NU SKIN ENTERPRISES, INC.

DIRECTOR AND EXECUTIVE EQUITY RETENTION GUIDELINES

(REVISED 06/05/2013)

INTRODUCTION

The Nominating and Corporate Governance Committee (the "Committee") of Nu Skin Enterprises, Inc. (the "Company") believes that it is important for directors and executives to own a significant equity position in the Company in order to align the interests of the directors and executives with the stockholders of the Company. The Committee recognizes that a portion of director and executive compensation is paid in the form of options or shares of stock in order to tie a portion of their compensation to the performance of the Company and to enable directors and executives to increase their equity position in the Company. The Committee is establishing these equity retention guidelines in order to encourage executives to hold a meaningful interest in equity securities of the Company through the retention of equity awards and/or the acquisition of shares of the Company's Class A common stock.

RETENTION OF EQUITY AWARDS

These equity retention guidelines require directors and executives to retain a specified portion of their equity awards unless, and until, a director or executive owns a number of shares equal to the recommended equity ownership levels established by these guidelines, as they may be amended from time to time. In the event a director or executive officer owns fewer shares than the equity ownership levels recommended by these guidelines (as phased in as set forth below) then such director or executive must retain:

- 50% of any net shares (net of shares required to be sold to pay taxes upon vesting) acquired pursuant to a restricted stock unit or restricted stock award;
- 50% of any net shares (net of shares required to pay the exercise price and any taxes) acquired upon exercise of options until such guidelines have been satisfied; and
- 50% of any other equity award such as a SAR (net of any shares required to pay taxes).

The retention percentage will be increased to 75% if the number of shares held by an executive or director is less than the level established under the phase-in schedule for the period that is two years prior to the proposed disposition of shares or exercise of options. For example, if in Year 5 an executive's ownership was less than the guidelines for Year 3 (two years prior to the planned disposition in Year 5), 75% of the net equity awards would have to be retained until the executive met the Year 3 requirements, at which point the retention level would revert back to 50%.

The retained shares must be held until termination of employment; provided, however, that a director or executive officer who owns the recommended level of shares of Class A common stock may sell any shares retained pursuant to these guidelines prior to termination of employment subject to the other provisions of these guidelines, if such sale does not drop his or her ownership levels below the recommended ownership levels.

In addition, a director or executive officer may not sell more than 50% of his or her vested equity awards in any six month period.

CLASS A COMMONS STOCK OWNERSHIP GUIDELINES

The recommended ownership levels of Class A commons stock for directors and executives shall initially be established as follows:

Position	Number of Shares
Directors	5,000
Chief Executive Officer	100,000
Executive Committee Members	25,000

Shares of the Company's Class A common stock that will count towards meeting these recommended ownership levels include the following:

- Shares owned outright by the executive or his or her immediate family members residing in the same household;
- The vested portion of restricted stock units or restricted stock awards;
- Shares acquired upon stock option exercises; and
- Such other forms of ownership as approved by the Committee.

The value of unexercised stock options (whether vested or not) shall not be considered in determining whether the recommended ownership levels have been satisfied.

PHASE-IN SCHEDULE

The recommended equity ownership levels will be phased in over a five-year period (beginning the date they first become an executive officer) in accordance with the following schedule (expressed as a percentage of the recommendations set forth above):

Year 1	Year 2	Year 3	Year 4	Year 5
16.7%	33.3%	55.6%	77.8%	100%

RULE 10B5-1 TRADING PLANS

Members of the Board of Directors and executives subject to these guidelines are encouraged to transact all sales of equity securities pursuant to a Rule 10b5-1 trading plan. Such plans must be adopted in accordance with the Company's Trading in Securities Policy and any guidelines or policies with respect to Rule 10b5-1 trading plans as may be adopted by the Company from time to time. The first trade under such trading plan may not occur until thirty days after adoption of the trading plan.

FAILURE TO COMPLY WITH GUIDELINES

In the event a director or executive officer fails to comply with these guidelines, the Committee may eliminate or reduce future equity awards to such director or executive until the director or executive remedies such failure in manner satisfactory to the Committee. Alternatively, the Committee may take such other action or actions as it determines to be appropriate under the circumstances.

4825-5470-5177, v. 1