



THE DIFFERENCE.
DEMONSTRATED.



NU SKIN®
THE DIFFERENCE. DEMONSTRATED.™



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THE DIFFERENCE. DEMONSTRATED.™

OUR VISION is to become the WORLD'S LEADING direct selling company by generating MORE INCOME for DISTRIBUTORS than any other company. With a COMPREHENSIVE corporate strategy guiding our efforts, we are poised for GROWTH with a solid FOUNDATION, INNOVATIVE products, and world-class OPPORTUNITY.





THE **DIFFERENCE.**
DEMONSTRATED.

“Our mission is to be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products, and an enriching, uplifting culture.”

BLAKE RONEY, CHAIRMAN OF THE BOARD



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Since 1984, Nu Skin has demonstrated a distinctively different approach to business. We began with an innovative concept of premium quality products and a uniquely compelling global business opportunity. Combined with the immovable commitment of our distributor leaders, this exceptional business model has shaped our company into a more than one billion dollar enterprise that still remains true to its core values.

Today, Nu Skin is differentiated by our ability to demonstrate that we truly have the best people, product, culture, and opportunity in the direct sales, skin care, and wellness industries. As the premier anti-aging, direct-selling company, we set the standard.



- Dedicated, hard-working, highly motivated distributors create strong networks of friends and family for a community of support.
- Cutting-edge, anti-aging products and technologies make you look and feel youthful—today and in the future.
- An inspiring culture promotes connectivity, a sense of purpose, and the chance to help others on a local and global scale.
- A generous opportunity affords an improved lifestyle with financial and time freedom so you can live better longer.

FACT NU SKIN PAYS THE HIGHEST PERCENTAGE OF SALES REVENUE IN DISTRIBUTOR COMMISSIONS OF ALL DIRECT SELLING COMPANIES TRADED ON THE NEW YORK STOCK EXCHANGE (NYSE).

From its uniquely empowering culture to its innovative and clinically proven products, Nu Skin leads the way with an opportunity that is different than any other—defining Nu Skin as THE DIFFERENCE. DEMONSTRATED.





NU SKIN®
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DEMONSTRATING 25 YEARS OF SUCCESS

FOUNDED 1984

CURRENT GLOBAL MARKETS 48

PUBLICLY TRADED ON NYSE NUS

ACTIVE DISTRIBUTORS 750,000+

2008 REVENUE \$1.248 BILLION

2008 COMMISSIONS PAID \$530 MILLION

COMMISSIONS PAID TO DATE MORE THAN \$6 BILLION

OPPORTUNITY

Our difference is demonstrated through our opportunity. At Nu Skin, professional distributor leaders thrive as they inspire and empower others. Distributors' lives are better today because they joined Nu Skin. We are committed to providing the best opportunity to make your dreams a reality.

ENSURING MAXIMUM PAYOUT WITH NU SKIN'S REVOLUTIONARY WEALTH MAXIMIZER

Nu Skin's Sales Compensation Plan is very simple, but innovative and highly rewarding. Its unique formula has helped Nu Skin stand out in the competitive landscape, setting it on course to generate more commissions for its distributors than any other company. The Wealth Maximizer component of the Sales Compensation Plan maximizes distributor payout, demonstrating Nu Skin's difference and opportunity.



"We found that with Nu Skin, it's like landing in the perfect place with the perfect company that has everything in place. The timing is perfect and the products are amazing!"

ROZ HOBBS BLUE DIAMOND EXECUTIVE

For some it may be more time with friends and family. For others, the resources to achieve a richer, better life. Or maybe it's benefitting from products that help defy the process of aging, allowing fuller enjoyment in our lives and with our loved ones. Fortunately, no matter your personal goals and dreams, Nu Skin empowers you to achieve success at every level.

Nu Skin has established a platform where independent business owners can prosper, as evidenced by the more than \$6 billion paid in distributor commissions in only 25 years of operation. In 2008 alone, the company's commission payout exceeded \$500 million worldwide.* Since 1984, 25 distributors have earned at least \$20 million in commissions during their time with Nu Skin.

* See Distributor Compensation Summary on last page.

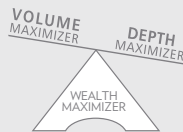


WEALTH MAXIMIZER

MAXIMIZE YOUR BONUS POTENTIAL

Every month, Nu Skin automatically analyzes your organization and computes commissions using two different calculations. This revolutionary commission element ensures that we will pay you the maximum commissions possible—a truly differentiating concept.

When you evaluate the plan, you will see that there are significant financial reward offerings when Executive Group Sales Volume (GSV) is greater than 3,000.



VOLUME MAXIMIZER
EXTRA EXECUTIVE BONUS + DOUBLE G1 BONUS

OR

DEPTH MAXIMIZER:
BREAKAWAY EXECUTIVE BONUS

EXTRA EXECUTIVE BONUS (EEB)	
MIN GSV	BONUS %
3000	5%
+	
DOUBLE G1 BONUS (DBLG1)	
MIN GSV	BONUS %
3000	10%
<small>Earn an extra 5% commission on personal GSV plus 10% commission on the GSV of your G1 Breakaway Executives</small>	

TITLE	GOLD	LAPIS	RUBY	EMERALD	DIAMOND	BLUE DIAMOND
NUMBER OF G1 BREAKAWAY EXECUTIVES						
	1	2,3	4,5	6,7	8,9,10,11	12
1	5%					
2		5%				
3			5%			
4				5%		
5					5%	
6						5%
<small>Earn up to 5% commission on the GSV of every Breakaway Executive in your organization</small>						

FACTS 65% OF NU SKIN
DISTRIBUTORS HAVE
COMPLETED SECONDARY
EDUCATION. 55% OF
NU SKIN DISTRIBUTORS ARE
FEMALE AND MARRIED.





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PEOPLE

Our difference is demonstrated through our people. It is evident that the strength and heart of Nu Skin are its people—those who collectively demonstrate their difference every day by improving lives around the world and becoming inspirational and aspirational leaders for life. From the distributor guests that fill the company's offices to the capable management team and friendly employees, their passion and enthusiasm make anything possible.

We attract people who want to succeed, and we celebrate success at every level. Our distributor leaders are recognized for their extraordinary energy and efforts by the company, their sponsors, and their organizations.



"There is nothing more satisfying than having the ability to discover who you really are and what you are capable of doing. Who we have become in the process of building our business is the ultimate reward."

BILL & JULIE TOTH TEAM ELITE EXECUTIVES



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FACT NU SKIN SELLS APPROXIMATELY THREE LIFEPAK SACHETS EVERY SECOND. THAT'S APPROXIMATELY 94,608,000 SACHETS EVERY YEAR AND ALMOST TWO BILLION SACHETS SINCE LIFEPAK LAUNCHED IN 1993.



PRODUCT

Our difference is demonstrated through our products. As an anti-aging leader, our innovative products offer exclusive benefits that can be demonstrated. Our brands offer a wide variety of opportunities that improve lives around the world.

At Nu Skin, our approach to anti-aging is more than skin deep. We understand that looking and feeling your best at every age is impacted by more than just great skin care products. It means wellness and health management—critical internal factors that impact not just the way you feel but the way you look as you age. From the inside out and from the outside in, Nu Skin's products offer vitality, beauty, and longevity.

Our rigorous scientific research methods, formulation processes, and testing methods exceed industry standards and are led by our world renowned scientific and academic collaborators. This includes top university research facilities and our unprecedented scientific advisory board members in fields as diverse as dermatology and microbiology.

"I am flying high after using the new ageLOC gels with my Galvanic Spa. There was a marked difference after the first usage. After three treatments my skin had a beautiful radiance, and the circles under my eyes were diminished. I had eight people tell me how great my skin looked today!"

SHERRIE DIEDIKER TEAM ELITE EXECUTIVE

Nu Skin also leads the industry with technologies that provide insights and solutions that help personalize regimens for maximum effectiveness. No other company in the industry offers distributors and their customers tools and technologies this advanced.

The company has taken this dedication to the next level by developing cutting-edge business tools that distributors can use to clearly demonstrate the difference of its nutrition and skin care products. These proprietary tools include the Nu Skin® Galvanic Spa® System II, Pharmanex® BioPhotonic Scanner S2, and Nu Skin® ProDerm® II Skin Analyzer.



Galvanic Spa II
NU SKIN®





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CULTURE

Our difference is demonstrated through our culture. We attract talented distributor leaders who thrive in a fun and productive environment. From our events around the world to giving back to local communities, our distributors actively lead as social entrepreneurs and through their generous philanthropy.

Nu Skin distributors are part of a great global family of like-minded individuals whose focus is on improving people's lives. Distributors are intent on helping one another succeed while at the same time lending a hand to those who may not be able to help themselves. We provide our distributors with the resources to make a difference in their communities and the world, and they make a difference in the lives of others every single day. The Nu Skin Force for Good Foundation and Nourish the Children initiative are just two platforms that distributors and employees have to make the world a better place for generations to come.



"This is the perfect business. You can work from home and earn commissions. It's incredible. It really has changed my life, and it has allowed me to help people on a massive scale."

EILEEN WILLIAMS TEAM ELITE EXECUTIVE



A CULTURE OF GIVING

Nu Skin's culture of giving unites the Nu Skin family of distributors, customers, and employees in innovative humanitarian efforts that multiply the company's ability to nourish and empower children around the world.



FORCE FOR GOOD FOUNDATION

Nu Skin formed the Nu Skin Force for Good Foundation in 1996 with the mission to create a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments. Since its inception, the foundation has supported hundreds of worthwhile projects in more than 50 countries throughout the world.

In five short years, the company and its distributors have generously donated more than 119 million nutritious meals to children in need through the Nourish the Children initiative. Nu Skin's dedication to this cause earned them the Stevie Award in 2007 for social responsibility.



NOURISH THE CHILDREN®

AN INITIATIVE OF NU SKIN ENTERPRISES

NOURISH THE CHILDREN

Nu Skin extends its tradition of innovation with a unique combination of social entrepreneurship and nonprofit practices that multiply the company's efforts to benefit children around the world. Through this initiative, distributors, employees, and customers can provide meals to children worldwide.

FACT THROUGH BOTH CASH AND MEAL DONATIONS, NU SKIN, ITS DISTRIBUTORS, AND ITS EMPLOYEES HAVE GIVEN MORE THAN \$110 MILLION TO PROJECTS AROUND THE WORLD.

NU SKIN

Wealth isn't about the number of zeroes at the end of your bank statement—it's about quality of life and living comfortably.

People who can enjoy life's journey and make their dreams reality are wealthy. While Nu Skin is known as a company of leaders, and 574 worldwide Distributors (and counting) have generated more than \$1 million in bonuses and commissions since 1984, we have also helped large numbers of people become "thousand-aires." These are people who are realizing incremental income through our opportunity, income that is enhancing their quality of life. What could you do with an extra \$1,000 a month? No matter how you define wealth personally, Nu Skin can help you achieve it.

MEASURING TWO DECADES OF SUCCESS

Founded: 1984

Current Global Markets: 48

Publicly Traded on NYSE: NUS

Active Distributors: Approximately 750,000

2007 Revenue: More than US\$1.157 Billion

2008 Commissions Paid: Over US\$500 Million

Commissions Paid to Date: More than US\$6 Billion

To qualify for any commissions or bonuses, you must meet certain requirements. Refer to the Sales Compensation Plan brochure for details.

CONTACT DETAILS

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