

Nu Skin “The Business”

The Difference Demonstrated

I believe there is something inside all of us that wants to be part of something great, a great cause, purpose, a great company and yes-- *the best company*. We all know that when you find *a true leader* in any industry, the future looks bright, promising, exciting and *you feel secure*

So, if you were ready to enter into one of the hottest businesses today, and you could hire an experienced business analyst or expert consultant to ensure you had all the proper information to make the right decision, where do you think that would lead you?

It would most likely lead you to an *innovative company* with cutting edge products, a history of being the first or best in its market

Ok! Your mind probably went right to a company like Microsoft, Google or Apple. These great companies have released several innovative products recently and most experts agree the future is bright. Well, if you were looking at a computer or electronics business that would make sense, but we are focused on another huge marketplace, and; like Microsoft, Google and Apple we are leading the way. *Make no mistake about it; this company has a very impressive and dominating list of being the first, or the best, and in many cases the only one in their industry to accomplish many significant milestones.*

Here are a few of most important pieces of the success puzzle

- **TRUST:**
Forbes.com most trustworthy list
- **Finance:**
Dunn and Bradstreet 5A-1
- **Credibility:**
Wall street/Main Street/NYSE
- **Progressive - A Pace Setter:**
A sponsor the Olympic Games
- **Innovator:**
Winner of 4 STEVIE awards and several additional nominations ... and recently announced ... a REGGIE award nomination along with great companies like Warner Brothers and McDonalds
- **Growing and expanding:**
The announcement of a 90 million dollar state of the art Anti-aging center on the campus. This is how you dominate a market.
- **Treating people right:**
2010 – The best company to work for in their State and the third best internationally. Microsoft and Google being the top two respectively

Break through science! First to market a non invasive scanner device that measures the anti-oxidant levels in the human body using validated cutting edge technologies-Another award winner

Pharmanex has the strongest R&D engine in the dietary supplement industry. Our headquarters and the Pharmanex Research Institute are located in the US in Provo, Utah. We have R&D centers in Shanghai and Beijing, as well as a pilot plant product development laboratory at the Huzhou manufacturing plant. All in all, Pharmanex has over 130 full-time employed scientists, which is unmatched in our industry.

It is the announcement that has rocked the scientific world, the anti-aging world, and the top marketing companies around the world. It is the scientific discovery and resulting anti-aging products by naturally resetting our genes to more youthful pattern of expressions” Ok- that is a mouthful-but you will come to understand the significance of this science----This is not the latest theory or concept-

When respected media and TV shows like 60 minutes, CNN, Charlie Rose, and CNBC wanted to educate their viewers on the subject of “genes” they all selected the same scientific expert to reveal to the public the research and discuss the exciting possibilities. That was Dr. Richard Wiendruch of LifeGen Technologies. And, yes, we were the first to tie up an exclusive agreement with LifeGen. Let’s meet the experts

Only One company first has the exclusive partnership with Nu Skin – LifeGen Technologies. This unique partnership has already developed and brought to market the first generation of these life changing products

These innovative/exclusive products for the inside of the body and for the skin both broke all previous company sales records upon initial release. You will want to try them. The key here is that additional products using this science will roll out for the next decade and no other company can use this patented method.

So why is this so significant? “Because millions of dollars have been invested by thousands of companies trying to understand our genes.” You see, once the Human genome was mapped there was a race to discover the science of genes, test and try safe ingredients, and finally, create products and then prove they work. We won the race. And so add another mark to the lists. So why is this company different and why is the ageLOC story poised to dominate the market.

“A world class scientific advisory board?” Sure, you can buy a board with money but when you get to the top tier, money is not what matters. This group will not put their names alongside a company that could embarrass them with subpar manufacturing or overstated claims. This is unprecedented in Skin Care and Nutrition. And consider the Big name Universities that collaborate with this company, helping with research and bringing new products to the world.

For the sceptics, look at the respected scientific conferences where ageLOC science has been presented at. (This is one way to separate real science from hype) I often ask others... “Has the science behind your

product been presented at major scientific symposiums? The response is usually something like... “I don’t know but we have 3 doctors on staff, which endorses it.”

As you can see... this is very different from the typical rebranding to the new story, the “rent a doc or the Google scientist looking to copy whatever is hot, spin a story, and take it to market” but they still call it R&D.

No one in their right mind would choose a one product company. You would need to be insane.

When you create this separation you dominate.

It’s tough out there! There has never been a time in history when so many traditional jobs and careers are now being seen as insecure and a record number of hard working people are looking for a company that is engineered to last forever.

So what are your options?

Past Decades

A 40 year career with a good company; Medical; Legal; Accounting; “The Boss”; Stock Market; Real Estate; Insurance; Supervisor; Manager; Retail; Auto.

This Decade and Beyond...

Control your schedule; no two hour commutes; no boss; work from home; use technology to communicate; travel the world, be proud of your company and help others.

Most people want to OWN their OWN business. (This is how 74% of people we call wealthy made their money!!! So what are entrepreneurial type people looking for? Motivated people are looking for a business where you are not an employee, no- this generation wants to “start and own their own business” without the traditional start-up cost of a Bricks and Mortar Businesses or Franchises; One where you are not tied to a local economy. This company is licensed to do business in 52 countries with expansion plans to roll out many more. The management team of this company has proven to be honest, progressive, and extremely loyal. This company has figured out how to keep the fire burning so that the future will always be filled with opportunity.

So most are dead or dead broke at 65... 5% have income over \$60k yearly... and 1 % are wealthy or secure. Which leaves 3 out of 4 people who enjoyed this success owned their own business

When one understands the genius of setting up a distribution channel/a network of people around the world that want the purchase exclusive quality products, they get very excited. It is a simple concept that has proven successful.

Network Marketing...

- The Most Powerful Business Model in the World
- Build Your Distribution Channel and...
- Create Ownership,
- Leverage, Security,
- Freedom, and a Legacy

Nu Skin Enterprises...

The Gold Standard in the Network Marketing Industry

I can't make you like MLM I can't make you do direct selling or Network Marketing or MLM 100 is all you need the reasons that most companies disappoint, fail, and stall provides the answer as to why we are so successful and have such a huge upside

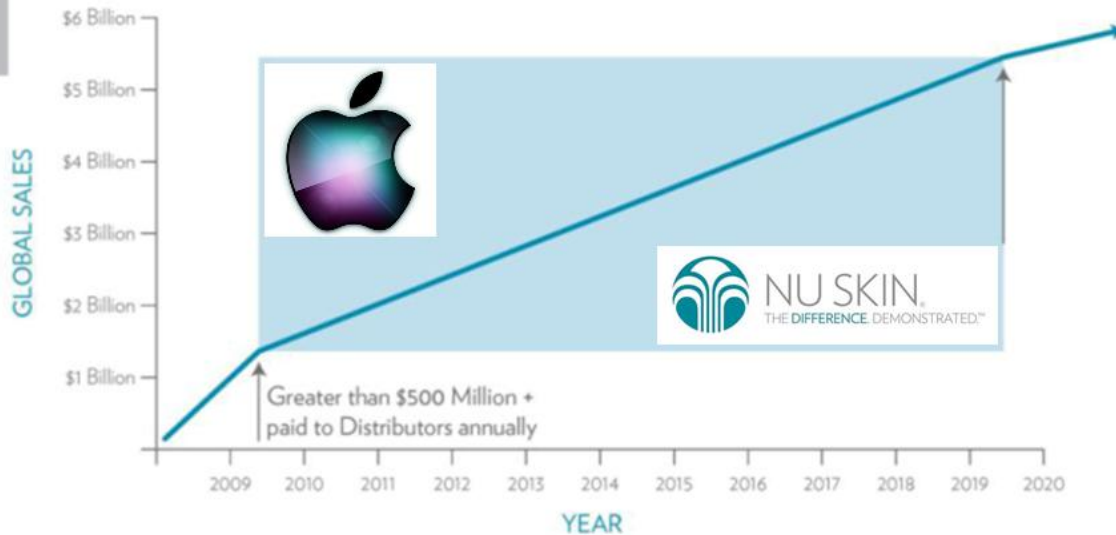
But unfortunately not everyone has a business consultant or analyst to help them through the process to weed out the companies destined to fail and so many get fooled.

Shame on those who preach the pyramid philosophies like "you must get in on the ground floor" or "those who get in early make the most money"

This is simply not true because this company is enjoying some of its best growth over the last 2 years. The company grew by 200 million dollars last year. Based on our company goals and objections, the best is yet to come, meaning; the NEW people who engage and build the business can be more successful than the early birds. Remember, the only way commissions are generated is through product sales.

Success has never been about getting in first, or on top, or even early. It has always been and will continue to be about "catching a company in a growth phase" well this company has discovered how to make this happen over and over again. And, the more success we have, the more we dominate our space, the more money the company can invest in future

WINDOW OF OPPORTUNITY



OUR GOAL IS TO GO - BIG TO BIGGER

This slide contains forward-looking numbers that represent world-wide annual revenue and commission goals. Because such numbers are merely revenue and commission targets, they are subject to numerous risks and uncertainties. There is no guarantee that world-wide annual sales or commissions will reach the projected amounts.

This is simply the best business opportunity we have ever seen. We have decades of experience and have found the company for us with a future. You can own your business. This message is directed at solid people with integrity because we all seek the same thing. That is, a company with a solid foundation, a stellar reputation and background, great leadership and trust, and future opportunity because of the commitment to be the industry leader in innovation.

THIS IS SIMPLY THE BEST BUSINESS OPPORTUNITY WE HAVE EVER SEEN!

We intend to dominate the anti aging industry worldwide.

I know what it is like to be in a dominant position for your market.....

Let me share with you what a day in our company looks like... (Every day at Nu Skin)

- 300,000 people take Life Pak
- 2200 people sign up as distributors or customers
- 1.8 million in distributor commissions generated
- 50,000 people use ageLOC Transformation
- 100,000 malnourished children are fed a nutritious meal
- 1 new distributor reaches the \$1 million Career earnings milestone every 5 days

“Just as a matter of interest!... Nu Skin has, with the aid of “Nourish the Children” made it such, that there is not a single child in Malawi that does not go without at least one meal a day”

In review here are some important points to remember that are critical to your success in YOUR NEW Business.

- **THE RIGHT COMPANY:** Pick the right company with a great PROVEN PAY PLAN
- **GROWING & INVESTING IN THE FUTURE:** A company currently enjoying consistent growth and willing to make significant investments in securing CONSTANT FLOW OF NEW PRODUCTS and partners.
- **LEADERSHIP & MENTORING:** Top notch Leadership and Mentoring (this is critical and we take it seriously)
- **UNMATCHED SCIENTIFIC TEAM:** *A world class anti-aging scientific advisory board, being invited to world class scientific symposiums to present the science, and the highest standard of quality production.*

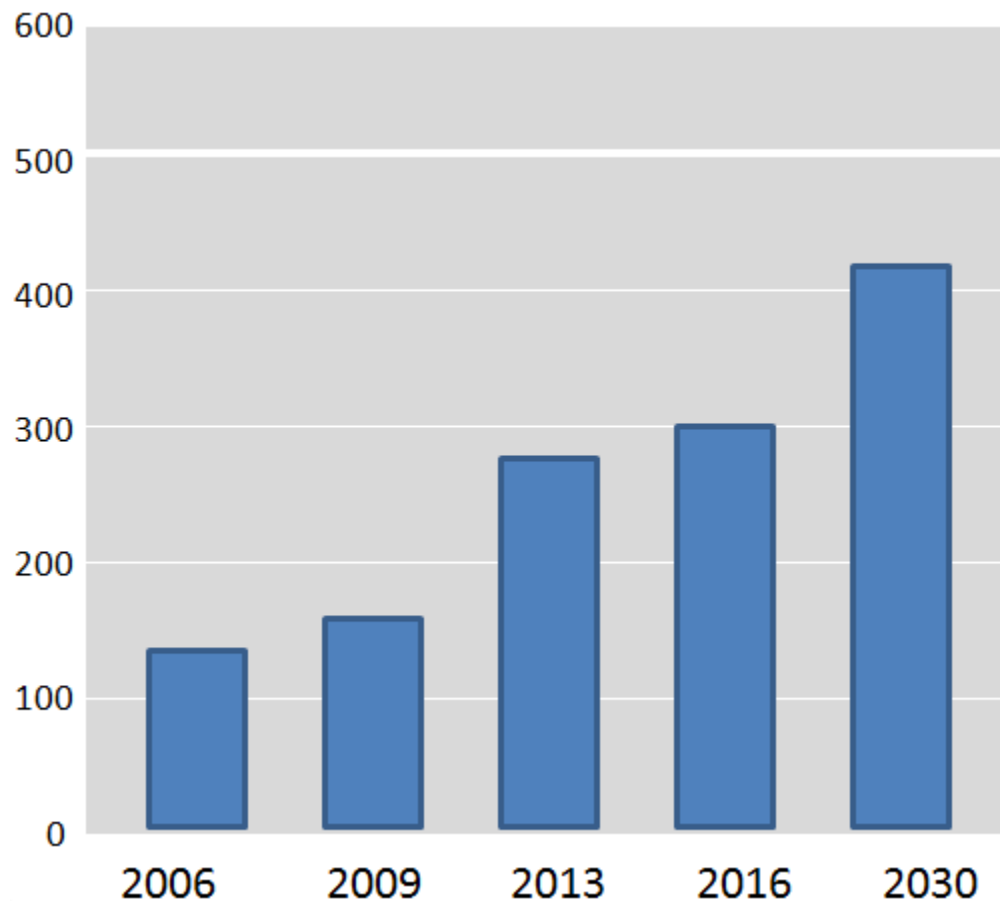
The highest standards... The 6S process is unique to Pharmanex/Nu Skin. The absence of this process could mean that regardless of the potential of the ingredient or product, safety and effectiveness of that product is questionable. . I don't know about you but I need to KNOW that these processes are in place not just an outsourced product where a label is stuck on the bottle and sent to the consumer. (Seriously- do you want to swallow pills or juice and wonder if they have the correct dosage and are free from harmful ingredients)

AND ALL THE THINGS WE TALKED ABOUT EARLIER... “Financially secure and trusted”

- Forbes
- NYSE
- Dunn & Bradstreet 5A1 Rating

You need a business that is being driven by positive market trends.

Projected Global Anti-Aging Market in Billions of Dollars



Source: BCC Research 2009 & Global Industry Analyst

It's more than just the money (FFG and NTC) Be part of something amazing. This part means so much to me and to those involved... Here's another 1st. First company in our industry to create a social awareness initiative as part of their plan that has provided over 200 million meals to starving and needy children and families. Be part of something special-something unique-something that makes a difference. With enough people around the world joining us, we can make a difference. If you are a good person, willing to work hard, and care about quality and helping people; you will love this company.

Exclusive and Strategic Partnerships Lead to Ground Floor Excitement...

So you ask... How did this company end up securing this precious gem? Every single company wants it. Challenges...Pharmaceuticals keep focusing on a single gene, only botanicals seem to be effective in resetting genes, they could not find the assets of 6S, and the scientist anywhere else in the world. The relationships, trust and respect among these elite scientist make a once in a lifetime partnership

I said earlier--- This is simply the best business opportunity we have ever seen. **But as good as this business is today with record-breaking growth, the scientist have revealed that we can expect a decade of dominance with new ageLOC products released each and every year.**

The average commission paid to U.S. Active Distributors each month was \$125.71, or \$1,508.53 on an annualized basis. In 2009, the average monthly commission paid to U.S. Active Distributors who earned a commission check was \$843.46, or \$10,121.52 on an annualized basis. Note that these figures do not represent a distributor's profit, as they do not consider expenses incurred by a distributor in the promotion of his/her business and do not include retail markup income. On a monthly basis, an average of 14.90% of U.S. Active Distributors earned a commission check. Active Distributors represented an average of 34.13% of total distributors.

If you have any questions concerning this information, please contact the company at (800) 487-1000.

Title	Monthly Average Commission Income at Each Level for 2009 USD \$	Annualized Commissions ¹ USD \$	Average Percentage of Active Distributors ² %	Average Percentage of Executive and above level distributors %
Active Distributor Earning a Check (Non-Executive)	65.00	778.00	8.13	N/A
Qualifying Executive	224.00	2,683.00	1.57	N/A
Executive	467.00	5,607.00	2.97	27.19
Gold Executive	832.00	9,980.00	1.03	19.78
Lupis Executive	1,334.00	16,133.00	0.06	12.08
Ruby Executive	2,681.00	32,170.00	0.23	4.45
Emerald Executive	4,665.00	55,980.00	0.10	1.98
Diamond Executive	10,342.00	124,104.00	0.09	1.65
Blue Diamond Executive	44,606.00	35,276.00	0.15	2.87