure retirement
- Be your own boss
- Helping other

Are you really ready to go after it?

The opportunity offered by Nu Skin consists...

... not in selling products...

...but in focusing on building a network...

... systematically following proven MLM (multi layer marketing) techniques...

... coached by entrepreneurs who have a strong interest in your success.

# The opportunity is made possible because

Nu Skin is a **solid** company (financially and ethically)...

... operating in a **huge and growing** industry sector...

... with **proven** products...

... and an ambitious new product **stream**...

... backed by a strong **R&D**...

... and providing an **attractive** remuneration program...

... potentialized by the **coaching** of a successful up-line...

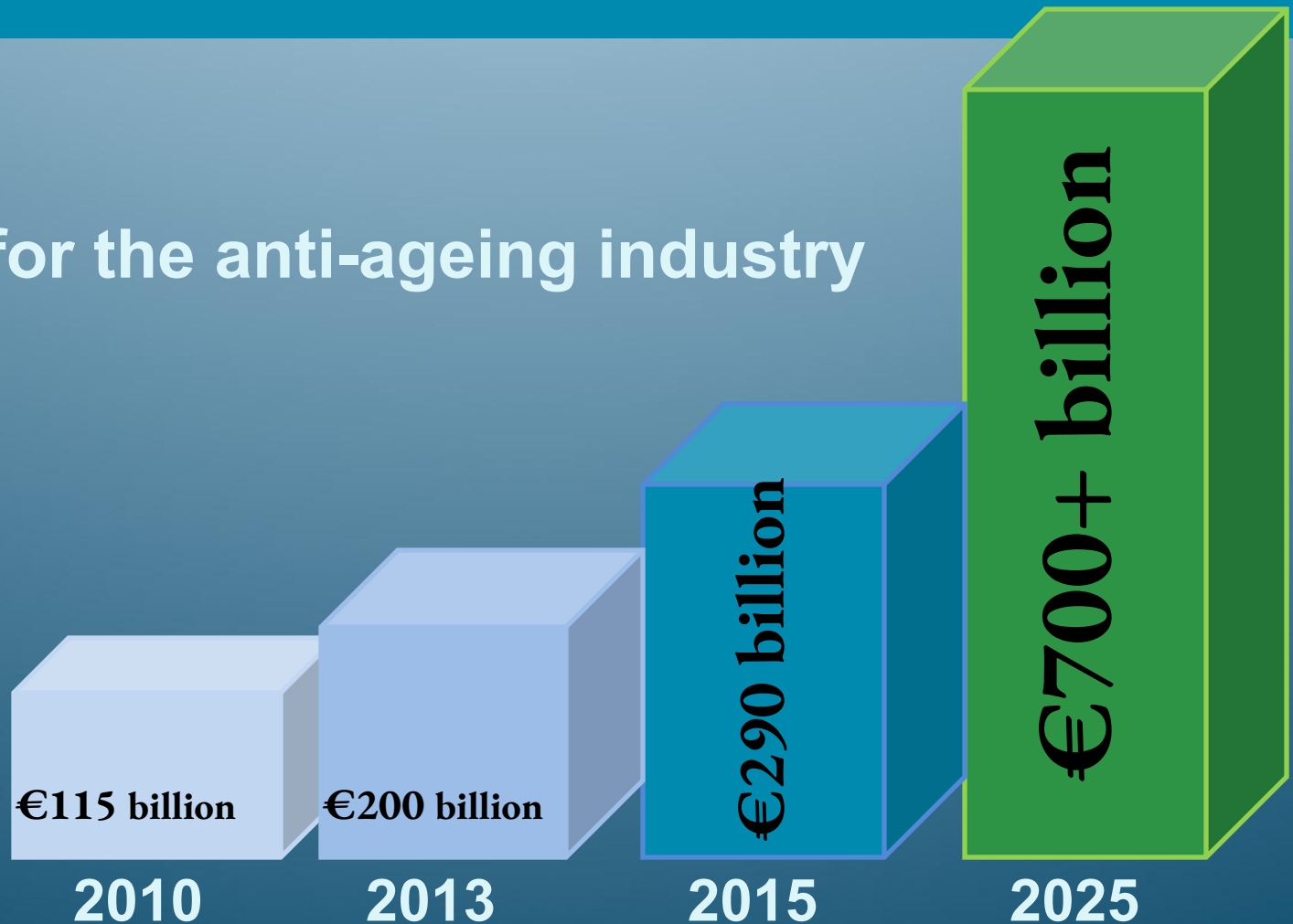
... for the people who **really** partner with it.

# 1. Nu Skin is a solid company...

- **Stable** – operating since 1984, now in 53 countries
- **Transparency** – listed on the NYSE
- **Big** - \$1.7B in sales, \$3B capitalization, cash rich and debt free
- **Sound financials** – stock grew 400% in last 2 years - 'strong buy /buy' rating by independent brokers
- **Growth** – expected to double by 2015
- **Trust** – Rated top 5 most trustworthy mid-cap by Forbes  
A+ rating with the BBB (Better Business Bureau)  
5A1-rated by D&B (Dun & Bradstreet)

## 2. ...operating in a huge growing market...

### Forecast for the anti-ageing industry



SOURCE: BCC  
Research 2009 &  
Global Industry  
Analyst

### 3. ...with proven products...

- 2 main brands : Nuskin and Pharmanex, both using the ageLOC technology
- **Nuskin**: flagship brand mainly offering personal care anti-aging products for specific face and body care therapy areas. Popular products: ageLOC line, Galvanic Spa, Tru Face Essence Ultra, Epoch Product line...
- **Pharmanex**: wellness and nutrition supplement line designed to nourish and protect the body. Popular: ageLOC Vitality, anti-aging program LifePak, nutrient bursting G3 juice...

# ageLOC™ is the most successful endeavor in Nu Skin's history



ageLOC technology can identify the ultimate sources of age-related vitality loss

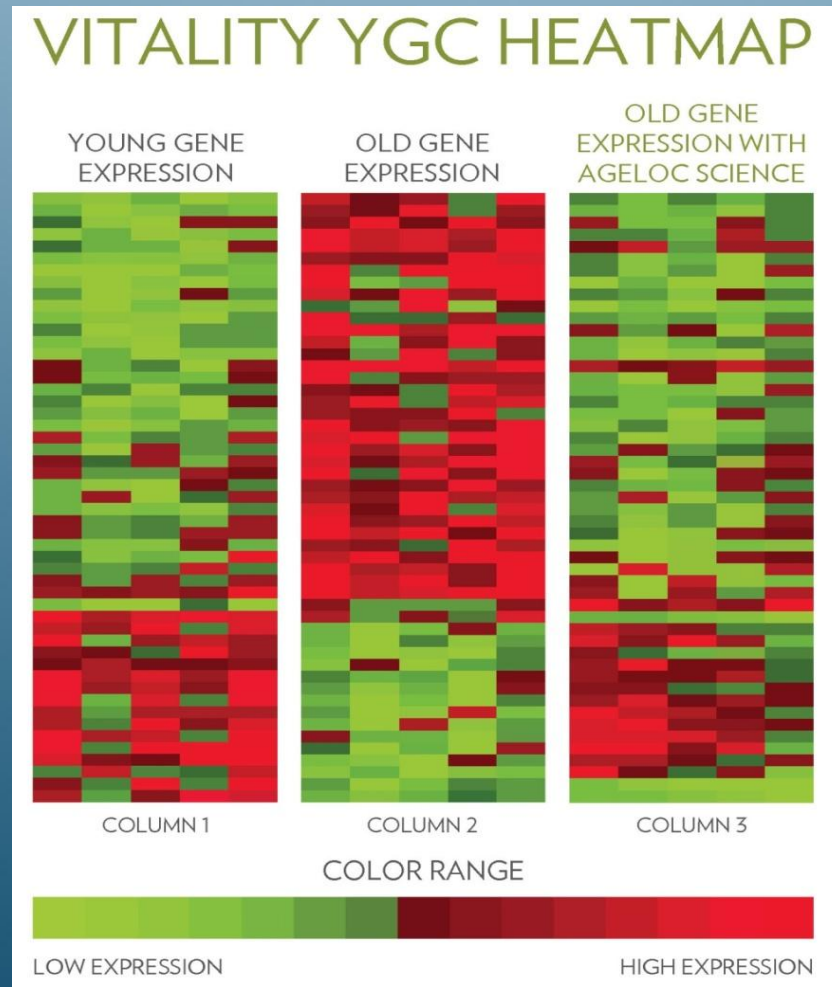
ageLOC can target the Youth Gene Cluster related to mitochondrial function, the key driver of youthful vitality

ageLOC can optimize this Youth Gene Cluster to promote overall vitality

Activating functional gene clusters both internally and externally



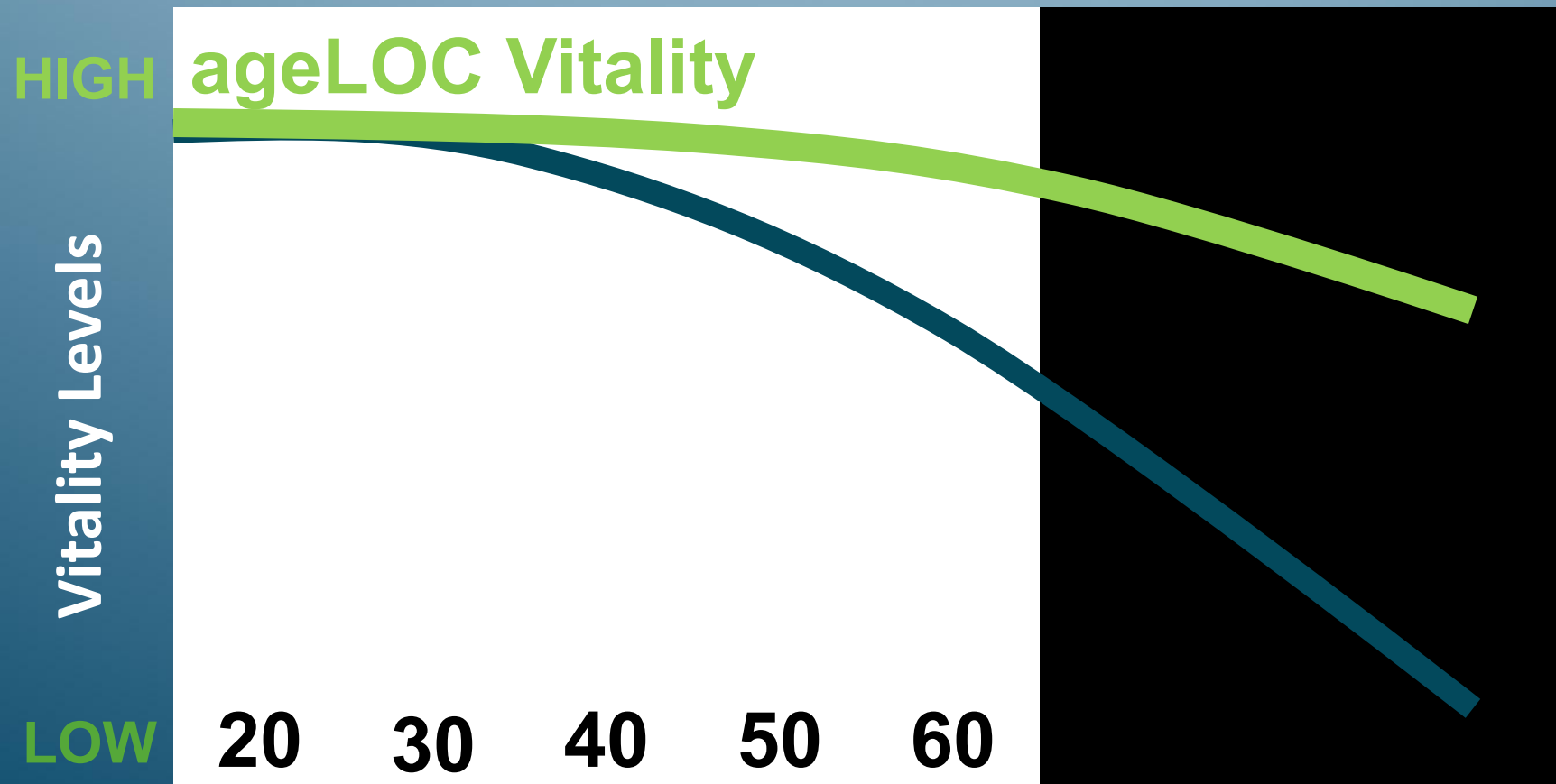
# ageLOC science resets 92% of the genes towards a more youthful gene expression pattern



innovative products



**Raises and maintains a person's baseline energy for longer term results**

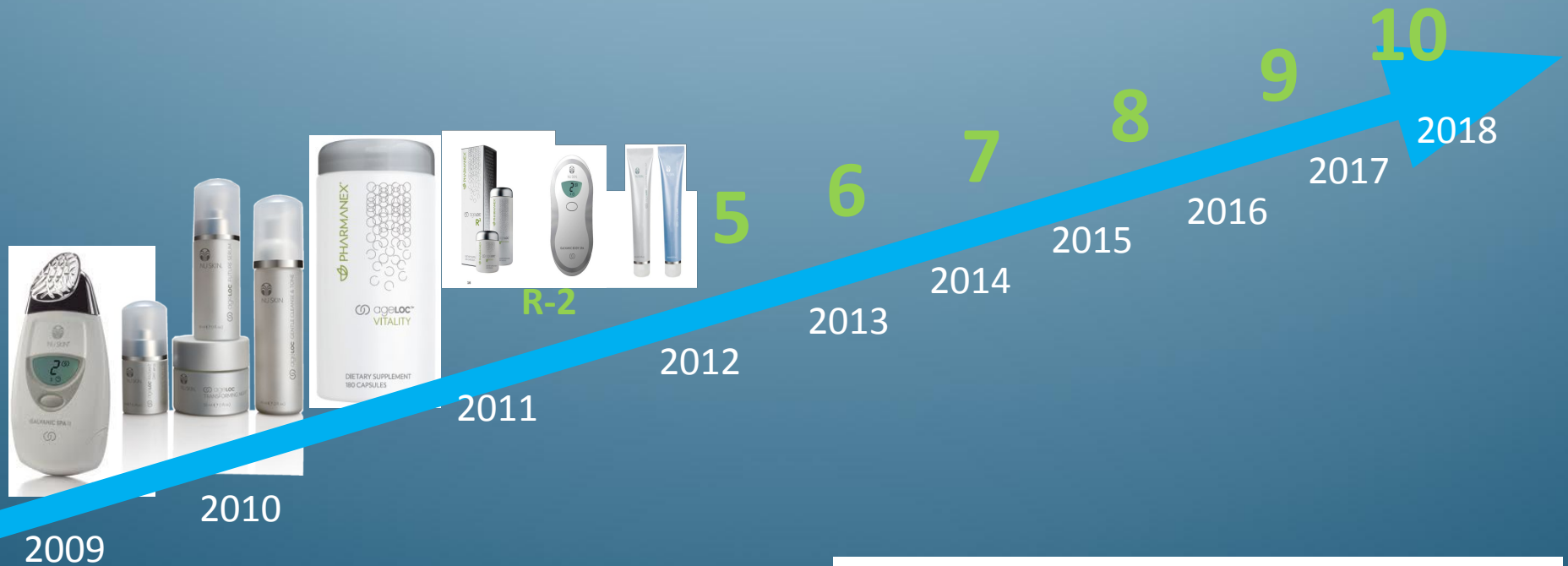


\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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**innovative products**

# 4 ... and an ambitious new product stream...



innovative products

## 5 ... backed by a strong R&D...

- Over 100 scientists in-house
- Cooperation with a number of notable universities worldwide
- Building new research centers in China and in the USA
- In 1998, Nu Skin acquired Pharmanex, a company applying pharmaceutical processes and scientific measurements to create nutritional supplements

In December 2011, Nu Skin announced the purchase of LifeGen Technologies LLC, whose mission has been to discover the genetic basis of the aging process with the ultimate goal of increasing a healthy life span.

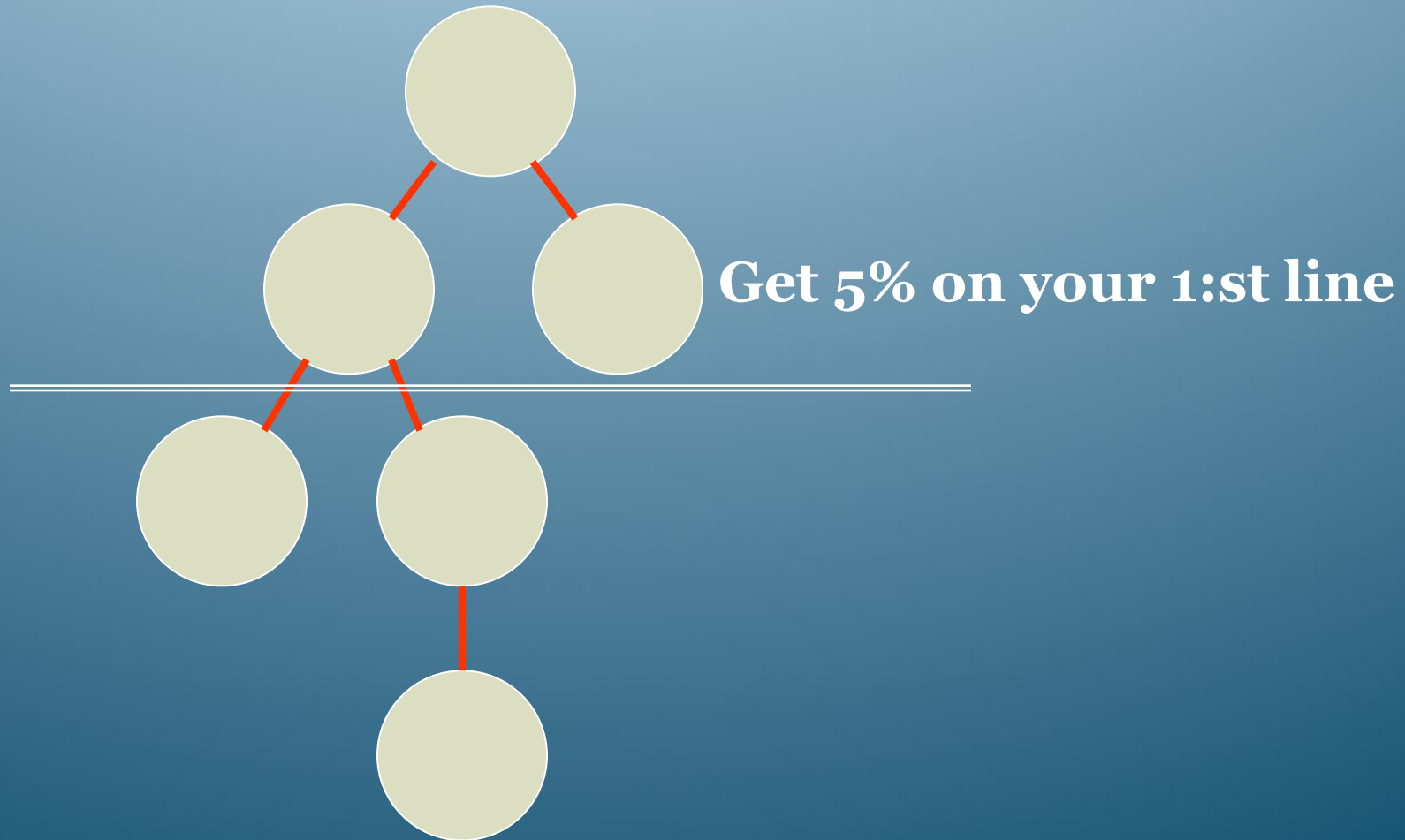
LifeGen's patent for the use of aging supermakers for measuring the progression of the aging process at the molecular level is a key component of the intellectual property acquired by Nu Skin.

## 6 ... and providing an attractive remuneration program...

- About \$800 million paid out in compensation during 2011
- NSE compensation plan creates a million dollar earner every 5th day and almost 800 in total so far.....
- 2016 NSE forecast:
  - More than €2,0 billion will be paid out in commissions
  - A million dollar earner will be created every day
- In October 2011 the highest check ever for one month (\$837,000) was paid out to an individual distributor
- NSE compensation plan rewards leaders.

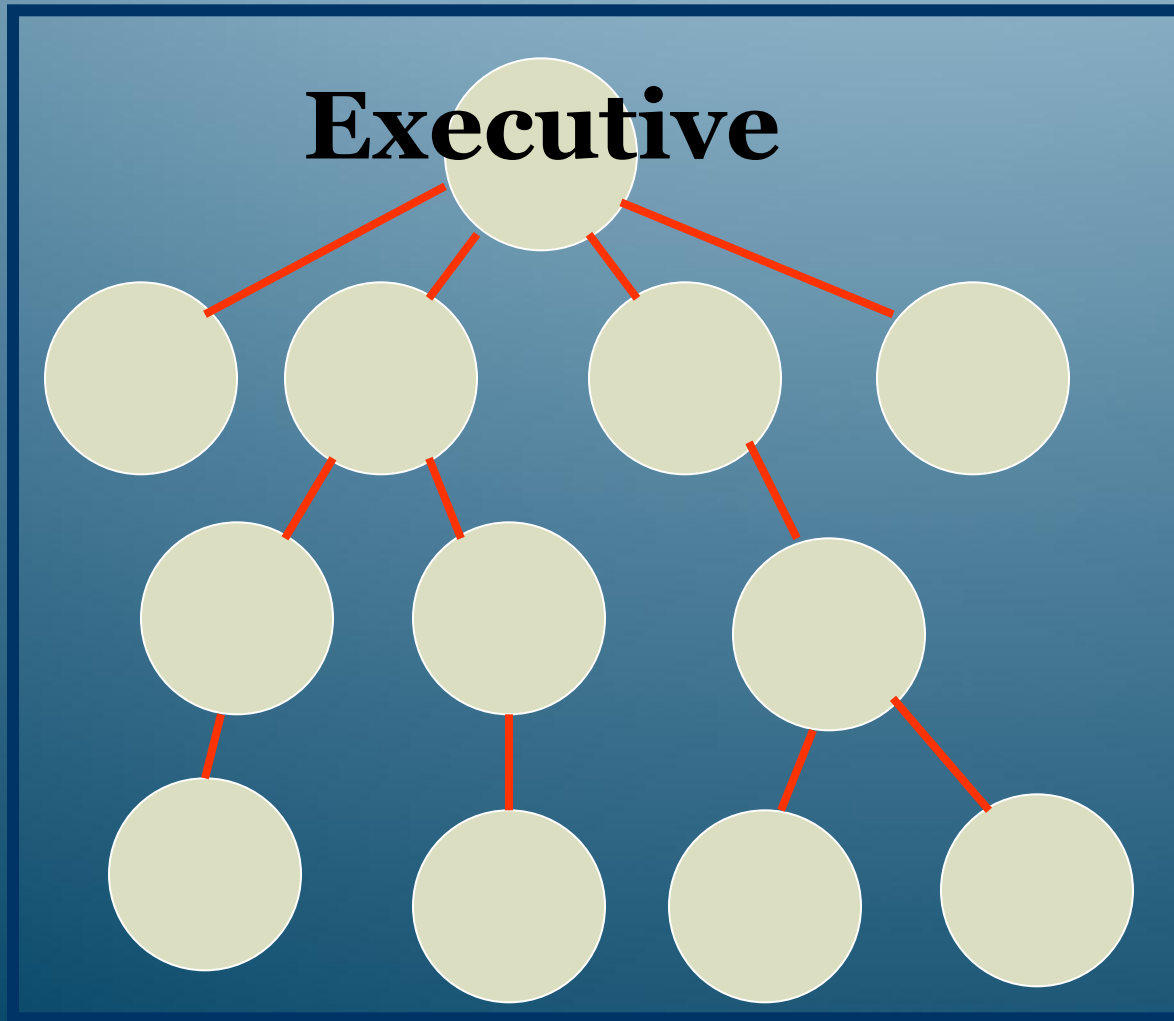
**DISTRIBUTOR → EXECUTIVE → LEADER**

**Distributor = register online for your own ID**



**No commitment**

Becoming an executive tells the company that you really want to pursue the business opportunity



**Must generate 4500 points in 3 months max**

**You always keep 5% on your 1st line**

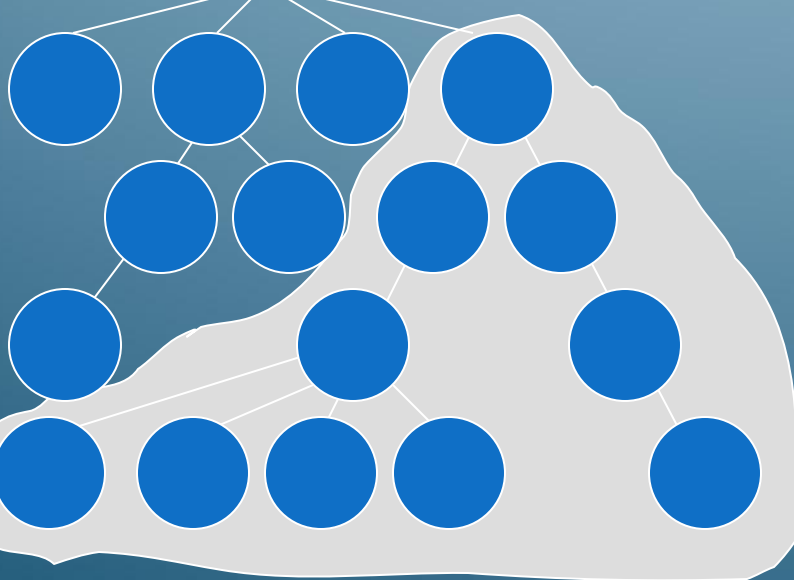
**You now get 9-15% on your entire group.**



# Key To Success – “Team Building”

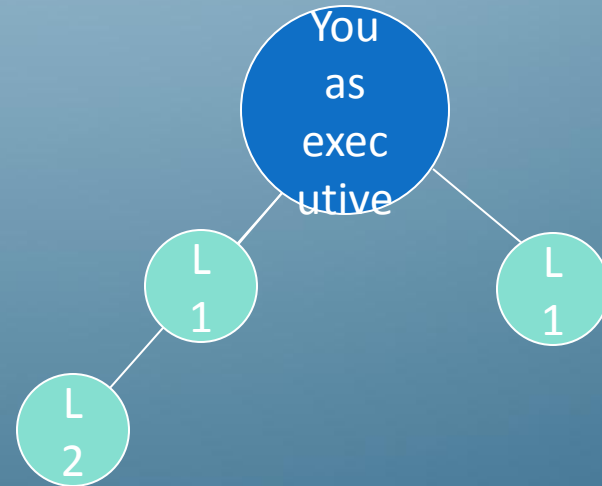
Sales

You  
as  
exec  
utive



You receive 9-15% of all sales (GSV) in your “circle group” plus another 5% on your first level’s points.

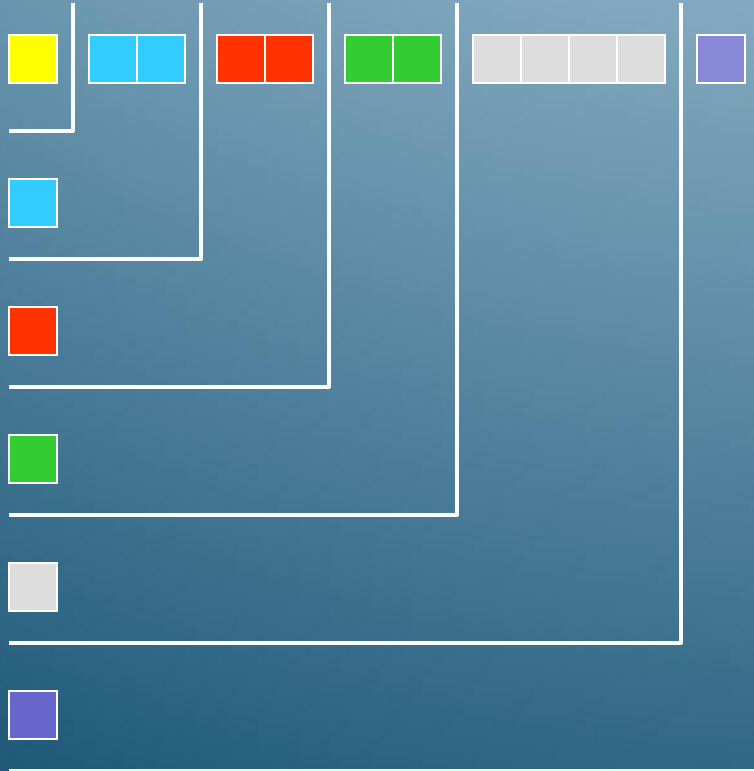
Executive Team Breakaway Volumes



You get 5% of all your executives’ sales volumes up to 6 levels deep depending on the number of L1 Executives.

# Where Do You Want To Be?

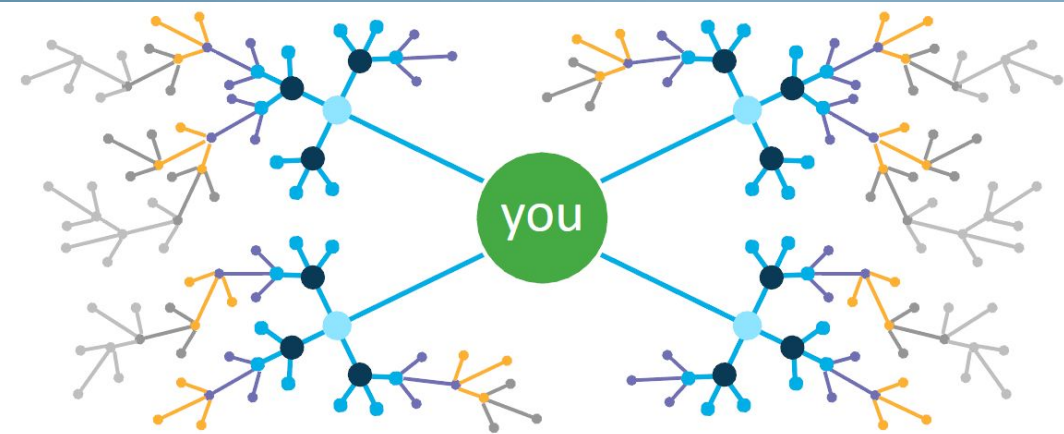
You as an Executive.



## Average yearly income.

Title	Commission
Executive	€3.850
Gold (1)	€7.500
Lapis (2-3)	€14.000
Ruby (4-5)	€36.000
Emerald (6-7)	€68.000
Diamond (8-11)	€140.000
BlueDiamond (12)	€400.000

7 ... potentialized by the coaching of a successful up-line...



Build your business  
through *systematic*  
duplication of proven  
MLM techniques

4

16

64

256

1,024

4,096

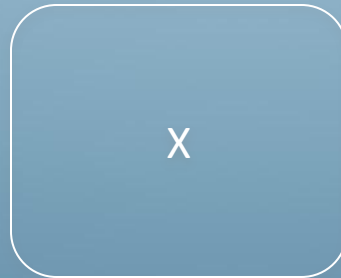
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5,460

people in your network

profitable programs

# The road to Success



1000P

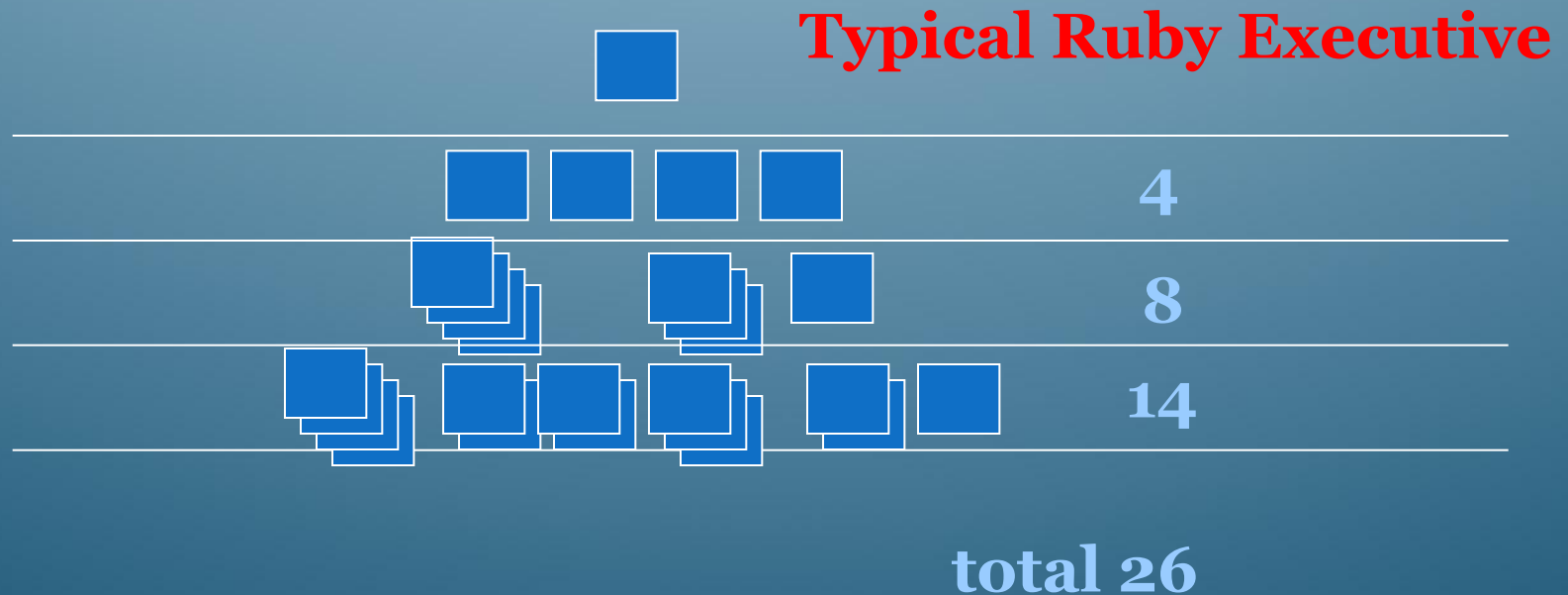
## 1st goal: Become an executive

- Buy products for 1000 points and become Qualifying Executive. It allows you to know the product line better and indicates your commitment.
- In 3 months max, you must generate 3500 more points to become an Executive
- First task is to find 4 like-minded partners for your business team.

To maintain your executive status, your group must generate 3000 points a month and you must purchase 100 points for your personal use.

## 2nd goal: go for Ruby

Your task is to keep looking for leads and coach your frontline to ensure their success



- As an average, Ruby executives get €3,000 per month
- They are invited to headquarters for induction
- Over 90% will continue and be successful.

# 8 ... for the people who really partner with it.

- Are you willing to work hard to achieve your goals?
- Are you coachable?
- Are you ready to take control and make a change?
- Can you dedicate your time?
- Do you have a strong 'Why'?



# The main reasons why people do this business.

- Extra income
- Meet new people
- Flexibility of time and geography
- Financial freedom
- Secure retirement
- Be your own boss
- Helping others
- Create generational wealth

**Do you have a “Plan B”?**

**What would be your reason?**



# Key takeaways

- Nu Skin offers you a low investment, minimal risk business opportunity to reach your dreams
- The opportunity consists in building a network of like-minded people
- The key to success is the systematic duplication of proven techniques down the line
- Results will be directly proportional to your efforts

