

#### Safe Harbor Statement

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended that represent the company's current expectations and beliefs. All statements other than statements of historical fact are "forward-looking statements" for purposes of federal and state securities laws and include, but are not limited to, statements of management's expectations regarding the company's performance, opportunities, initiatives, strategies, new product introductions, research and development efforts and market and economic conditions; statements of projections regarding revenue, gross margin, operating margin, earnings per share, selling expense, general and administrative expense, cash frow, cash from operations, tax rates, foreign currency impact and other financial items; statements of belief; and statements of assumptions underlying any of the foregoing. In some cases, you can identify these statements by forward-looking words such as "believe," "expect," "project, "anticipate," "estimate," "intend," "plan," "targets, "likely," "will," "would, "could," "roould," "may," "might," the negative of these words and other similar words.

The forward-looking statements and related assumptions involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. These risks and uncertainties include, but are not limited to, the following:

- any failure of current or planned initiatives or products to generate interest among distributors and customers and generate sponsoring and selling activities on a sustained basis;
- risks associated with rapid growth globally, which could strain our ability to effectively manage our operations, and result in, among other things, product delays or shortages, operating mistakes and errors, inadequate customer service, inappropriate claims or promotions by our sales force, and governmental inquires and investigations, all of which could harm our revenue and ability to generate sustained growth and result in unanticipated expenses.
- risks related to accurately predicting, delivering or maintaining sufficient quantities of products to support our planned initiatives or launch strategies, including possible
  ingredient supply limitations;
- risk of foreign currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- continued regulatory scrutiny and investigations in Mainland China, which have from time to time in the past, and could in the future, negatively impact the company's business, including the interruption of sales activities in stores and the imposition of fines;
- unpredictable economic conditions and events globally;
- · risks associated with any distributor activities that violate applicable laws or regulations, which could result in government or third-party actions against us;
- regulatory risks associated with the company's products, which could require the company to modify its claims or inhibit the company's ability to import or continue selling a product in a market if it is determined to be a medical device or if it is unable to register the product in a timely manner under applicable regulatory requirements;
   adverse publicity related to the company's business, products, industry or any legal actions or complaints by distributors or others;
- any prospective or retrospective increases in duties on the company's products imported into the company's markets outside of the United States and any adverse results of tax audits or unfavorable changes to tax laws in the company's various markets; and
- continued competitive pressures in the company's markets.

The company's financial performance and the forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission. The forward-looking statements set forth the company's beliefs as of the date that such information was first provided and the company assumes no duty to update the forward-looking statements contained herein to reflect any change except as required by law.





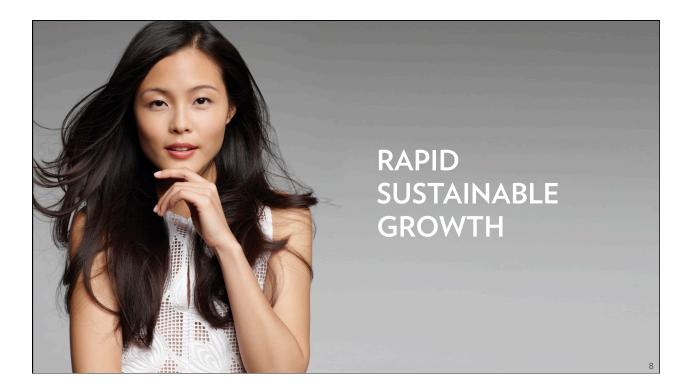
## TODAY ANNOUNCING...

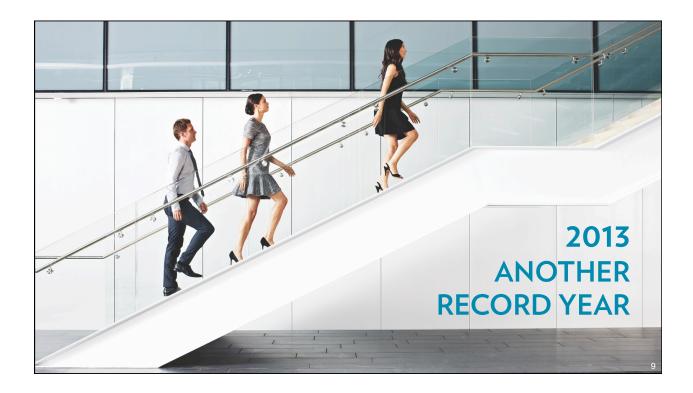
Expectations for a GREAT 2014

- Revenue guidance of **\$3.9-4.0 BILLION** (~25% growth)
- EPS guidance of **\$7.25-\$7.50** (25-30% growth)

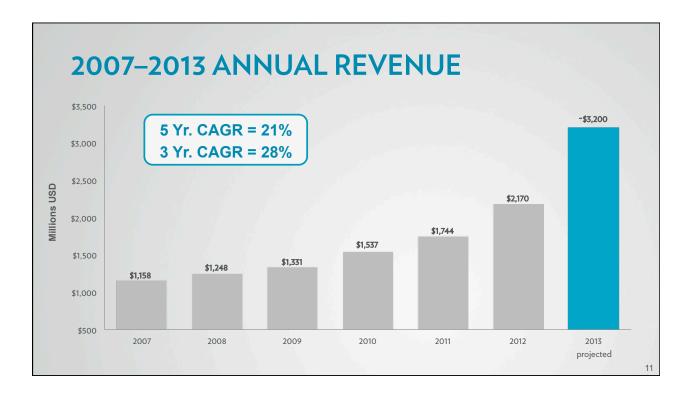








2013 ACCO		TY REPORT	
2012 INVESTOR DAY GUIDANCE	GROWTH RATE GUIDANCE	2013 PROJECTED REVENUE	2013 PROJECTED GROWTH RATE
\$2.25 - \$2.30 B	7 - 9%	\$3.18 - \$3.21 B	<b>~48%</b> (-5% fx impact)



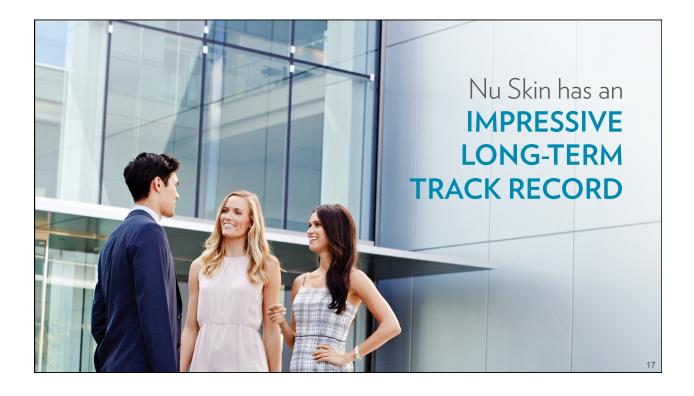
2013 REGIONAL REVENUE			
REGION	PROJECTED CONSTANT CURRENCY GROWTH	PROJECTED REPORTED REVENUE (USD)	
Greater China	145%	\$1,400	
North Asia	11%	\$880	
S. Asia / Pacific	15%	\$380	
Americas	22%	\$350	
EMEA	3%	\$190	
Overall	48%	~ <b>\$3.20 B</b>	

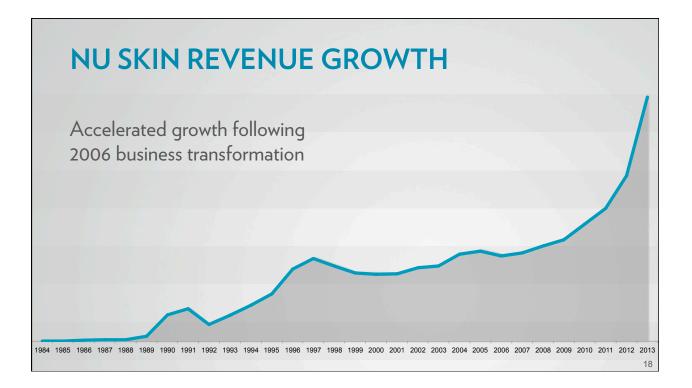
2013 ACCC EARNINGS PER S		TY REPORT	
2012 INVESTOR DAY GUIDANCE	GROWTH RATE GUIDANCE	2013 PROJECTED EPS	2013 PROJECTED GROWTH RATE
\$3.70 – 3.85	10 – 15%	\$5.77 – 5.82	~65%
			13



OPERATING MA	ARGIN		
2012 INVESTOR DAY GUIDANCE	MARGIN IMPROVEMENT GUIDANCE	2013 PROJECTED MARGIN	2013 PROJECTED MARGIN IMPROVEMENT
15.8 – 16.1%	10 - 30 bps	~17.0%	~130 bps

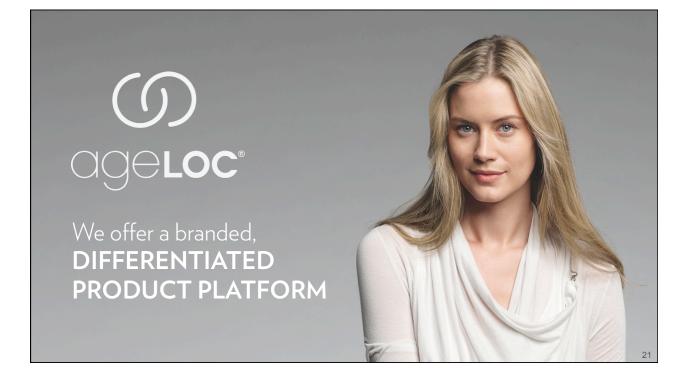










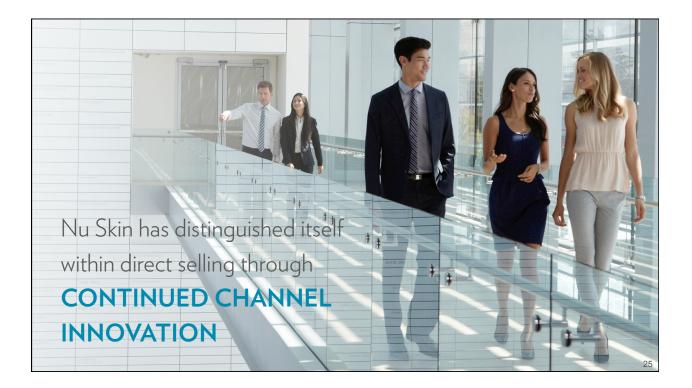


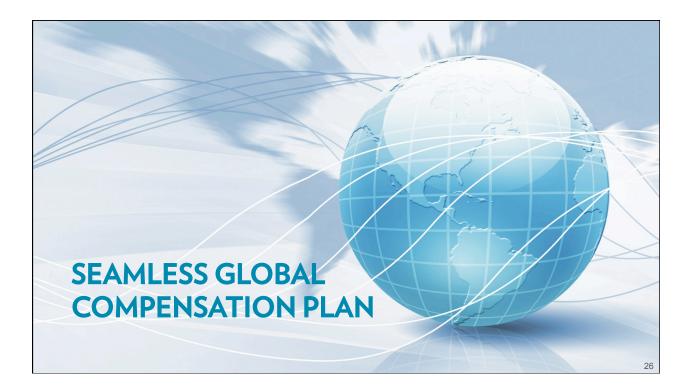


#### We have the unique ability to **ADDRESS AGING** from the **INSIDE** and the **OUTSIDE**









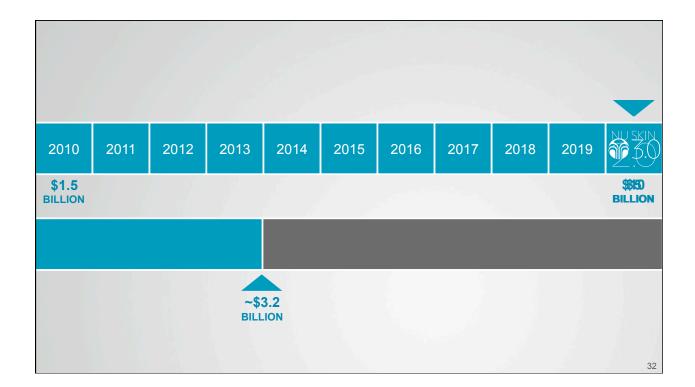
















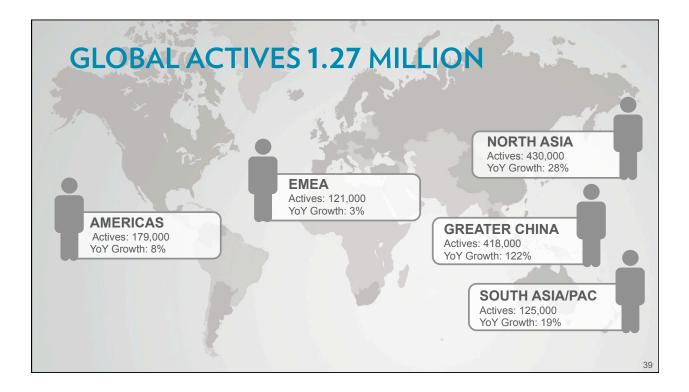






GLOBAL D	DISTRIBUTION	CHANNEL ROLES
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	CONSUMER	SALES LEADER
85%	Buy and use products	Buy, use and 15% resell products
		Find new consumers
		Train and develop new sales leaders
		38





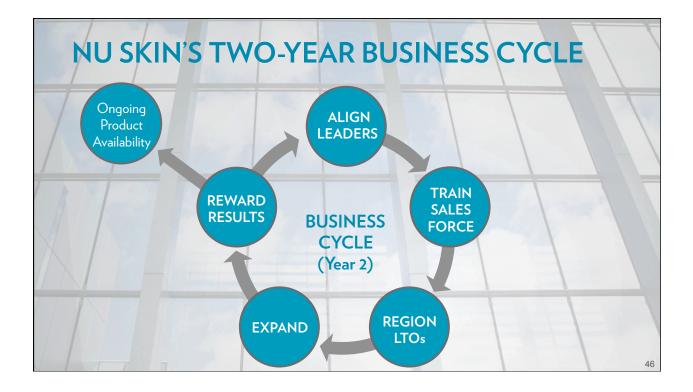




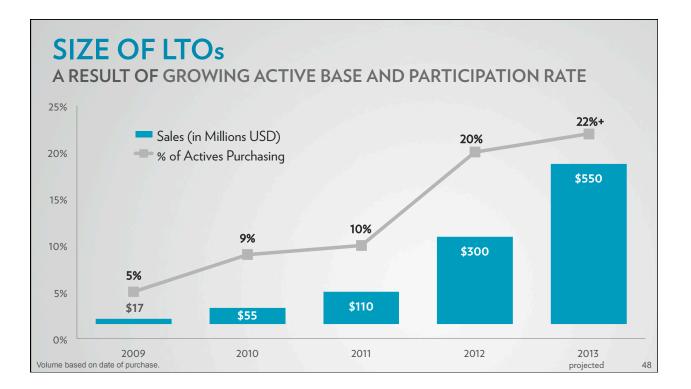
















## NU SKIN EXPO

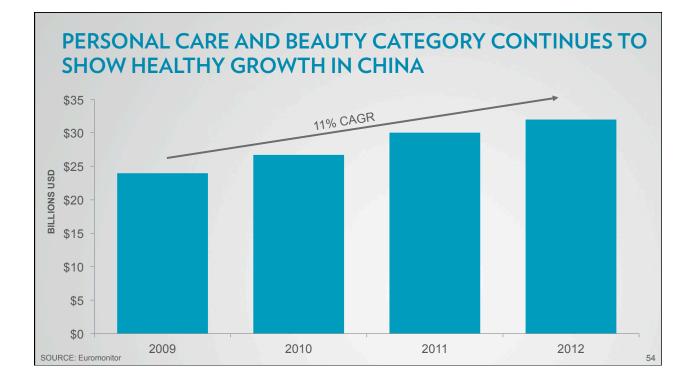
Quarterly events staged at a physical location where sales leaders bring prospective consumers and sales leaders

- Creates a personal experience with products and business
- Leverages product promotion to drive sales
- Strengthens two-year business cycles

China represents a significant opportunity to expand our business

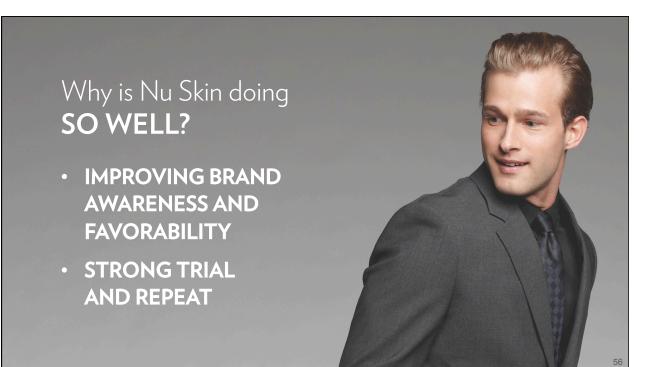


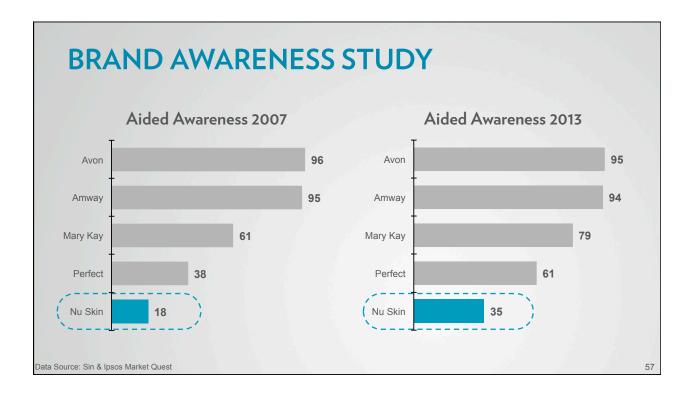




<b>DIRECT SELLERS IN CHINA</b>
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Company	2012 Revenue (In Billion RMB)
Amway	30.40
Perfect	13.50
Infinitus	10.50
Mary Kay	7.00
New Era	3.60
Tiens	3.60
For You	3.00
YoFoto	2.70
Longrich	2.50
Joymain	2.00
Apollo	2.00
Herbalife	1.70
Nu Skin	1.67
*Estimates based on company releases and statements in the media	55











## **2013 GREATER CHINA EXPO RESULTS**

- Hosted 15 Expos
  - 152,000 visitors
  - 124,000 new customers
  - \$150 million in sales
- Increasing to 25 Expos in 2014



















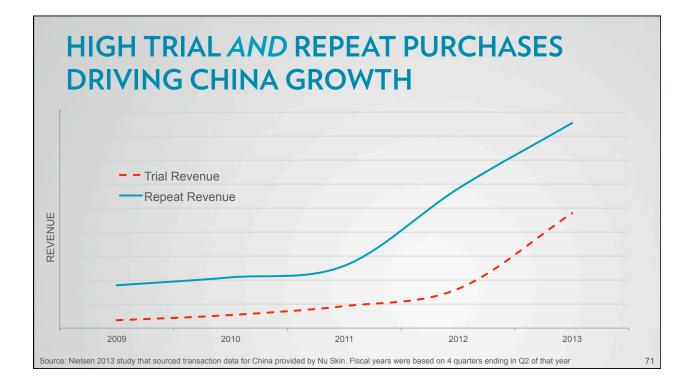
# **NIELSEN STUDY KEY INSIGHTS\***

- Nu Skin China **PENETRATION HAS BEEN GROWING CONSISTENTLY** in the last few years and has been a key driver of the growth. Traditionally, in CPG industry, penetration has been the hardest metric to improve. The penetration is still very low (less than 0.1%) in the provinces where it does business, so there is high upside as long as Nu Skin continues to increase the penetration
- Importantly, REPEAT PURCHASES HAVE ALSO GAINED MOMENTUM in the last 1-2 years. Nu Skin China has become more efficient in converting trial purchasers into repeat purchasers

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Nielsen insights are based on transaction data for China provided by Nu Skin

- Trial and repeat rates are based on Nu Skin brand level metrics
- Fiscal years were based on 4 quarters ending in Q2 of that year

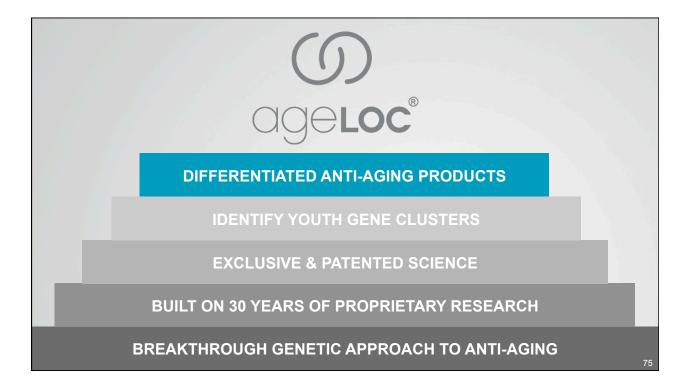


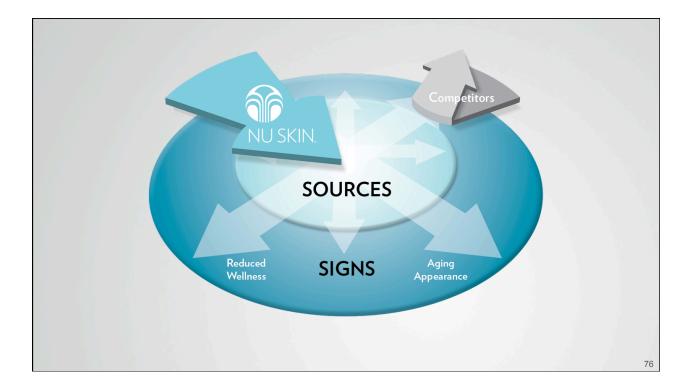


### SALES AND OPERATIONS SUMMARY

- Nu Skin's business cycle becoming increasingly impactful
- China continues to hold great promise
- We anticipate continued global growth as we:
  - Increase awareness and brand favorability
  - Execute two-year business cycles
  - Refine and expand Nu Skin Expo initiative



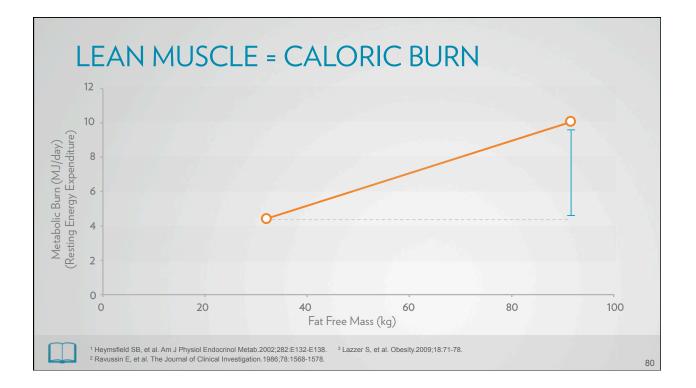












# MUSCLE LOSS FROM TRADITIONAL DIETS



Effects of energy-restricted high-protein, low-fat compared with standard-protein, low-fat diets: a meta-analysis of randomized controlled trials Thomas P. Wycherley, et al. Am J Clin Nutr 2012;96:1281–98.



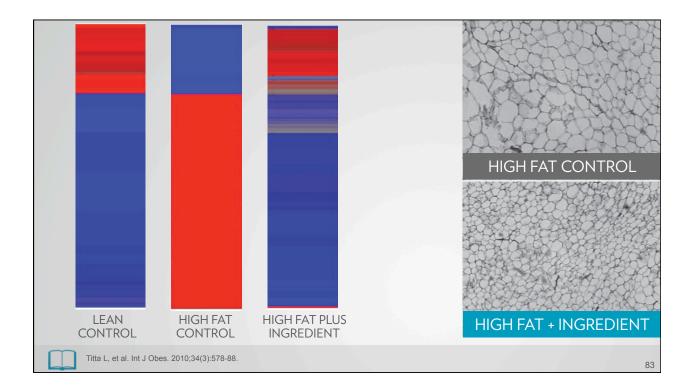
*Dietary Guidelines* should reflect new understandings about adult protein needs Donald K. Layman *Nutrition & Metabolism* 2009, 6:12

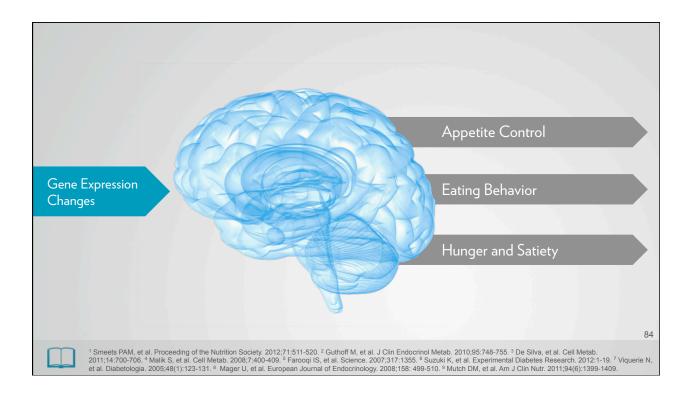


A systematic review of the separate and combined effects of energy restriction and exercise on fat-free mass in middle-aged and older adults: implications for sarcopenic obesity Eileen M. Weinheimer, Laura P. Sands, and Wayne W. Campbell *Nutrition Reviews 2010 68(7):375–388* 

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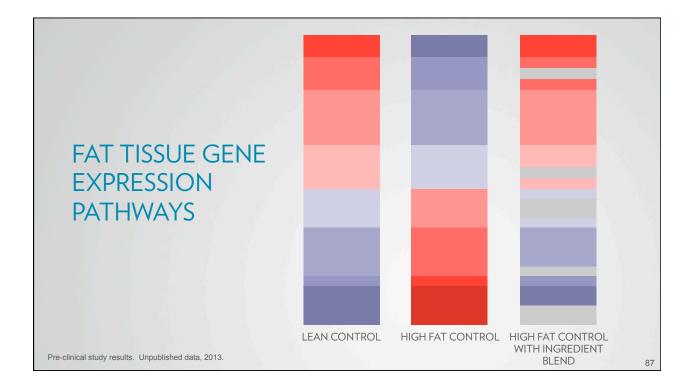


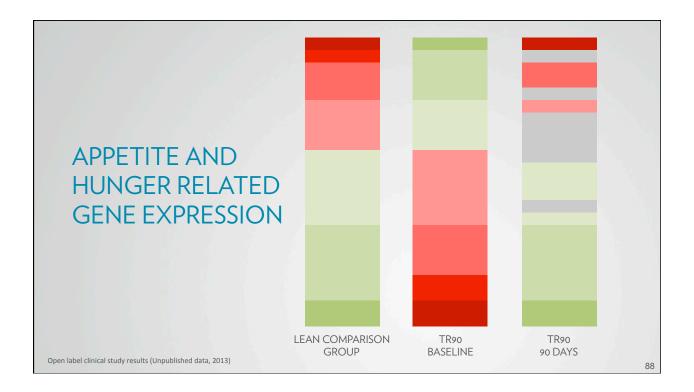


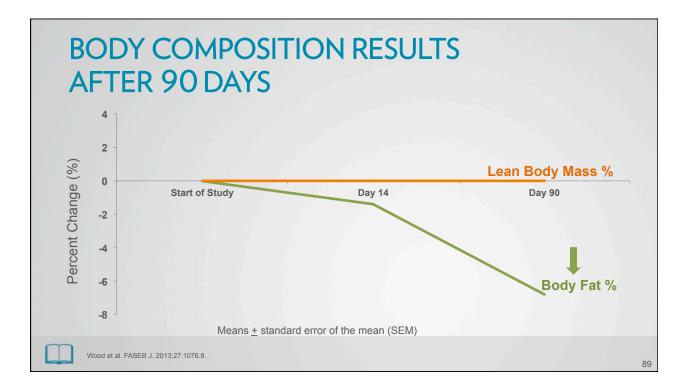


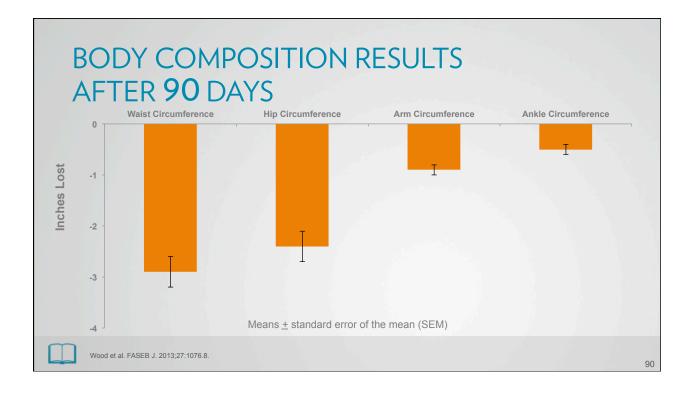








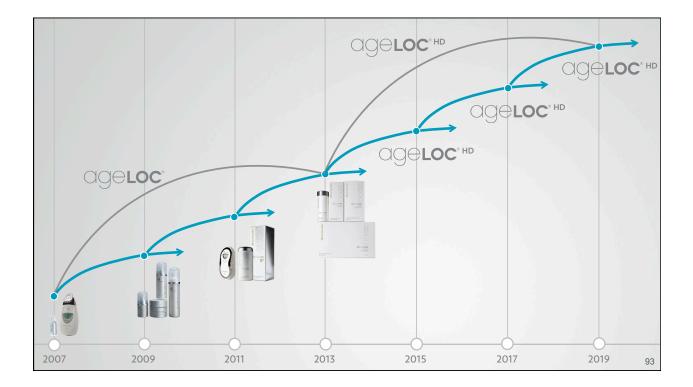


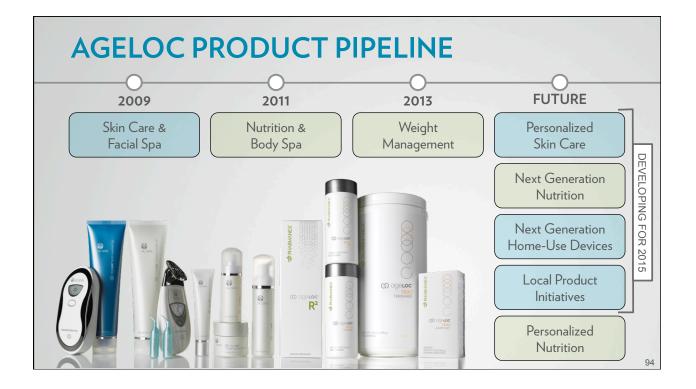




### Our ageLOC product pipeline is **ROBUST**







# () ageloc<sup>®</sup> BESPOKE

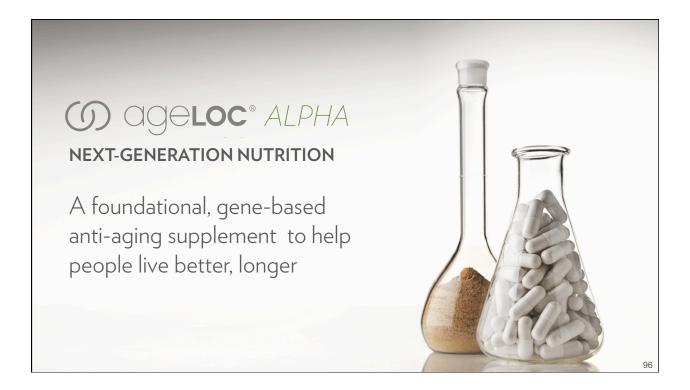
Don't you think your anti-aging skin care should be as individual as you are? ageLOC BESPOKE provides the customization you need to deliver healthier, younger-looking skin in an innovative new way.

ageLOC BESPOKE provides you with:

- Personalized moisturizers and serums
- Unique blend of specific formulas based on age, skin type, climate, ethnicity and aging concerns

You get the treatment benefits you want...to achieve the personalized results you deserve. Finally, anti-aging skin care, your way.

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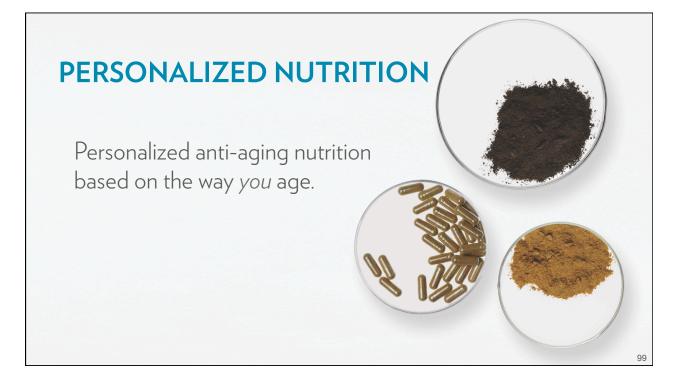
### HOME SKIN CARE DEVICES

- A category leader
  - Compelling devices with unique consumables
  - Over \$500 million in 2013 revenue



# **PERSONALIZED FACIAL TREATMENT**

A breakthrough home-use skin care device that gives you *daily* spa-quality antiaging treatments every time you wash your face



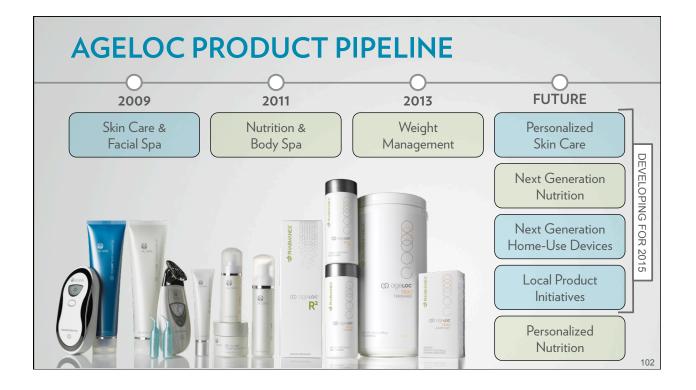
### INFUSING AGELOC INTO EXISTING PRODUCTS

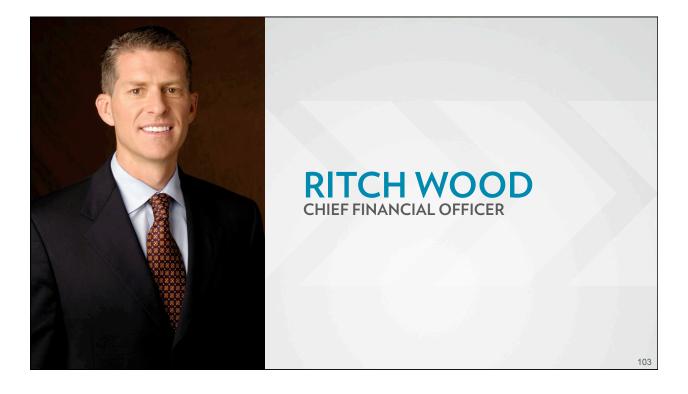
Proprietary ageLOC<sup>®</sup> blend to promote skin firmness and protect against free radical skin damage

• 2014 LTO in China



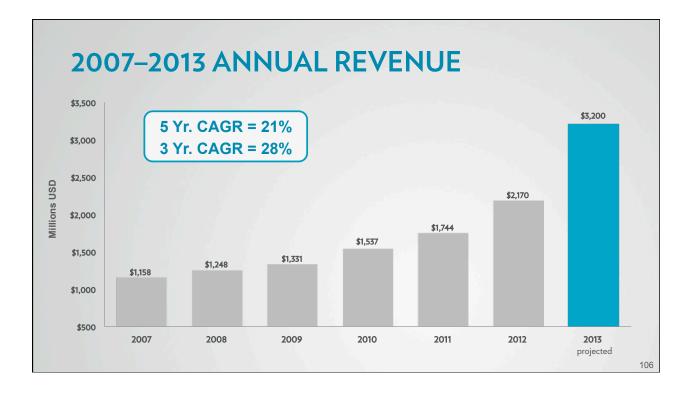


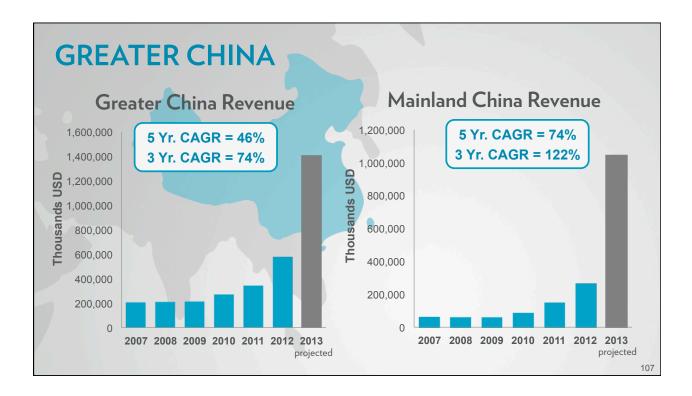


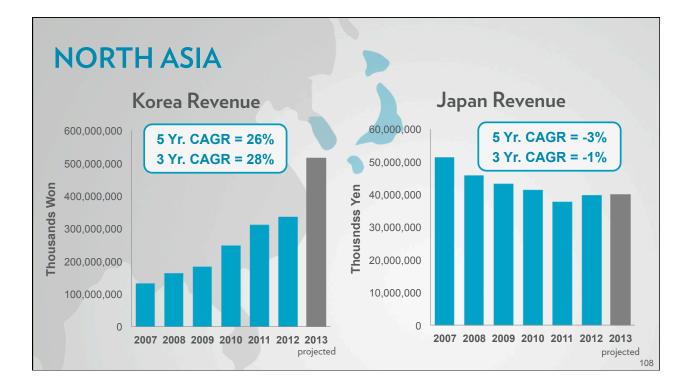


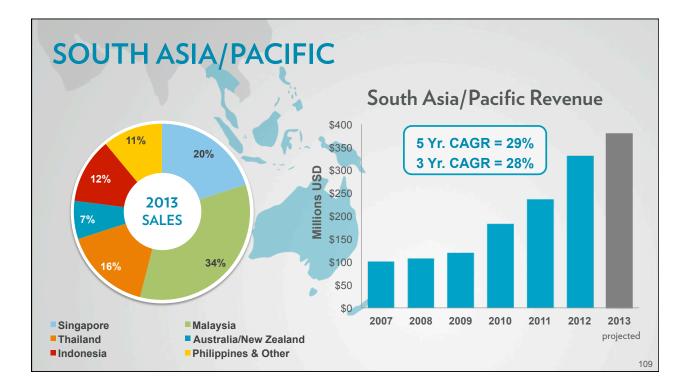


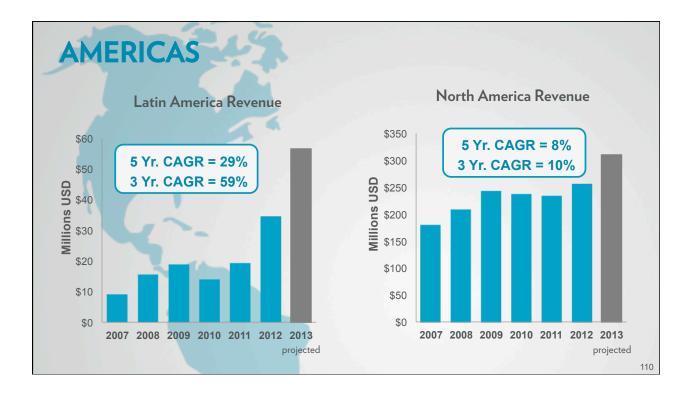
2014 GUIDANCE SUMMARY						
	GUIDANCE	GROWTH				
Annual Revenue	\$3.9 - \$4.0 B	~25%				
Operating Margin	17.1 - 17.3%	10 - 30 bps				
EPS	\$7.25 - \$7.50	<b>25 - 30%</b>				

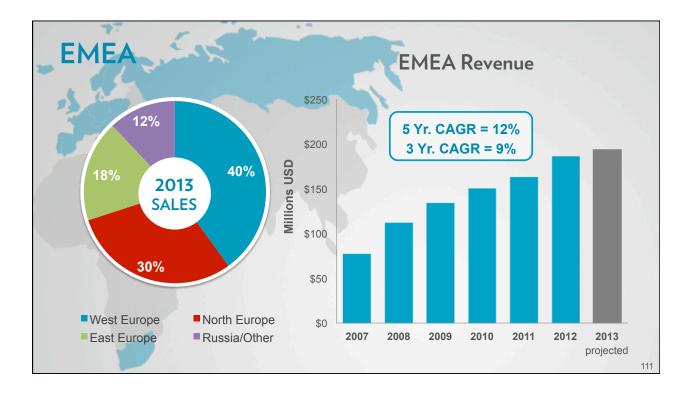


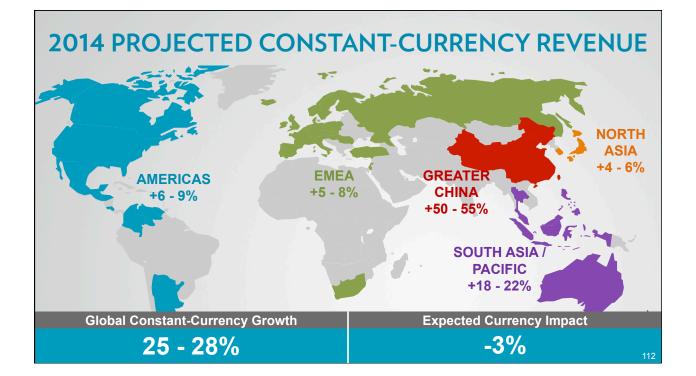


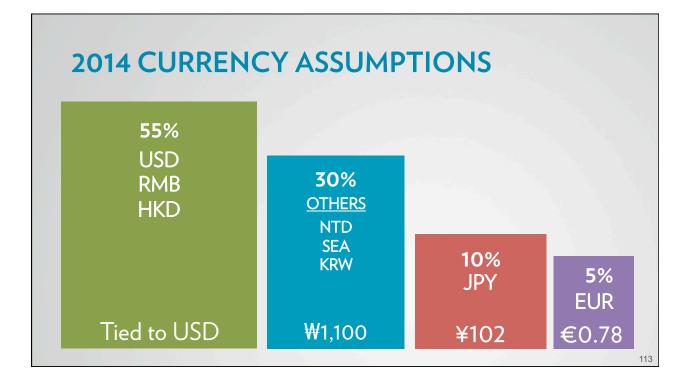






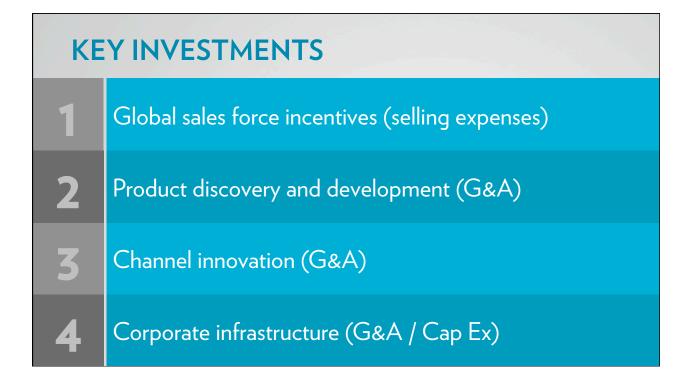






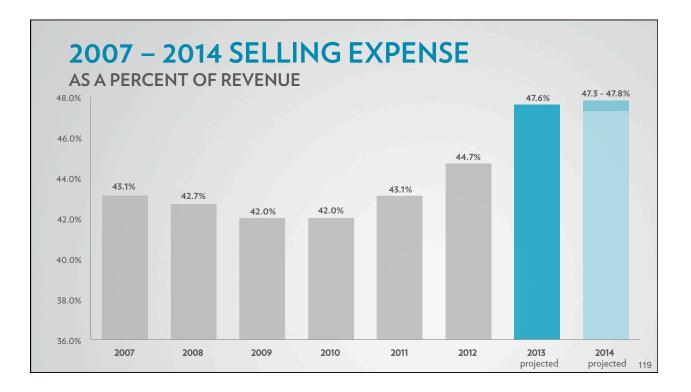
2014 GUIDANCE CONSIDERATIONS			
1	LTO modeled at \$600 million		
2	Majority of LTO in Q2 and Q3		
3	Q1 revenue ~\$850-\$870 million		



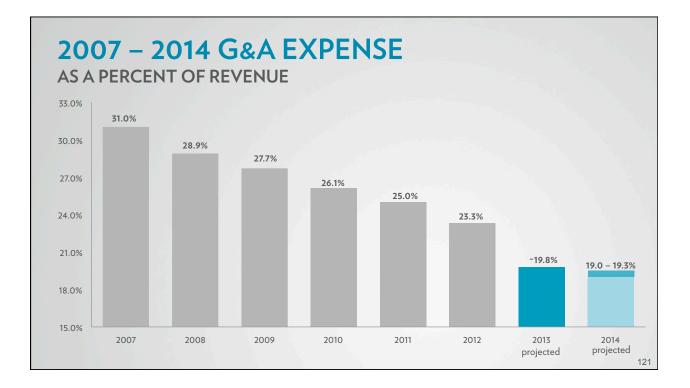


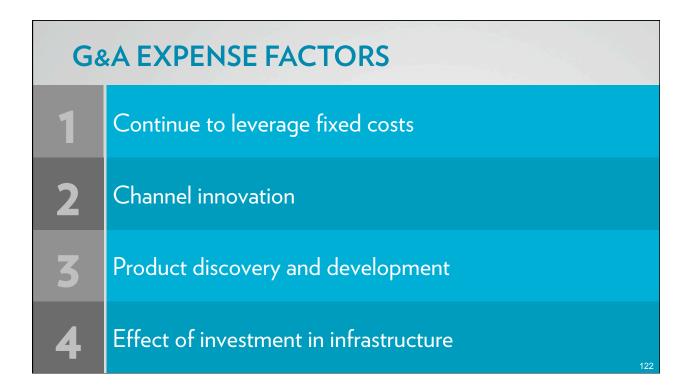


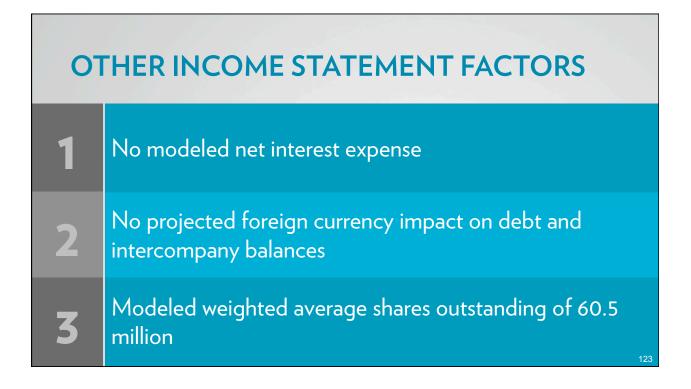




SELLING EXPENSE FACTORS			
1	LTO increases volume – higher commission		
2	Increasing qualifiers for incentive trips		
3	Special regional achievement incentives	120	





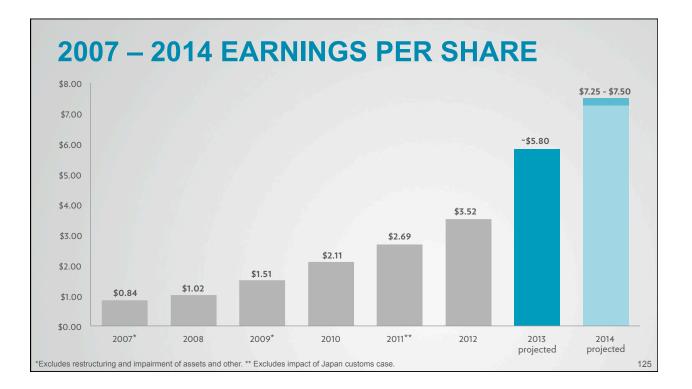


#### **INCOME TAX RATE**

Expected tax rate of 34.0 – 34.3% in 2014

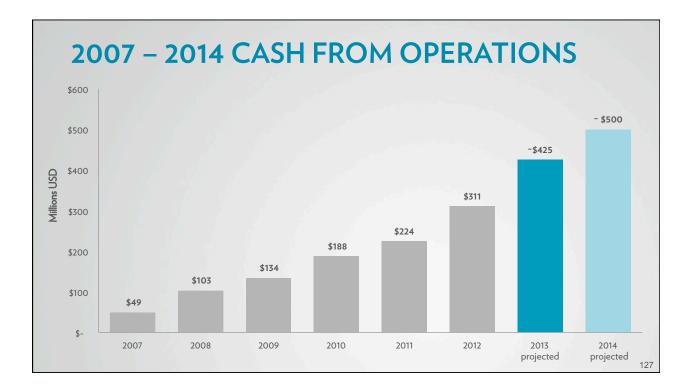
- Some permanent reinvestment in Mainland China
- Majority of cash repatriated for dividends and stock repurchases

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### **2014 CASH FLOW MODELING**

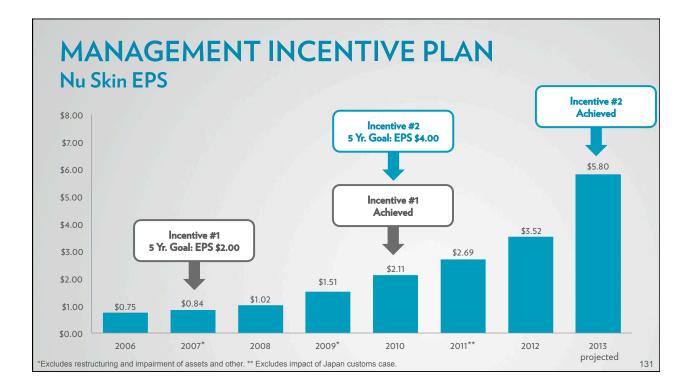
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	2013	2014
D&A	\$34 MM	~\$45 MM
Stock option expense	\$22 MM	~\$40 MM
Capital expense	\$180 MM	\$170 - \$200 MM
Debt payments	\$26 MM	\$30 MM
Dividend payments	\$50 MM	TBD 126

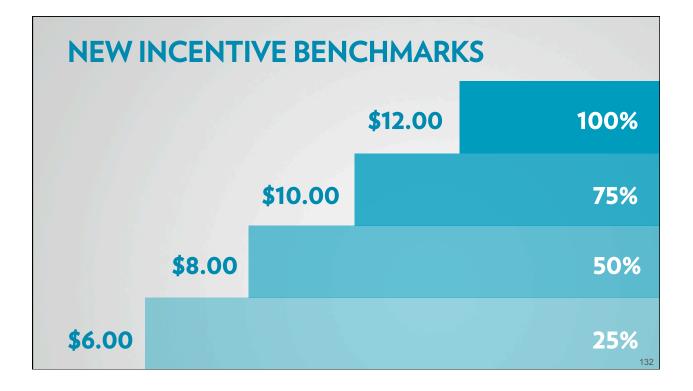


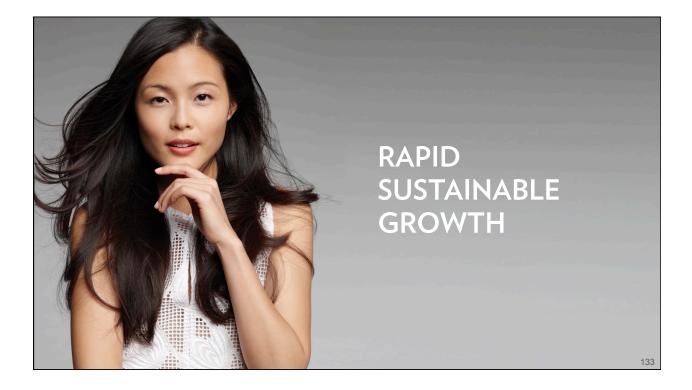


2004 - 2012				
Average purchase amount per year				
Average shares purchased per year				
Average share purchase price				
2013 (Q1-Q3)				
<ul> <li>\$90.8 MM (1.27 million shares)</li> <li>Weighted average purchase price of \$71.42</li> </ul>				









# FOCUSED AND CONSISTENT STRATEGY

- Product innovation ageLOC
- Channel innovation 2 year business cycle
- Large and rapidly growing markets
- Socio-demographic trends in our favor
- Demonstrated ability to continually renew growth

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• Strong financial profile



GAAP RECONCILIATION			
	2007	2009	2011
Gross Margin	81.9%	81.7%	81.5%
Percentage impact of Japan customs ruling	0.0%	0.0%	1.9%
Gross Margin excluding Japan customs ruling	81.9%	81.7%	83.4%
Operating Margin	6.1%	11.1%	13.4%
Percentage impact of restructuring	1.7%	0.8%	0.0%
Percentage impact of Japan customs ruling	0.0%	0.0%	1.9%
Operating Margin excluding restructuring and Japan customs ruling	7.8%	. 11.9%	15.3%
Earnings per share	\$ 0.67	\$ 1.40	\$ 2.38
Impact of restructuring	0.17	0.11	-
Impact of Japan customs ruling			0.31
Earnings per share excluding restructuring and Japan customs ruling	\$ 0.84	\$ 1.51	\$ 2.69