

Nu Skin “The Products” The Difference Demonstrated

Hi!

Just a quick recap on the business side of things...

There are 3 types of businesses:

You Can . . .

1. Buy or start your own business
2. Buy a franchise – expensive (rules and regulations to follow and you cannot innovate)
3. Build a network, which is what I’m introducing to you!

However; there are 5 key points to consider when positioning with a company.

1. You want to keep up with market trends.
2. Unique Products and Exclusive Technology: Of course you want the products that you will be selling to be unique and exclusive.
3. Powerful Partnerships: The Company itself must be powerful and have proven itself in the market place.
4. The compensation plan must be proven.
5. The timing has to be good.

So... We’ll look into all these things.

- i. Favourable market trends
- ii. Exclusive products and technologies
- iii. Rock solid Company
- iv. Leverage
- v. Timing

Nu Skin is NOT a new Company – and is NOT new in their product range, however we are repeatedly discovering and introducing new products into the market

- Has been around for **26 Years**
- One of the largest companies trading on the New York Stock Exchange
- All over the world: (Currently operating in 52 countries and expanding into India and Argentina in the next few months)
 - ❖ United States, Canada
 - ❖ Europe,
 - ❖ Asia,
 - ❖ Australia, New Zealand
 - ❖ Fairly new in South Africa... (± 3 years)

The Products

The following is a brief overview of some of our more popular products. I have included some links to review at your leisure further down.

Totalbeauty Media Brand Performance Report

An independent leading web beauty information company Rank the World's Top 200 Products annually:
www.totalbeauty.com

RESULTS 2010

These are just a few popular brands...

- #160. Avon
- #140. Nivea
- #84. Dermalogica
- #72. Estee Lauder
- #1. Nu Skin**

There are three Important Foundations for Nu Skin

1. Scientific
2. Natural ingredients
3. Attack ageing at the Source

There are two Legs to Nu Skin Enterprises (NSE)

- | | | |
|--------------|--------------|----------------------------|
| 1. Nu Skin | Anti-ageing: | (Body / Skin / Scalp) |
| 2. Pharmanex | Nutrition | (Vitamins and supplements) |

What Causes Ageing?

1. Free Radicals
2. Genes
3. Elasticity

Recent discoveries

The arNOX™ Discovery

- **Purdue University has Recently Discovered a Hidden Source of Aging in the Skin - arNOX**
- **arNOX Generates Skin damaging free radicals around the clock that INCREASE as we age**
- **arNoX generates Free Radicals Underneath Your Sun Screen in Your Skin**

Stanford University Study:

Low arNOX levels are clinically graded to look an average of **seven years younger** than their actual chronological age.

High levels of arNOX appear to be an average of **seven years older** than their actual age.

As you can imagine both of these amazing technologies working together give us an unbeatable competitive edge in the market place in both a product and business environment.

“We target the Source and the Symptoms”

Triple Play

- Visual
- Emotional
- Consumable

We have unique, patented, exclusive anti-aging technologies. I’m going to introduce you to the concept of hard consumable products that drives soft consumable products. I’ll use the Gillette Company model as an example of the use of a hard product. In Gillette’s case the razor, of which drives huge sales in soft products, i.e. Razor Blades. Warren Buffet, a major share holder of the Gillette Company is famous for his saying; I go to bed very comfortable at night knowing that nearly half the population is going to shave tomorrow. That’s because he knew consumers would always buy razor blades over and over again creating repeat sales and income streams for Gillette.

What’s unique about our company however, is that we completely dominate and control the hard technology AND the consumable products that I’m going to explain. The huge advantage in our case is that you as an individual can leverage and profit off these repeat sales and revenue streams that result from any market share that you helped developed.

The only technology that can measure how you age on the inside –non invasively.

Let’s start by looking at our Pharmanex products.

The Biophotonic scanner is a revolutionary tool that measures the carotenoid antioxidant levels in your skin and proves the effectiveness of your supplements. By placing the palm of your hand in front of the Scanner's safe, low-energy blue light laser, you will be given an immediate reading of the carotenoid antioxidant levels in your system. No other company can do this. How does one know that your vitamins are working? Other people hope, yet we can prove it.

IT MEASURES:

- Antioxidants in Real Time
- Personal Score shows overall Antioxidant Health Status
- 2 US Patents with 5 Patents Pending and 6 International Patents Pending
- Comprehensive Multi-vitamin Supplement

Galvanic Spa™ System II

Sophia Loren's Beauty Secrets?

She was the pioneer in Galvanic Treatments

Another technology that is having a huge impact is the Galvanic Spa. The Galvanic Spa is a perfect example of hard technology driving consumable products and has featured in the media all over the world. Experts has known for decades about the benefits of the Galvanic Current on the skin but traditionally consumers could only access Galvanic Treatments from trained aestheticians at day spa's and salons, making it very expensive and time consuming. So until now; only a few people could access this technology. Our company was able to shrink this technology down into a small portable device and you don't need to be an expert to operate it because machine has got software built inside that allows the spa to automatically self adjust to the sensitivity of your skin.

Ultimately we will sell more than a 100 million of these Galvanic units within the next 10 years and it may become a common phenomena for every household to own a Galvanic Spa. That's were we are headed and someone is going to distribute those products and set up the networks to tap into this company and products.

- ❑ Programmable device with **PATENTED** self-adjusting galvanic currents and interchangeable heads for **FACE, SCALP**, and **BODY**.
- ❑ Works synergistically with specially formulated products to assist in the transport of key ingredients that deliver **REVITALIZING, RESTORATIVE**, and **REJUVENATING** benefits.
- ❑ **Effective** - Make ANY skin care regimen 70% more effective
- ❑ **Affordable** – Spa quality treatment at a fraction of the cost
- ❑ **Convenient** – Easy-to-use in the comfort of your home

The benefits of the Galvanic Spa

Hydrates your skin

Stimulates your natural collagen

Stimulates your blood circulation

Reduces your pore size

Firms up your skin

Increase the absorption of your products by 70%.

It's the vehicle you use to drive the key ingredients through the layers of your skin.

Immediate Visible Results

- Around the eyes
- Nasal Fold
- Around the mouth
- Skin Firmness
- Smoother Texture
- Reduced Pore Size

Spot Treatment Conductor/Tru Face® Line Corrector

Positive Peptide Power

Tru Face Line Corrector contains a positively-charged peptide. Peptides have the ability to send age-reversing signals to collagen-producing cells, promoting younger-looking skin. The Spot Treatment Conductor utilizes a smooth oval-shaped treatment node that focuses contact area, helping to deliver this peptide into the skin, providing enhanced results.

Galvanic Spa™ II and Body Shaping Gel

Shape Up!

Body Shaping Gel works exclusively with the Galvanic Spa™ II instrument to minimize and smooth the appearance of cellulite

Tru Face essence ultra contains an amazing ingredient call ethocyn.

ethocyn has been shown in clinical studies conducted at UCLA to restore the elasticity of the skin to that of an 18- 24 year old in just 6 weeks

It is the only product in the world that contains an antioxidant network designed to help preserve your restored skin elasticity over time.

TRU FACE ESSENCE ULTRA

- Featuring Ethocyn™, an anti-aging ingredient that is clinically proven to restore elastin to more youthful levels.
- Test group 40-77 years old, showed that elastin was restored to the levels found in the 18-25 year old control group after two months. After three months, elastin production increased 66%.
- Ethocyn caused 99% of tested individuals, between 40-77 years of age, to regain the important skin elastin fiber content typically found in an 18-25 year old.

Galvanic Spa™ II - Scalp & Hair

You can also use it on your scalp to help hair regain its natural health, strength, volume and shine.

- ❑ Promotes hair that looks and feels more abundant.
- ❑ Contains Powerful Ingredients
- ❑ Help hair regain its **natural health, strength, volume and shine.**

Most companies just MOP up the SIGNS of aging, cover it up.....we go straight to the source, and SLOW down aging. What is the ultimate source of aging? OUR GENES.

It is usually our genes that causes diseases like cancer, diabetes, heart disease, obesity. AND added to that our lifestyle affects our genes as well....like smoking, diet, pollution, sun exposure.

Up until now, it's been a guessing game as how to slow the aging process down.

There have been huge developments in recent years in mapping out the 25000 genes in the human body. This worldwide project, called the Human Genome Project (collaborating with scientists from over 18 countries) started over 23 years ago, and was completed in 2003.

Nu Skin has recently partnered with LifeGen Technologies, a leading genetic research company. In the last 3 years of research they have been able to identify the genes that directly age us.

These genes are called Youth Gene Clusters.

- Mapping of the human genome
- 2003 discovery after 20 years of research: 20,000 – 25,000 genes form the human genome
- Twenty Labs with hundreds of scientists (United States, the United Kingdom, France, Germany, Japan and China)

Dr Richard Weinruch and Dr Tom Prolla have are the two chief scientists and founders at LGT. They are leading spokesmen in their field and are often invited to talk on US National TV programs such as 60 min, CNN. There also speak at all major anti-aging conferences around the world.

Once you understand the magnitude and impact of this scientific breakthrough you will see why nearly every person you know that is concerned about their health and youthfulness will be using a AgeLOC product

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- 2003 discovery after 20 years of research: 20,000 – 25,000 genes form the human genome
- Twenty Labs with hundreds of scientists (United States, the United Kingdom, France, Germany, Japan and China)

We have products that specifically target the root causes of aging and NO ONE else has them.

Do you know anyone else that wants to look younger? When ageLOC Transformation was launched in late 2009 they sold \$9million US Dollars in the first 2 hours of its launch. The biggest turnover of any product ever in that amount of time. Ever.

Why....because most people wants to slow down the aging process without surgery or artificial means. People are tired of products that don't work.

How can we capitalize on this together?

Now we have gone much further and developed a daily skin regime which contains ageLOC, which means you are slowing down those free radicals aging us on a daily basis.

ageLOC™ Vitality

Now introducing our 2nd generation of AgeLOC – Vitality!- ageLOC Vitality improves the three dimensions of vitality—physical vigor, mental acuity, and sexual desire— by promoting healthy YGC activity associated with youthful vitality. Through targeting the sources of age-related vitality loss, ageLOC Vitality helps you feel more like you did when you were young.

“Reset, Revive, Renew with ageLOC Vitality”

ageLOC™ VITALITY FROM THE INSIDE

PROMOTES THREE DIMENSIONS OF VITALITY

PHYSICAL: (Endurance, Stamina, Resistance to Fatigue)

MENTAL: (Cognition, Clarity, Focus, Memory, Alertness)

SEXUAL: (Vitality, Health)

- ageLOC™ Vitality uses a proprietary blend of natural ingredients.
- ageLOC™ Does not contain stimulants such as caffeine, guaraná, taurine, and ma huang.
- ageLOC™ Technology relies upon 14 patents and patents pending worldwide.

Why would this be good for your business?

- **85%** of consumers are concerned about their energy and stamina levels
- **40%** experience a decline in ability to concentrate, from age 30 to 60
- As we age, sexual vitality declines 66% in women and 37% in men

With these statistics; it is obvious that there is huge demand for this product.

Lets look at how ageLOC Vitality works.

Within each human cell there are mitochondria, which are the “power plants” of the cells. This is what creates the energy for our bodies. These mitochondria are highly concentrated in the brain, heart and muscles. As we age, they become less efficient, so our energy levels then decline.

We have identified 52 genes called YGC that are directly related to your vitality. With ageLOC Science we have been able to identify and reset the gene expression to a more youthful state.

AgeLOC science can reset the genes by 92%

Most people start experiencing loss of vitality after the age of 36, yet on Vitality one can now maintain energy levels up to the age of 65. After that you'll experience small amounts of energy loss.

Most scientists talk about one gene, our scientists talk about the 52 gene discovery that they are able to target and reset.

That completely blew everyone away! We OWN that technology and if any other company intends catching up, they will need to catch up on 23 years of research that has gone into this. We are the only ones with this research.

A recent addition is the convention held in Berlin late last year. Targeting Mitochondria, where 2 of our top scientists shared their findings on Mitochondrial research

Our Products

There is a full listing of our products on

<http://www.nuskin.com/global/library/pdf/catalog/EN/2010/pageflip.html>

and

https://www.nuskin.com/en_FI/products/nuskin/view_all_products.html

Please feel free to browse and drill down on the products individually where it will give you an in-depth overview of the product.

Conclusion: The Perfect Partnership

First you need to understand there are 2 sides to the equation. On the corporate side Nu Skin takes care of all distribution, legal, accounting, research and development and your usual day to day running of a billion dollar corporation.

What we do is profit share with the company by expanding market share anywhere in the world. If you are willing to share the products benefits and business opportunity with others you can build your own market share by generating a residual income stream. No territorial limits, you can build in any of the 50 countries, and there is NO limit to what you can build and earn.

It's far more efficient to have as few middle men involved as possible, thereby creating a more competitively priced, superior quality product in the hands of the consumer. Any business minded person can see that our distribution business model makes more economic sense and and that is the model that we have successfully evolved and become the best at in the world.

What We Do

- Share Business & Products
- Low Risk/Overheads
- No Employees or Payroll
- No Inventory or Deliveries
- Set Your Own Hours
- Immediate Leverage
- No Territorial limits
- **Unlimited Income Potential**

What the Company Does

- International Distribution Centers
- Accounting and Legal
- Research & Development
- Global Expansion
- \$200M network operations center

- Global Tracking System
- Exclusive Technologies
- **Profit Share With Us**

The Company

Over the years Nu Skin has established itself as the leading company in an entire industry and received numerous accolades for its accomplishments.

It received the American Business Award (known as the Stevie's) in:

- 2005 for Most Innovative Company
- 2007 Best Corporate Social Responsibility Program
- 2009 Best Chairman (Blake Rooney)
- 2010 Most Innovative Company

Another interesting fact is that Forbes.com rated them as the 4th most ethical company in the mid cap range in Corporate America.

Bottom line - You would never have to convince anybody that this is a credible, rock solid company with integrity and a track record and credentials second to none.

New Strategy

Most companies out there are still living in the past. They manufacture the product, and by the time it gets to the consumer there are various middle men involved from the manufacturers, to the national or regional distributors, to the wholesalers, to the expensive retail stores; each taking their mark up along the way. By the time it reaches the consumer you pay a highly inflated price for what it's worth.

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So where does that leave us?...

Window of Opportunity

In terms of where we are heading and based on what we are seeing in the company, we are entering in a huge momentum cycle and fully expect to reach \$5 billion dollars a year within the next few years. So your timing couldn't be better.

4 Key Questions to ask

Is it legitimate?

Absolutely! (NUS) NYSE

Has someone else done it?

Absolutely! 1000 Blue Diamond Executives who earn in excess of US\$70,000 per month.

Could I do it?

Absolutely! Follow the System (it works) and DON'T GIVE UP.

Will it be worth it?

Absolutely! The sky is the limit.

How to get Started...

STEP 1

1. Purchase \$1198 **ageLOC Business Builder Kit**
2. Personally use ageLOC products – Be a Product of the Product!
3. **Retail to Customers** ageLOC Spa Kit, Future Serum & Vitality
4. Sponsor (FFBC) distributors, at least 4 with **ageLOC Business Builder Kit. Train them to identify retail customers and retail products**

POTENTIAL REVENUE

- Retail Revenue = **\$1020**
- Initial Cost of Inventory = **\$1198**
- Bonus and Commission = **\$900**
- **NET REVENUE** = **\$722**

STEP 2

1. Maintain Active Status with \$200 ADR and continue to build customer and distributor base.
2. Help 4 Qualifying Executives from Step 1 become Executives by finding their 4 Qualifying Executives.

POTENTIAL REVENUE

- Commission = **\$3460**
- Mega Bonus Pool = **\$2000**
- **POTENTIAL REVENUE** = **\$5460**