

NU SKIN ENTERPRISES

INVESTOR DAY | November 14, 2012



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 initiatives, strategies, new products, research and development efforts and market and economic conditions; statements of projections regarding revenue, earnings per share, operating margin, gross margin, selling expense, G&A expense, other expense, cash from operations, tax rates, the impact of foreign currency fluctuations 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," "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 related to accurately predicting, delivering or maintaining sufficient quantities of products to support our planned initiatives or launch strategies, including possible ingredient supply limitations;
- challenging economic conditions globally;
- risk of foreign currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- risks associated with general inquiries and complaints to consumer protection agencies in Japan regarding the activities of some distributors;
- 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;
- 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, loss of licenses, and the imposition of fines;
- 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 in this release to reflect any change except as required by law.

PRESENTATION OUTLINE

Nu Skin's foundation for sustained growth

2012 Accountability

2013 – Projecting another record year

Strong product pipeline

Improving channel management

SUSTAINING GROWTH

- **AGELOC**: a compelling product platform
- **STRONG PRODUCT PIPELINE**
- **PRODUCT LAUNCH PROCESS** delivering strong results
- **GROWTH** in every geographic region
- Investing in **CHANNEL INNOVATION**
- **STRONG BALANCE SHEET** and **CASH FLOW**
- Experienced **MANAGEMENT** and **SALES LEADERS**



STEVE LUND
CHAIRMAN,
BOARD OF DIRECTORS

THE EVOLUTION OF NU SKIN

PHASE I

(1984-1991)



START-UP PHASE

- U.S. business
- Skin care focus
- Product positioning:
“All of the good, none of the bad”
- Effectively resolved regulatory inquiries

THE EVOLUTION OF NU SKIN

PHASE II

(1991-1996)



INTERNATIONAL EXPANSION

- Rapid international expansion
- Seamless compensation plan
- Additional product category – dietary supplements
- Robust growth rates in international markets

THE EVOLUTION OF NU SKIN

PHASE III

COMING OF AGE

(1996-2003)



- IPO – Nu Skin Asia Pacific
- Pharmanex acquisition
- Consolidation of global operations under public umbrella
- Additional international expansion

THE EVOLUTION OF NU SKIN

PHASE IV

TRANSFORMATION

(2003-2008)



- Business transformation
 - Transfer of control from founders to public
 - Significant G&A restructuring (30% headcount reduction)
 - Global business strategy alignment
- China entry

THE EVOLUTION OF NU SKIN

PHASE V

NU SKIN 2.0

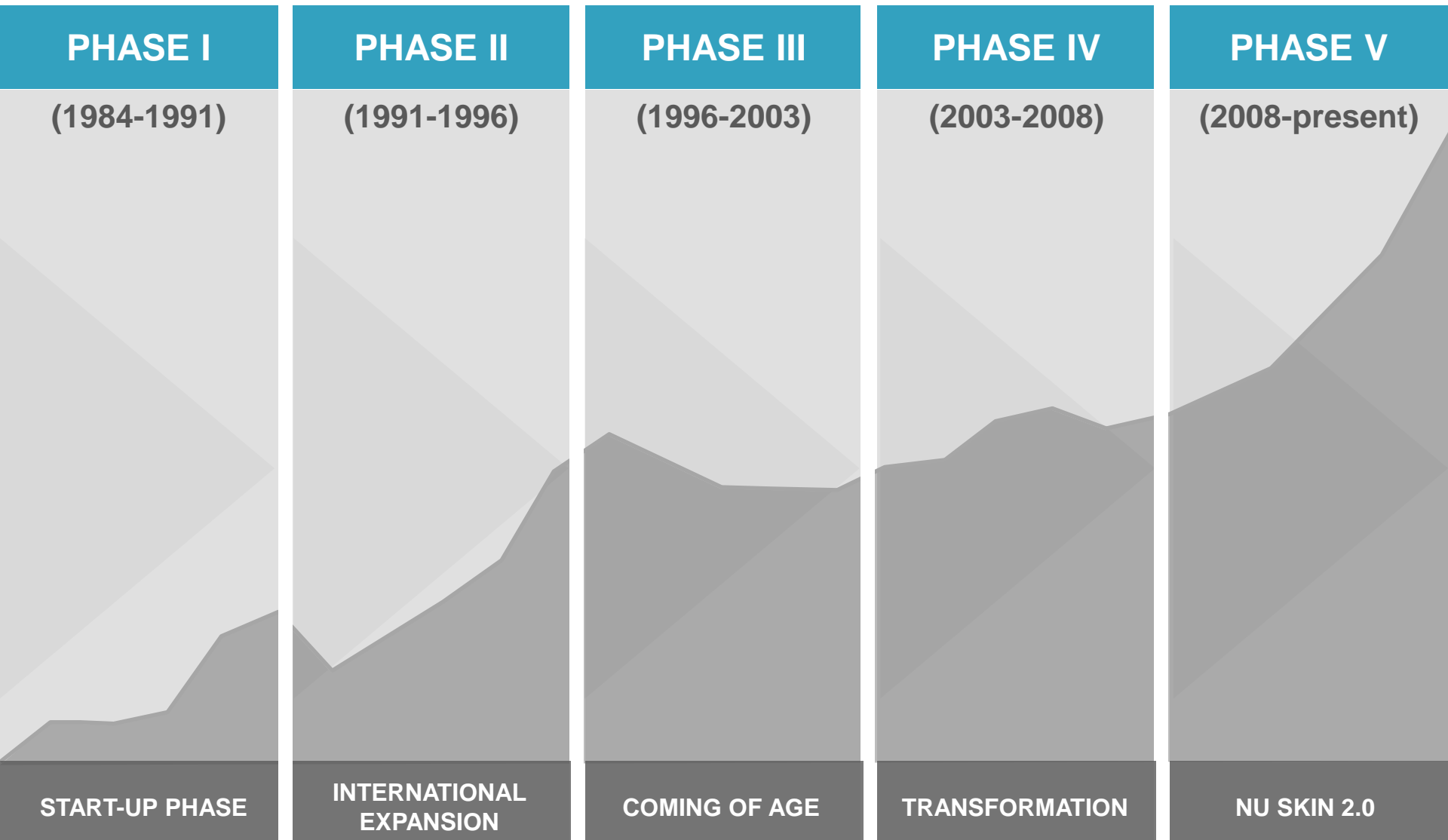
(2008-present)


ageLOC®



- Accelerating revenue growth
- ageLOC: unified anti-aging product brand
- Refined product launch process
- Performance-based management incentives

STRONG AND CONSISTENT REVENUE GROWTH



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.



NU SKIN MANAGEMENT TEAM

Truman Hunt: President, Chief Executive Officer



- President and Chief Executive Officer since 2003
- Chairman of the World Federation of Direct Selling Associations (WFDSA) from 2005 to 2008
- General Counsel 1996-2003; Executive Vice President 2000-2003.
- **20+ years with Nu Skin**

Ritch Wood: Chief Financial Officer



- Chief Financial Officer since 2002
- Played a key role in opening the majority of Nu Skin's international markets from 1993 through 2002
- Instrumental in driving Nu Skin's transformation efforts
- **~20 years with Nu Skin**

Joe Chang, Ph.D.: Chief Scientific Officer



- Chief Scientific Officer since 2006
- Former President and Chief Scientific Officer of Pharmanex
- University of London Ph.D.
- Has published numerous articles, on pharmaceutical research during nearly 20 years in the health care industry
- NYT Bestselling author of "The Aging Myth"
- **10+ years with Nu Skin**

Dan Chard: President, Global Sales and Operations



- President, Global Sales and Operations
- Previously served as Executive Vice President of distributor success and President of Nu Skin, Europe
- M.B.A. from University of Minnesota
- **10+ years with Nu Skin**



TRUMAN HUNT

**PRESIDENT AND
CHIEF EXECUTIVE OFFICER**



We believe direct selling continues
to be the **LOWEST COST, LOWEST
RISK** vehicle to improve one's life

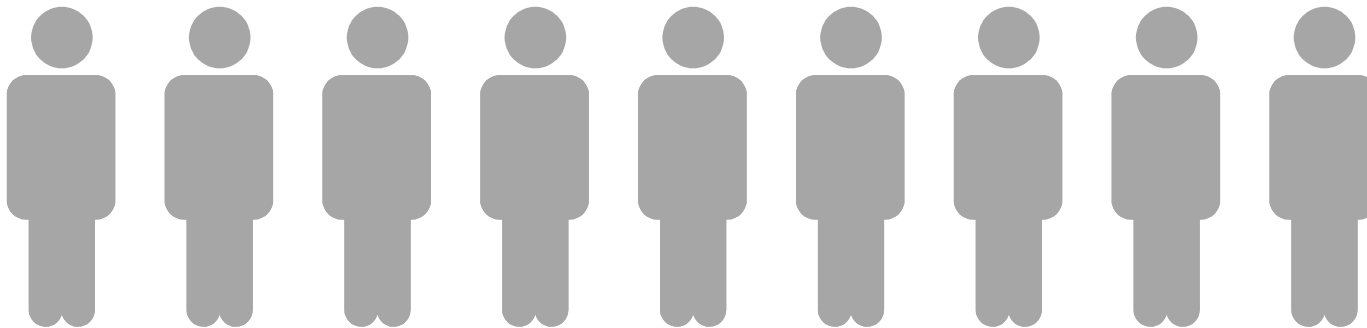
**MARKET TRENDS
CONTINUE TO WORK
IN OUR FAVOR**



THE ORIGINAL SOCIAL BUSINESS MODEL

92 MILLION

Involved in social
enterprises worldwide



THE ORIGINAL SOCIAL BUSINESS MODEL



\$153 BILLION

In 2011 global retail sales generated

8%
CAGR
1998-2011

8%
2011

22 MARKETS generated > \$1 BILLION

NU SKIN'S DISTINGUISHING CHARACTERISTICS



CONSUMER

- Balanced portfolio – beauty/nutrition
- Premium product offering
- Focus on quality, science and innovation
- Large and growing market for anti-aging products

SALES OPPORTUNITY

- Global business opportunity
- Significant income potential
- Strong corporate culture based on Force for Good mission
- **Continually refresh the vibrancy of the business opportunity**

OUR VISION is to become the
WORLD'S LEADING direct selling
company by generating **MORE**
INCOME for our distributors than
any other company.



NU SKIN 2.0



\$5 BILLION
REVENUE



\$2 BILLION
COMMISSIONS

NU SKIN

2.3

2012 ACCOUNTABILITY REPORT

ANNUAL REVENUE

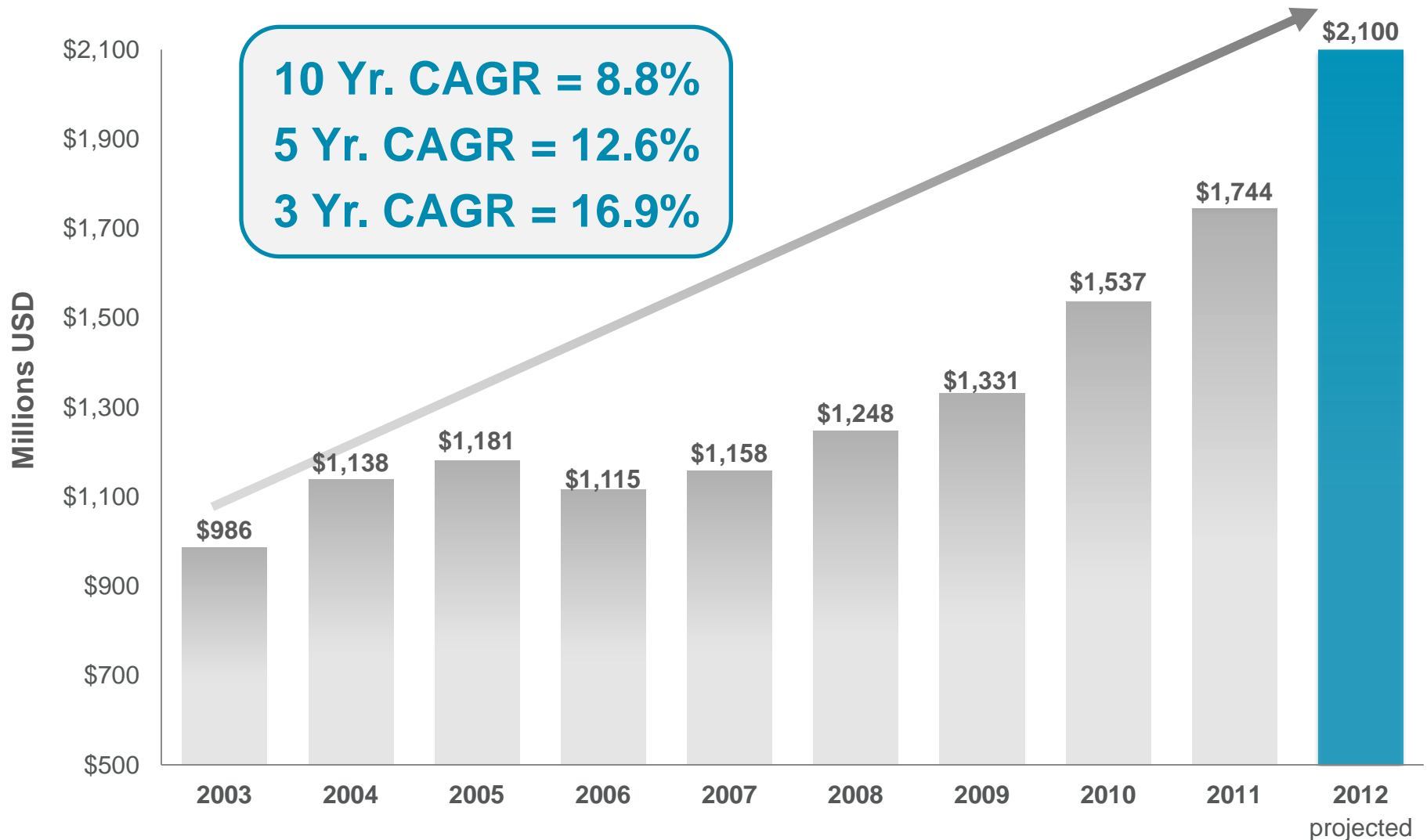
2011 INVESTOR DAY GUIDANCE	GROWTH RATE GUIDANCE	2012 PROJECTED REVENUE	2012 PROJECTED GROWTH RATE
\$1.80 - \$1.83 B	5 - 7%	\$2.10 - \$2.11 B	~20% (-3% fx impact)



2012 PROJECTED REGIONAL REVENUE

REGION	CONSTANT CURRENCY GROWTH	REPORTED REVENUE (USD)
North Asia	▲ +3.6%	~ \$769
Greater China	▲ +58.0%	~ \$543
Americas	▲ +11.7%	~ \$280
S. Asia / Pacific	▲ +42.4%	~ \$330
EMEA	▲ +25.4%	~ \$188
Overall	▲ +22.7%	~ \$2.10 B

2003 – 2012 ANNUAL REVENUE



2012 ACCOUNTABILITY REPORT

OPERATING MARGIN

2011 INVESTOR DAY GUIDANCE	MARGIN IMPROVEMENT GUIDANCE*	2012 PROJECTED MARGIN	2012 PROJECTED MARGIN IMPROVEMENT*
15.4 - 15.9%	20 - 50 bps	~15.7%	~40 bps



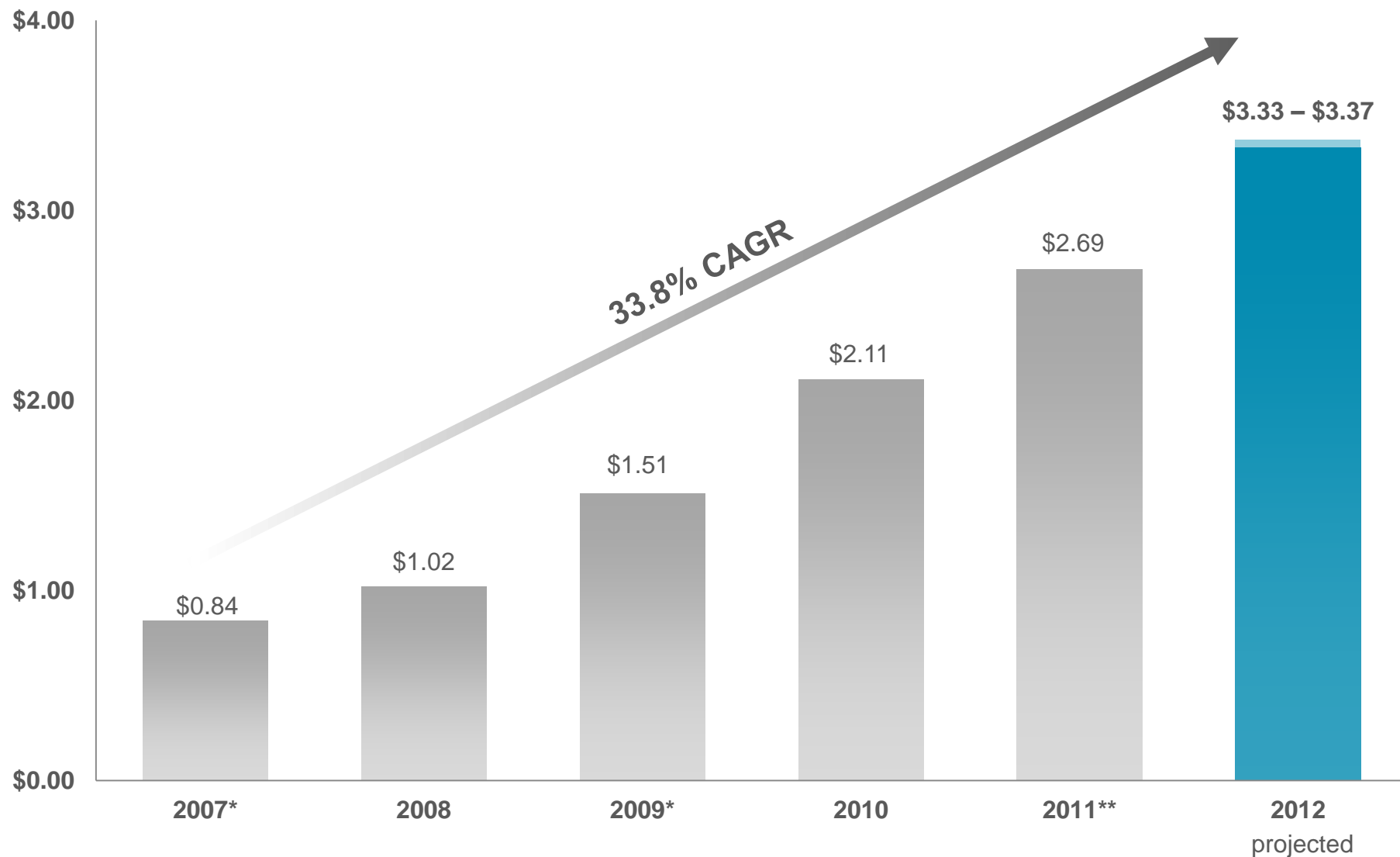
2012 ACCOUNTABILITY REPORT

EARNINGS PER SHARE

2011 INVESTOR DAY GUIDANCE	GROWTH RATE GUIDANCE*	2012 PROJECTED EPS	2012 PROJECTED GROWTH RATE*
\$2.82 - 2.92	+8 - 10%	\$3.33 - 3.37	+23 - 25%

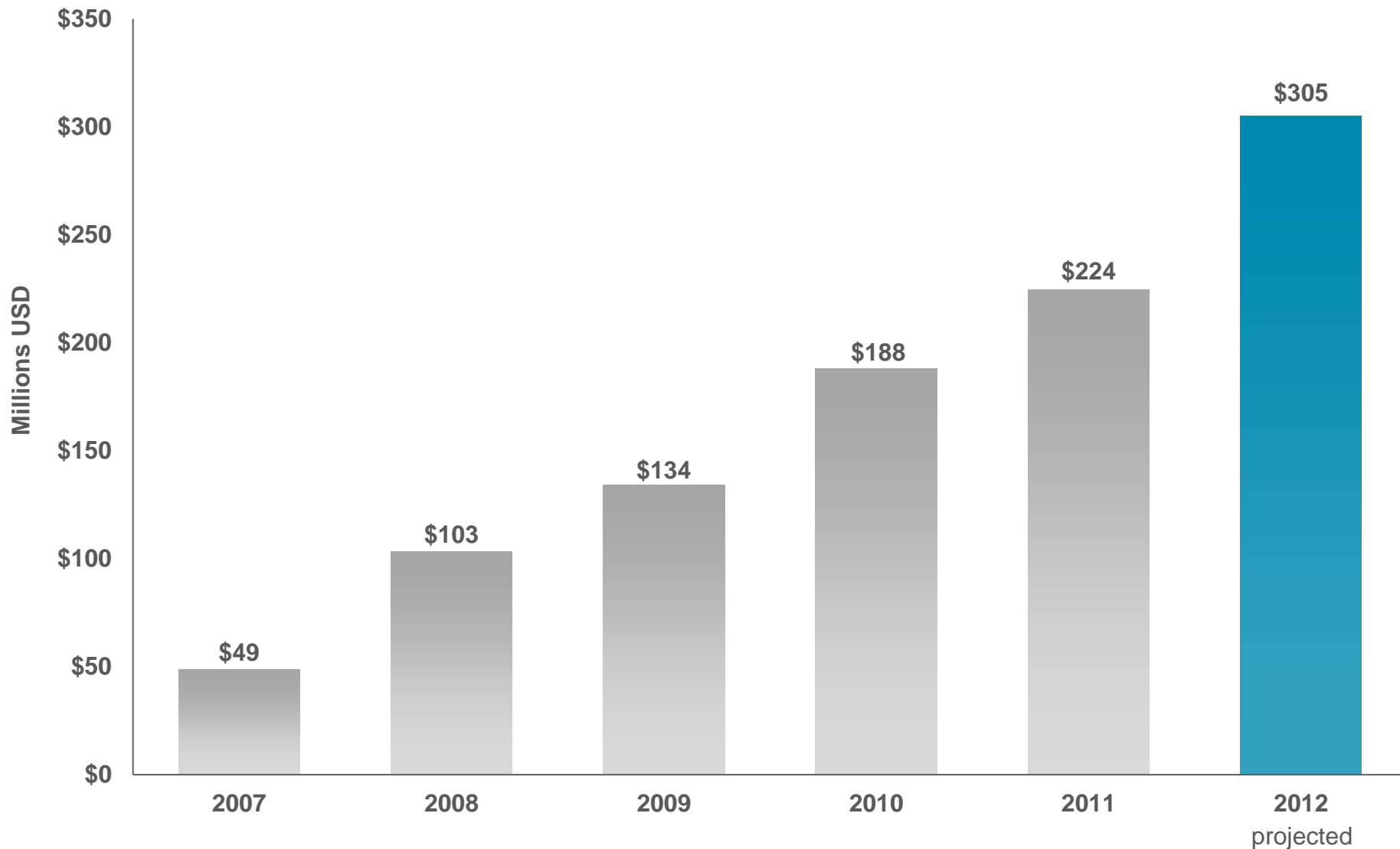


2007 – 2012 EARNINGS PER SHARE



*Excludes restructuring and impairment of assets and other. ** Excludes impact of Japan customs case.

2007 – 2012 CASH FROM OPERATIONS



LONG-TERM TARGET

	2012 Projected	2020 Target
Revenue	\$2.11 Billion	\$5.00 Billion
Growth Rate	12.8% 5-year CAGR	11.2% CAGR
Operating Margin	15.7%	~ 18.0%
EPS	\$3.37	\$10.00

2013 GUIDANCE – ANOTHER RECORD YEAR

	GUIDANCE	GROWTH
Annual Revenue	\$2.25 - \$2.30 B	7 - 9%
Operating Margin	15.8 - 16.1%	10 - 30 bps
EPS	\$3.70 - \$3.85	10 - 15%



We plan to sustain growth through
effective **PRODUCT INNOVATION**
and **CHANNEL MANAGEMENT**



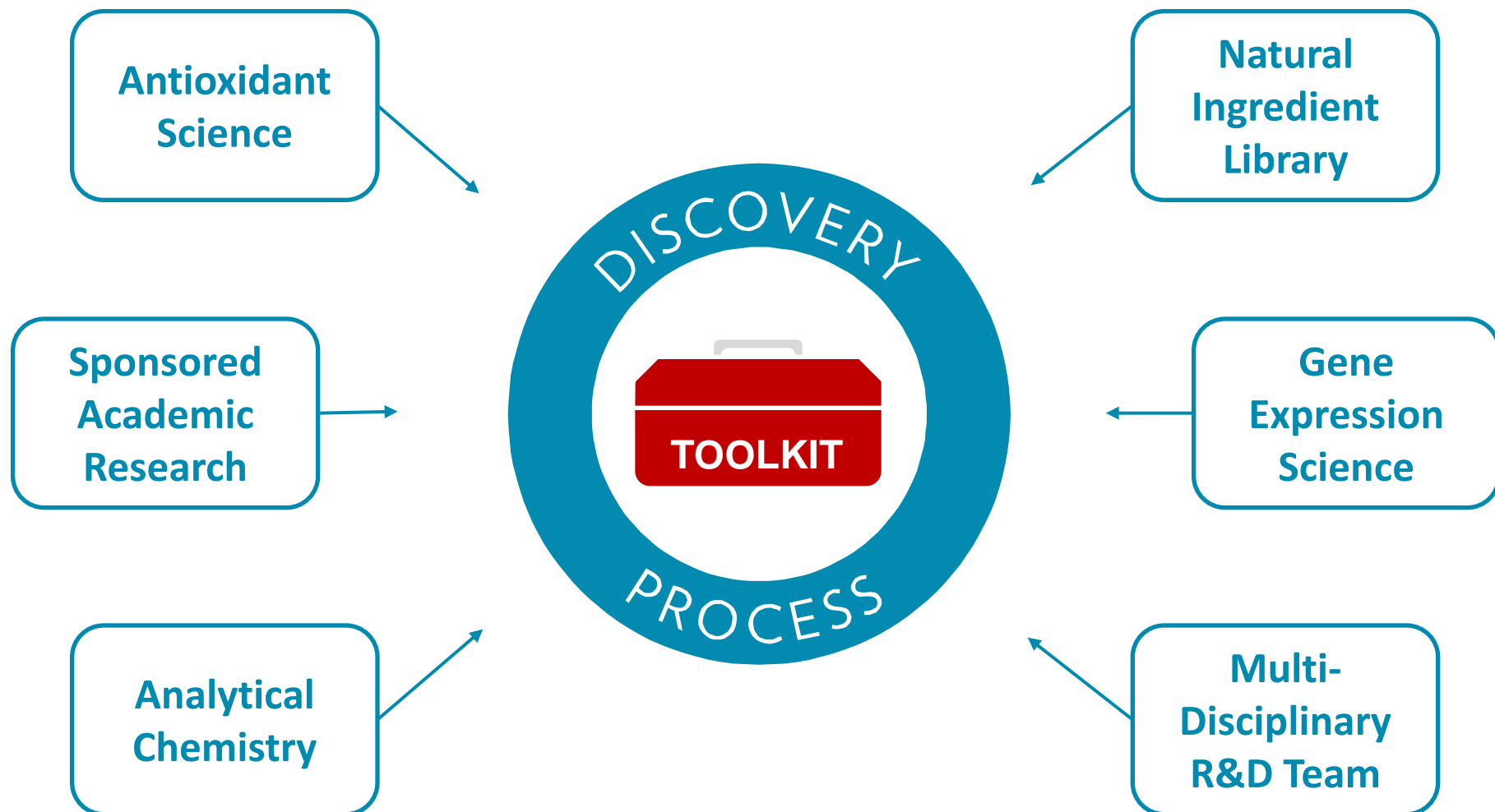
JOE CHANG, PH.D.
CHIEF SCIENTIFIC OFFICER

Our anti-aging product strategy is to leverage **LEADING EDGE SCIENCE** to further understand the aging process.

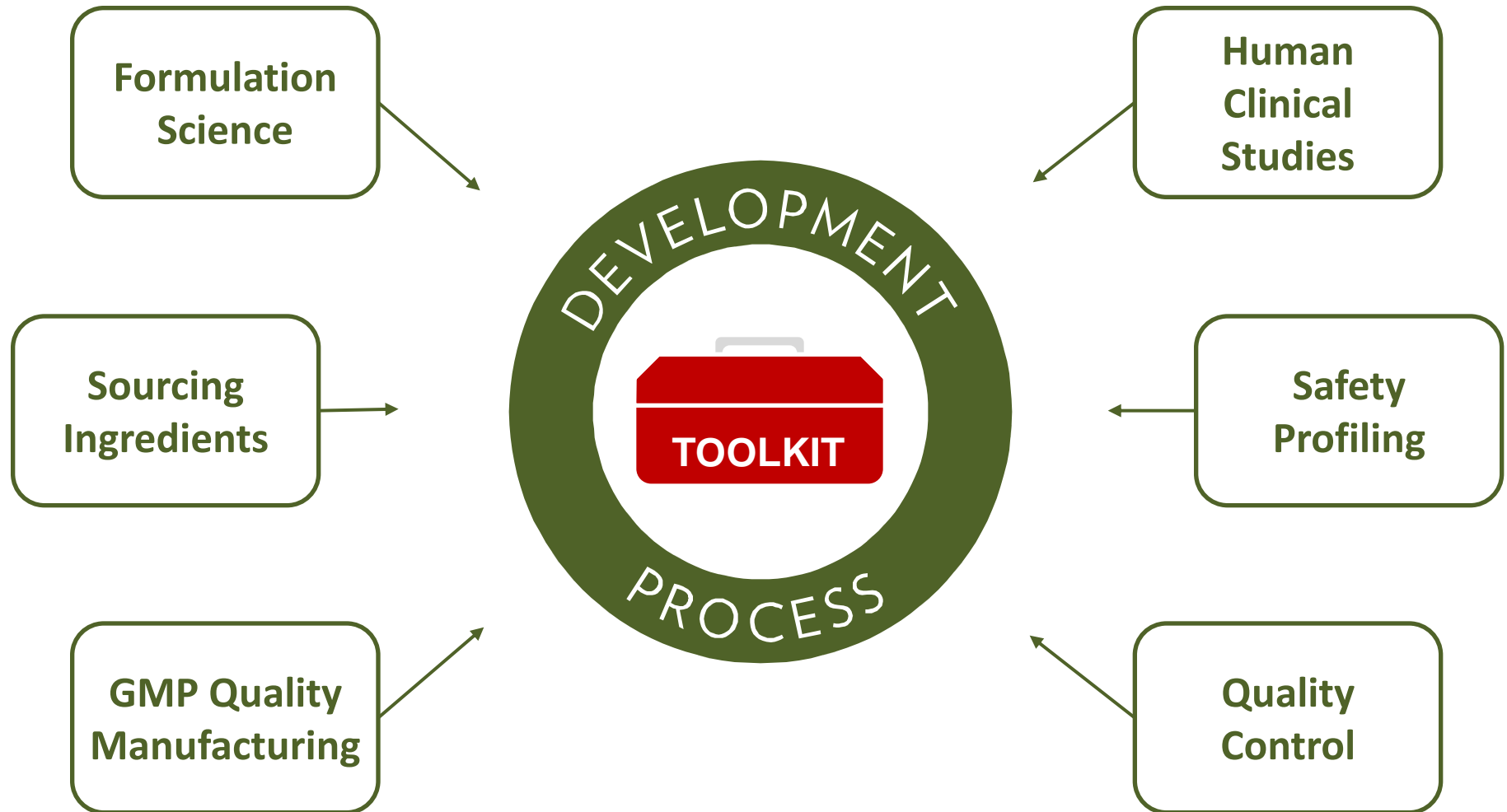
- We leverage science in two ways
 - **Discovery** process
 - **Development** process
- We use multiple tools to discover and develop anti-aging products with meaningful benefits



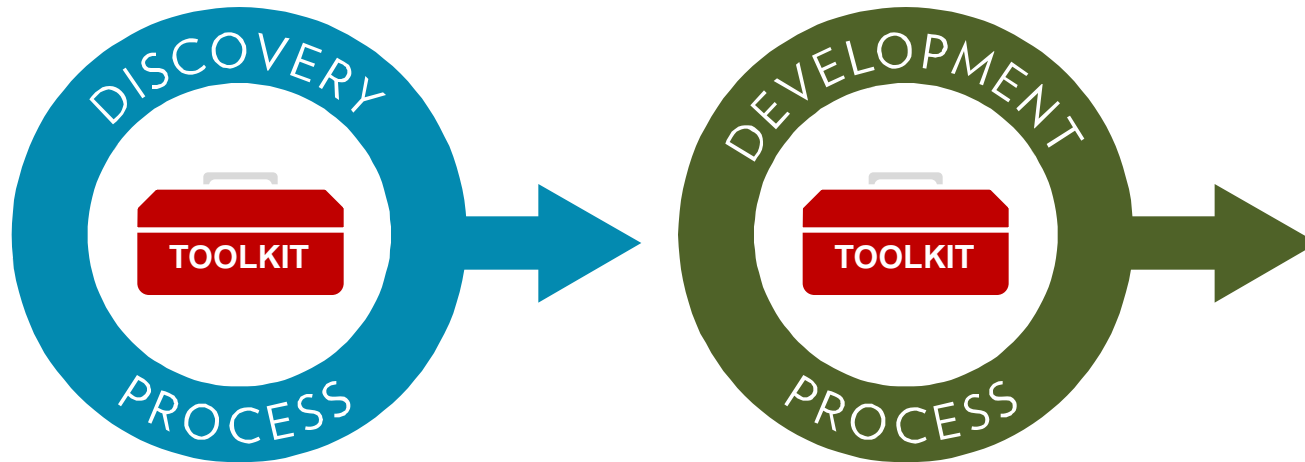
NU SKIN DISCOVERY PROCESS



NU SKIN DEVELOPMENT PROCESS



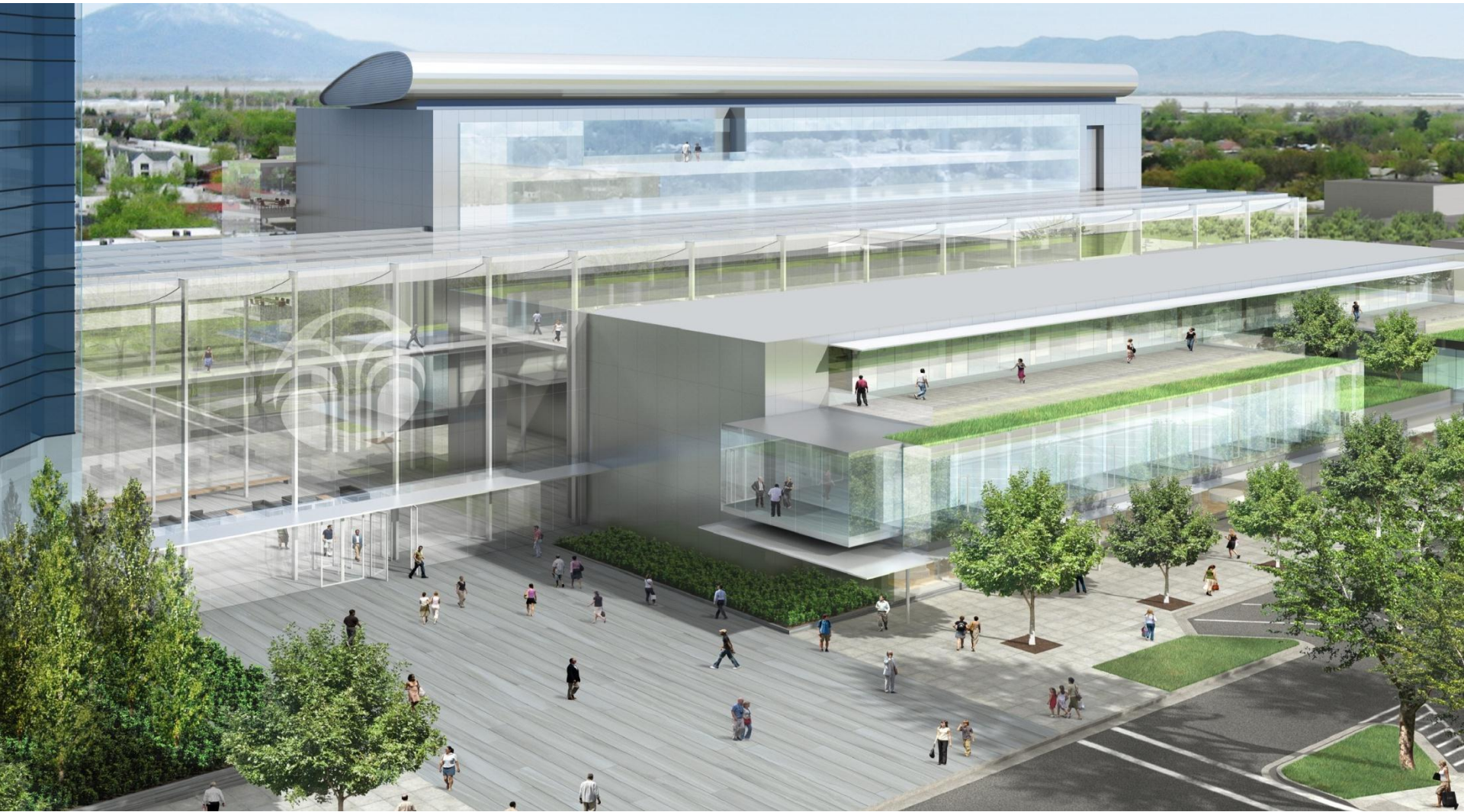
ANTI-AGING PRODUCT DEVELOPMENT PROCESS





Our product development process
enables us to **CONTINUALLY
REFRESH** the vibrancy of the
business opportunity through
PRODUCT INNOVATION

PROVO INNOVATION CENTER



CHINA INNOVATION PARK



RECENT ADDITIONS TO ANTI-AGING TOOLS TO ATTACK THE SOURCES OF AGING

LifeGen

- Patented technologies to study anti-aging interventions through gene expression science
- Acquired November 2011



PLANNED ADDITIONS TO ANTI-AGING TOOLS TO ATTACK THE SOURCES OF AGING

NOX Technologies

- Patented anti-aging technology
- Incorporated in ageLOC Transformation and Spa Gels
- Anticipated acquisition Q4 2012



AGELOC PRODUCT PIPELINE

<input checked="" type="checkbox"/>	renew	Skin Treatment	Galvanic Spa	2007
<input checked="" type="checkbox"/>	rejuvenate	Daily Skin Care	Transformation	2009
<input checked="" type="checkbox"/>	recharge	Cellular Energy	Vitality	2010
<input checked="" type="checkbox"/>	recharge/ renew	Cell Renewal/ Body Treatment	R ² /Body Galvanic	2011
<input type="checkbox"/>	remodel	Weight Management	Gamma	2013
<input type="checkbox"/>	restore	Healthy Aging	Alpha	2015
<input type="checkbox"/>	revitalize	Personalization Skin Care	Delta	2015
<input type="checkbox"/>	repair	Personalization Nutrition	Kappa	2017
<input type="checkbox"/>	restage	Applying ageLOC science to existing products		2012-18

We are in the **EARLY STAGES** of **APPLYING AGELOC TECHNOLOGY** to existing products



S3: THIRD GENERATION BIOPHOTONIC SCANNER

TARGETED FOR SUMMER 2013

- 25% smaller
- Wireless
- Battery operated



AGELOC GAMMA: WEIGHT MANAGEMENT SYSTEM



JumpStart



**Advanced
ageLOC Products**



**Simple Eating
& Lifestyle Plan**

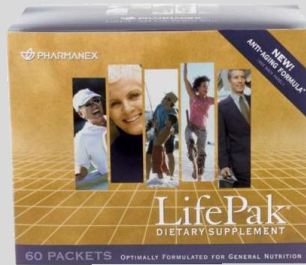
- **AN ADVANCED WEIGHT MANAGEMENT SYSTEM** that incorporates gene expression science
- ageLOC Gamma helps you look slimmer and healthier in 90 days when used in conjunction with a healthy diet and exercise

THE AGELOC **GAMMA** SYSTEM

At the core of the system is a collection of clinically proven products formulated with natural ingredients.



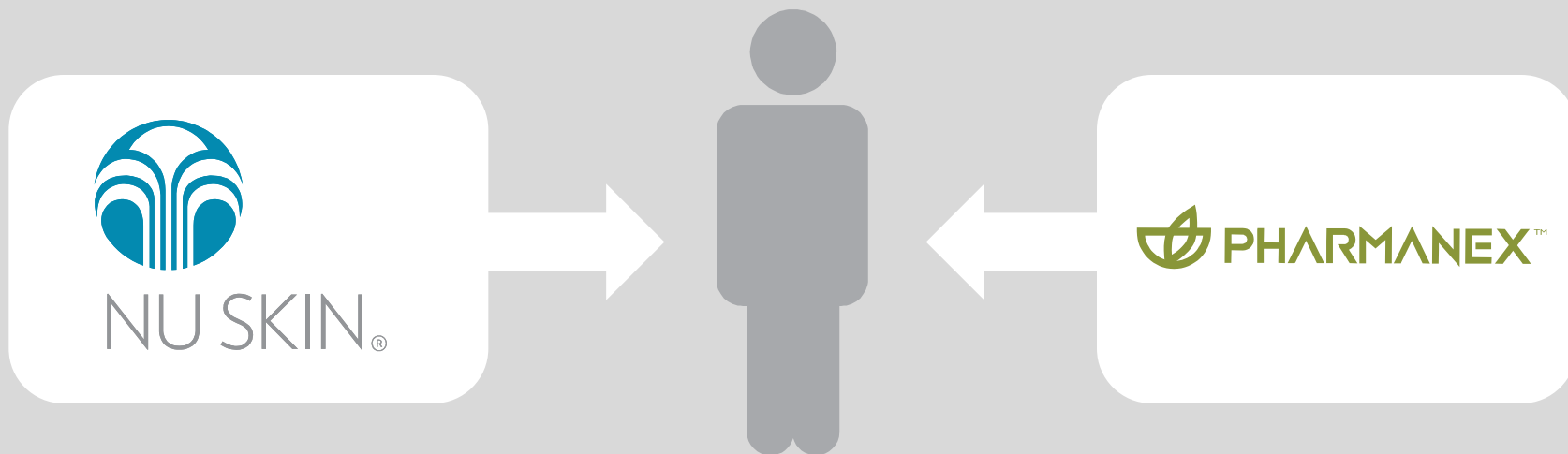
AGELOC ALPHA (M.O.A.S.)



OUR MOST ADVANCED ANTI-AGING SUPPLEMENT to promote healthy aging

- Targeted for global LTO in 2015
- LifePak has been a best-selling product for 15 years

ageLOC DELTA AND KAPPA PROJECTS



CUSTOMIZED ageLOC **SKIN CARE** and **NUTRITION**

- Skin care targeted for global LTO in 2015
- Nutrition targeted for global LTO in 2017



We plan to sustain growth through
effective **PRODUCT INNOVATION**
and **CHANNEL MANAGEMENT**



DAN CHARD

**PRESIDENT
GLOBAL SALES AND OPERATIONS**

OUR OPERATING PHILOSOPHY

ONE COMPANY

ONE STRATEGY

SAME VALUES & CULTURE

OPERATIONS CONFORM
TO LOCAL REGULATORY
AND SOCIOECONOMIC
CONDITIONS



NU SKIN REGIONAL MANAGEMENT

Luke Yoo



President, North Asia
& South Korea
10+ yrs with Nu Skin

Andrew Fan



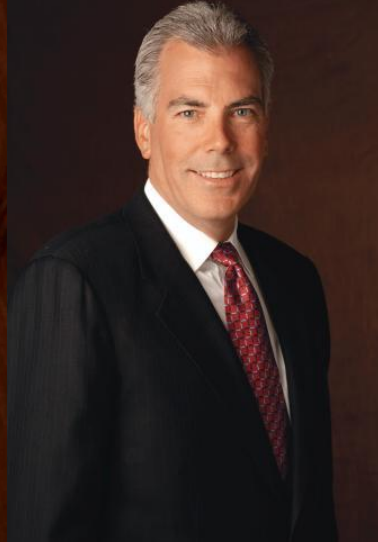
President,
Greater China
20+ yrs with Nu Skin

Melisa Quijano



President,
South Asia & Pacific
10+ yrs with Nu Skin

Scott Schwerdt



President, Americas
20+ yrs with Nu Skin

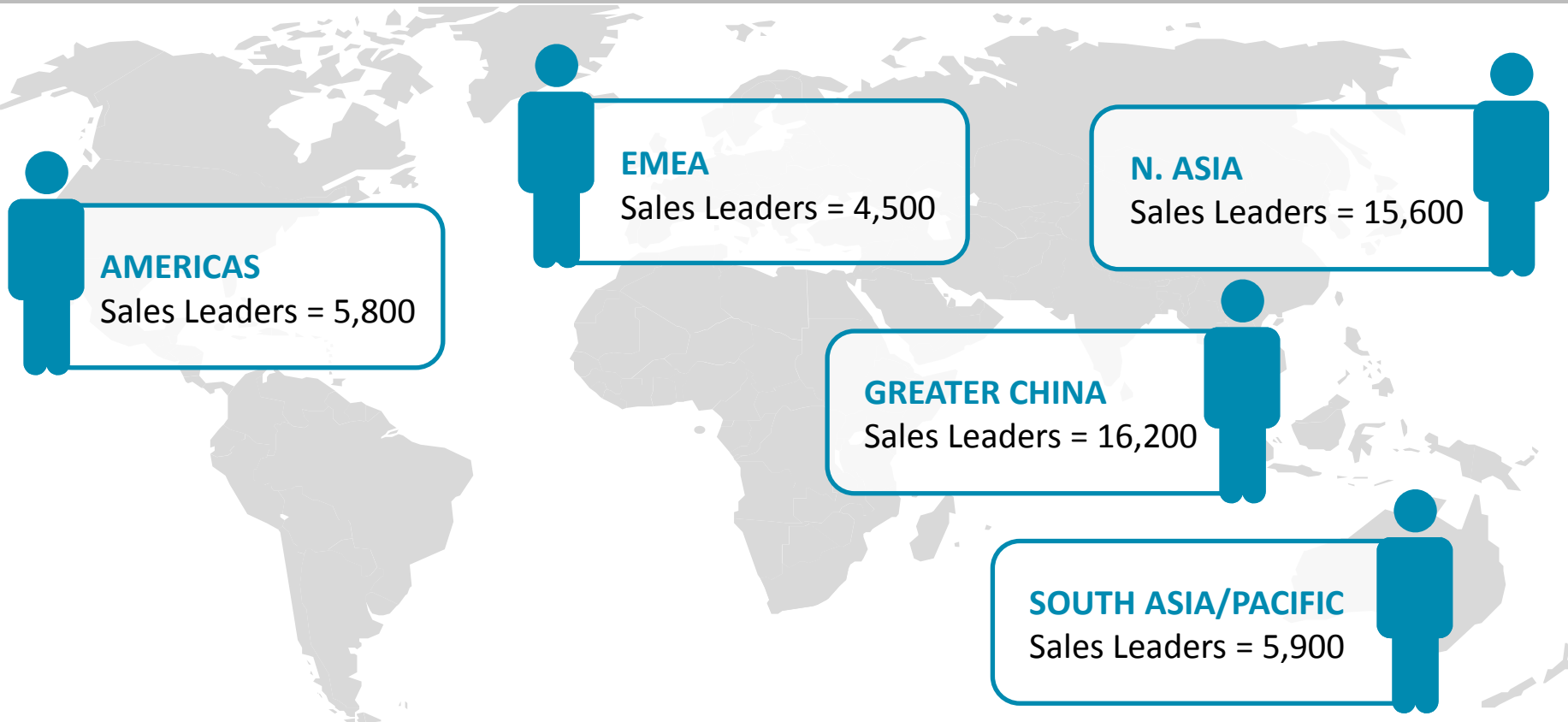
Mikael Linder



President, EMEA
10+ yrs with Nu Skin

- Average tenure = 15+ years
- All native to respective regions

DISTRIBUTION CHANNEL OPERATES IN 53 MARKETS LED BY 48,000 SALES LEADERS



GLOBAL DISTRIBUTION CHANNEL ROLES

CONSUMER

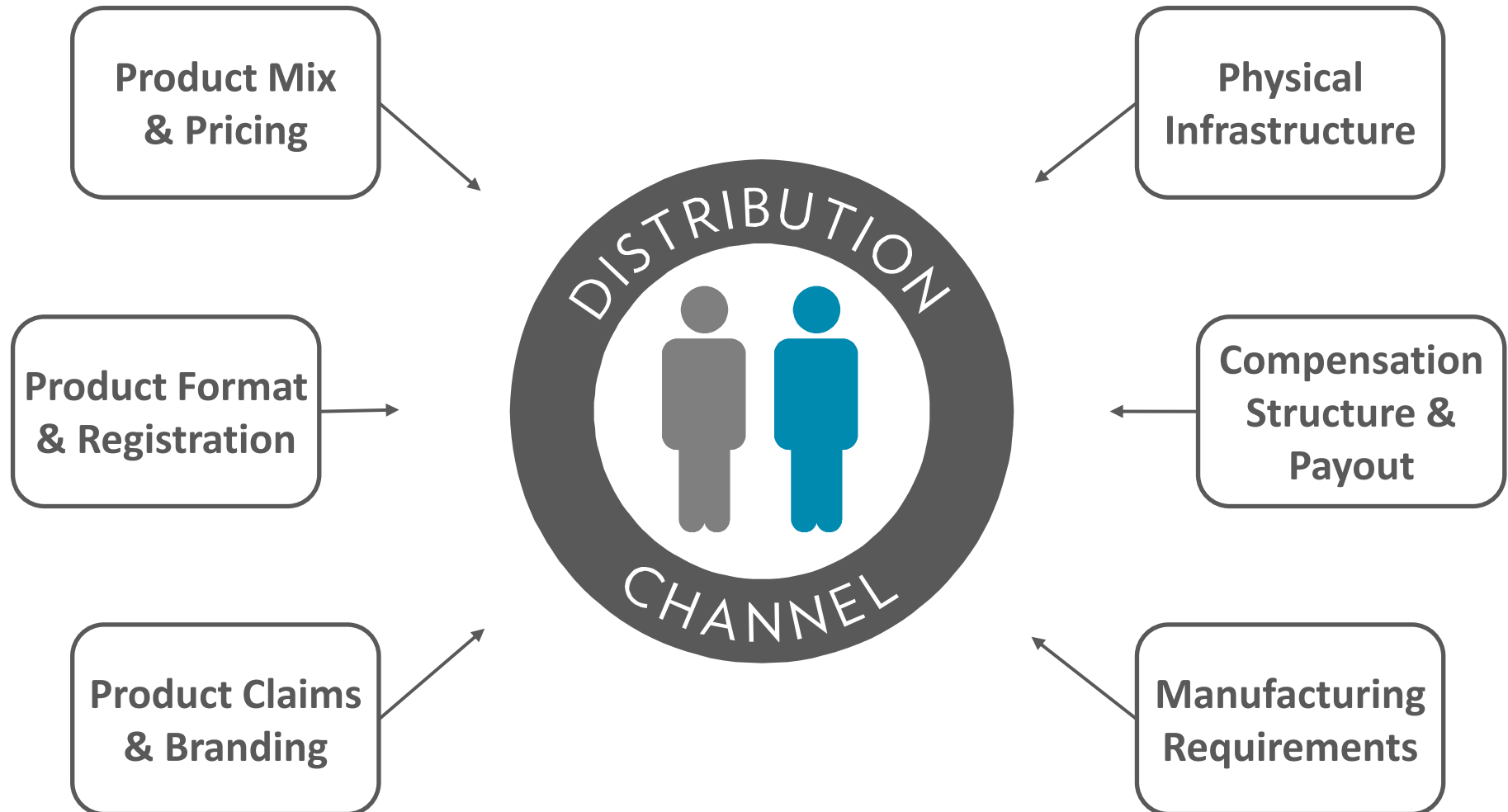
- Buy and use products

SALES LEADER

- Buy, use and resell products
- Find new consumers
- Train and develop new sales leaders

MANAGING OUR DISTRIBUTION CHANNEL

FOR DIFFERENT REGULATORY AND SOCIOECONOMIC CONDITIONS



GLOBAL SALES STRATEGY

Sustain growth by increasing the **SIZE** and **OUTPUT** of our distribution channel

ACTIVITY | PRODUCTIVITY



KEY METRICS

2009-2012

ACTIVITY

Actives: the number of individuals who purchase directly from the company

▲ 20%

PRODUCTIVITY

Average Monthly Volume (AMV): the amount of monthly volume per Active

▲ 30%

PRODUCT INNOVATION AND LAUNCH PROCESS – CATALYSTS FOR HEALTHY GROWTH

LAUNCH CYCLES RESULT IN

- Channel **GROWTH** (Actives)
- Increased **PRODUCTIVITY** (AMV)
- Incremental **SALES**



TWO-YEAR LAUNCH CYCLE



ALIGNING GROWTH INITIATIVES WITH SALES LEADERS

FOCUS ON **STRATEGY, TARGETS** AND **NEXT PRODUCT LAUNCH**

1

Product Sell-in: Strategically plan & align with sales leaders around new product launch

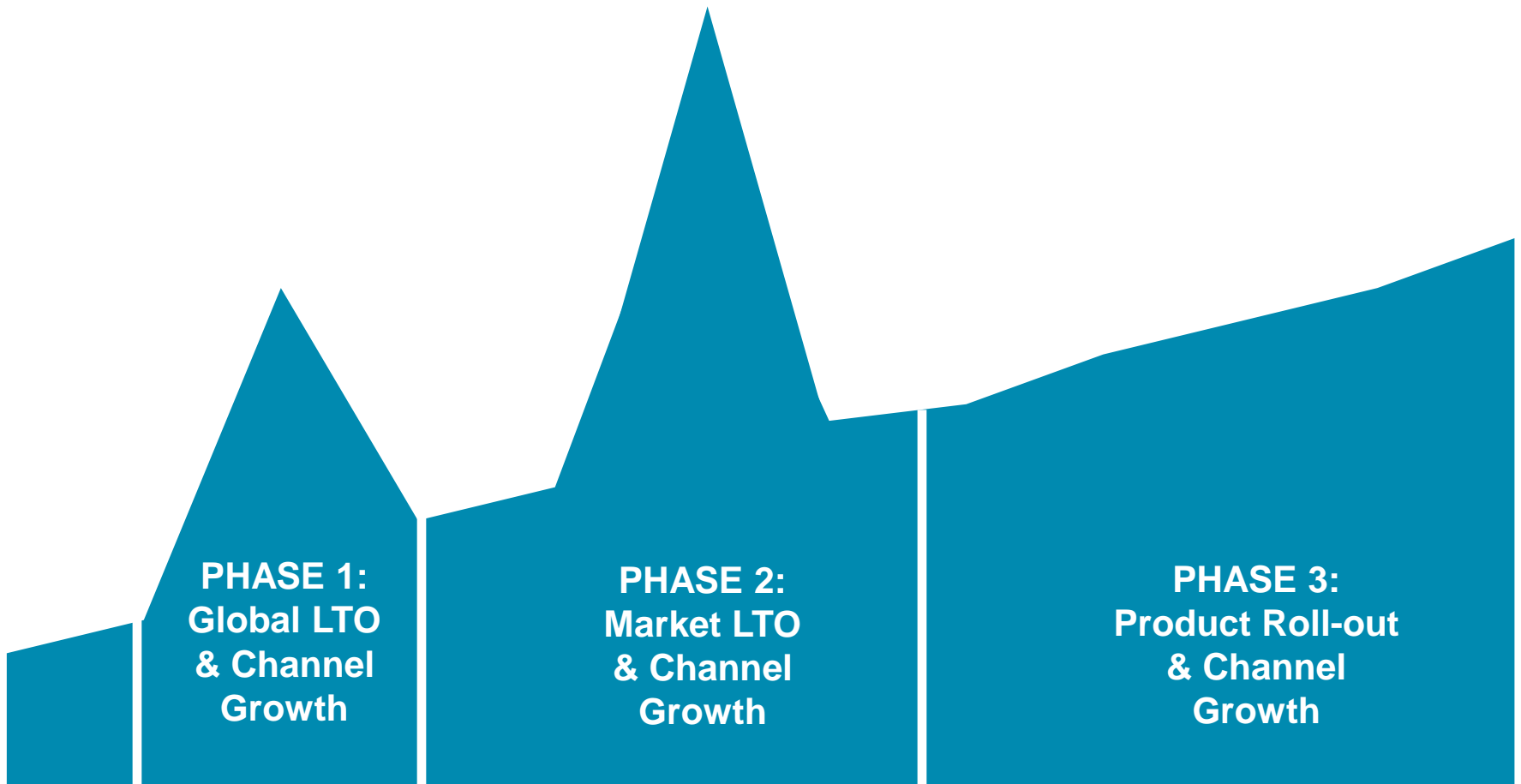
2

Channel Fill: Global and regional limited time offers (LTO) prior to local product roll outs

3

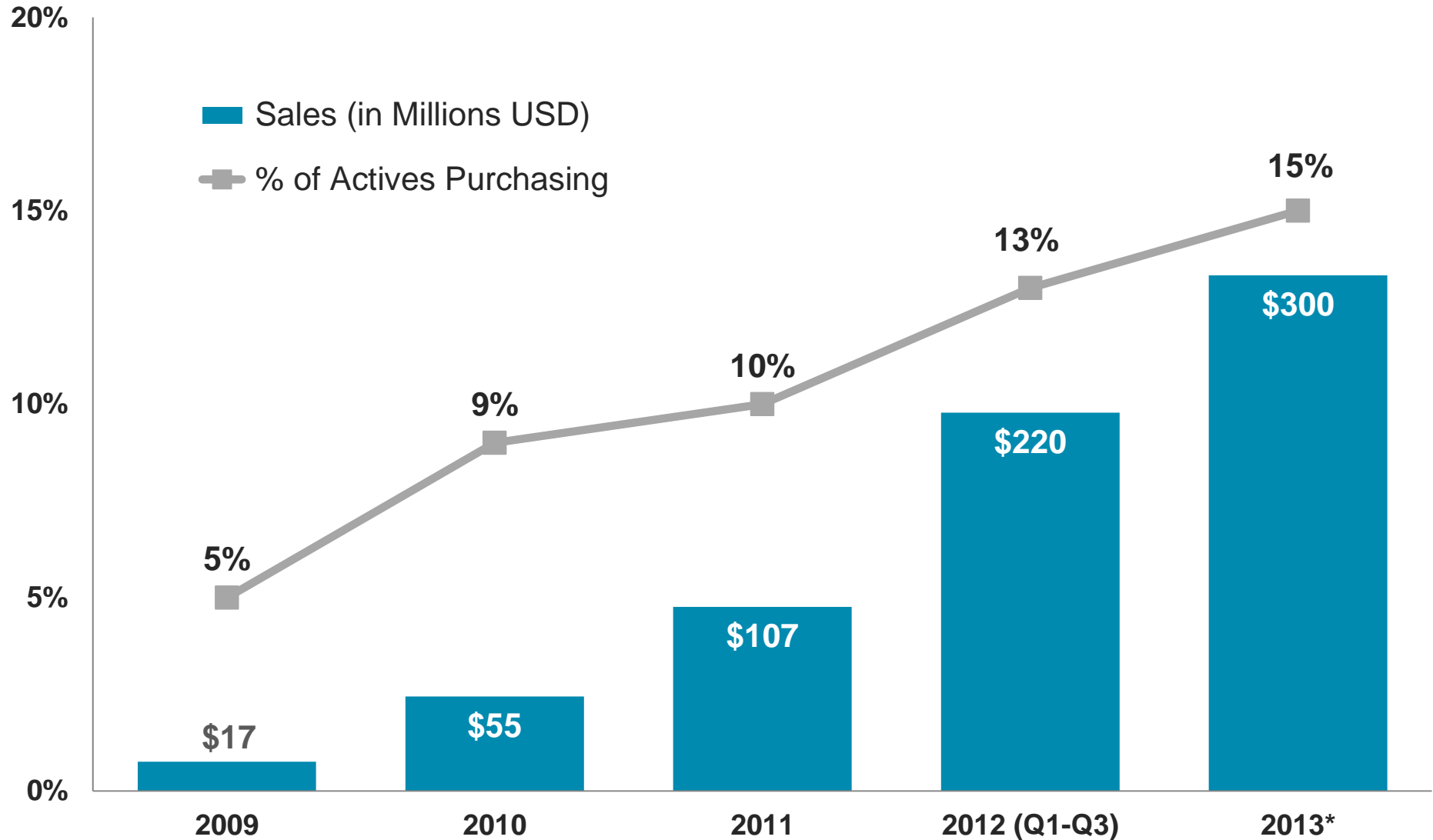
Channel Growth: New products and categories drive new actives/sales leaders and increase productivity

NU SKIN PRODUCT TWO-YEAR LAUNCH CYCLE



PARTICIPATION IN LAUNCH INCREASING

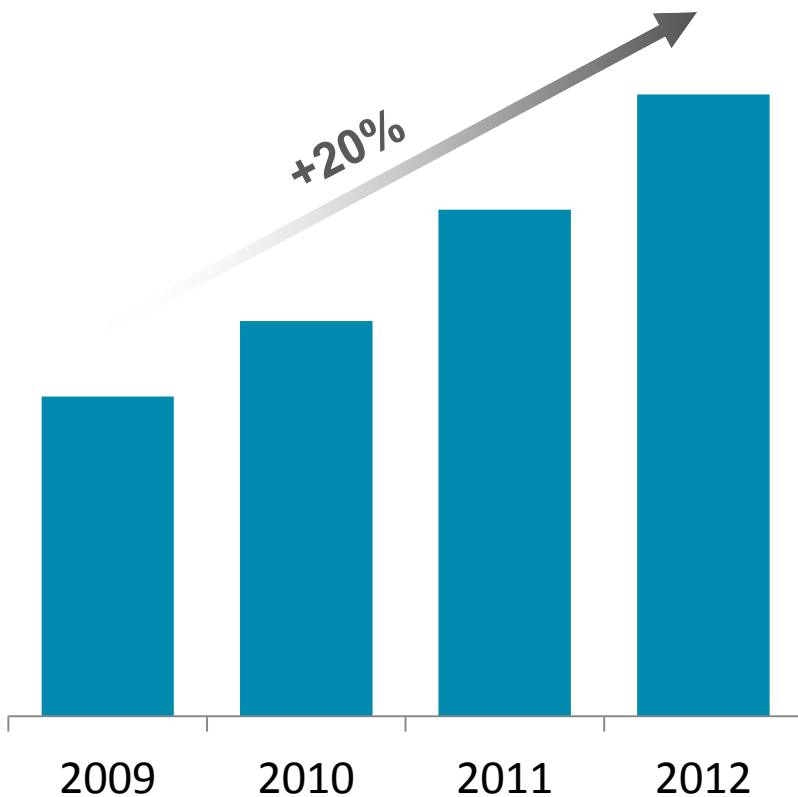
PRE-LAUNCH LTO PARTICIPATION DRIVING LAUNCH REVENUE



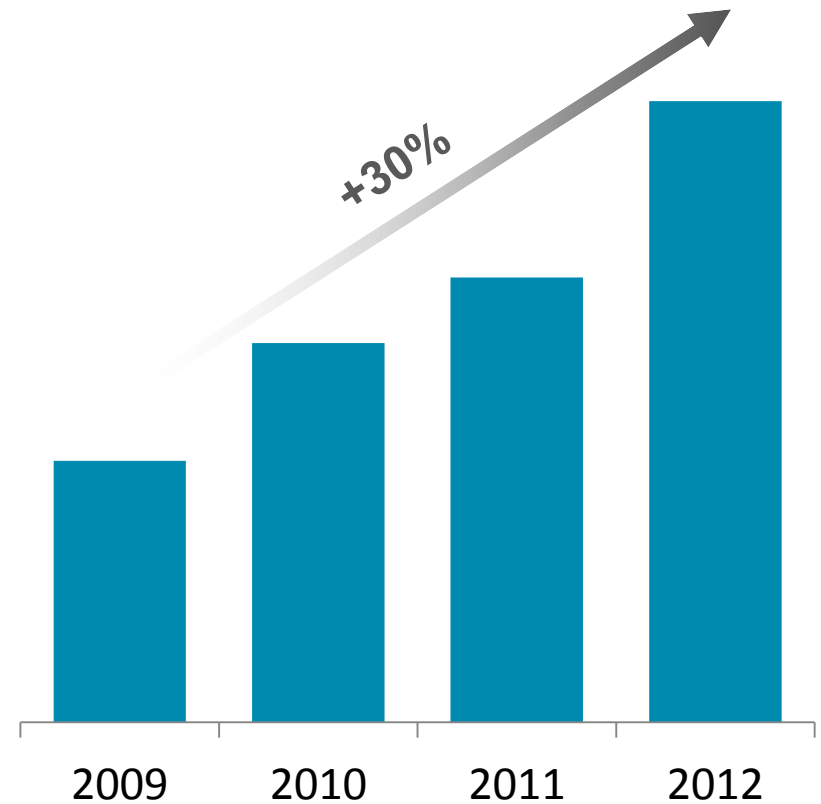
*Projected

NU SKIN LAUNCH STRATEGY CHANNEL RESULTS

CHANNEL GROWTH (ACTIVES)



CHANNEL OUTPUT (AVERAGE MONTHLY VOLUME)



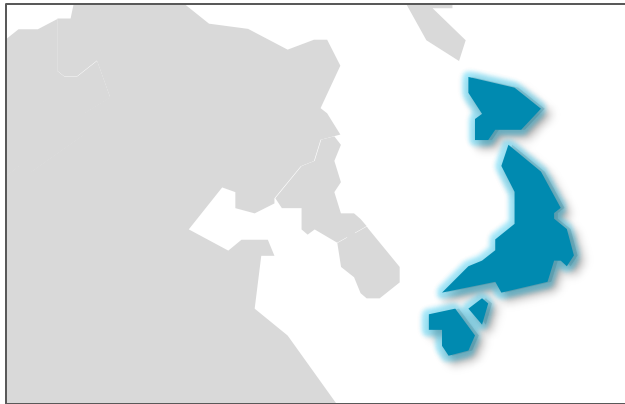
PRODUCT LAUNCH SCHEDULE

2013	<ul style="list-style-type: none">▶ Local rollout Body Spa and R2▶ Global Gamma LTO
2014	<ul style="list-style-type: none">▶ Regional LTOs Gamma▶ Begin local Gamma rollout
2015	<ul style="list-style-type: none">▶ Continue local Gamma rollouts▶ Global LTO Alpha & Delta
2016	<ul style="list-style-type: none">▶ Regional LTOs Alpha & Delta
2017	<ul style="list-style-type: none">▶ Global LTO Kappa



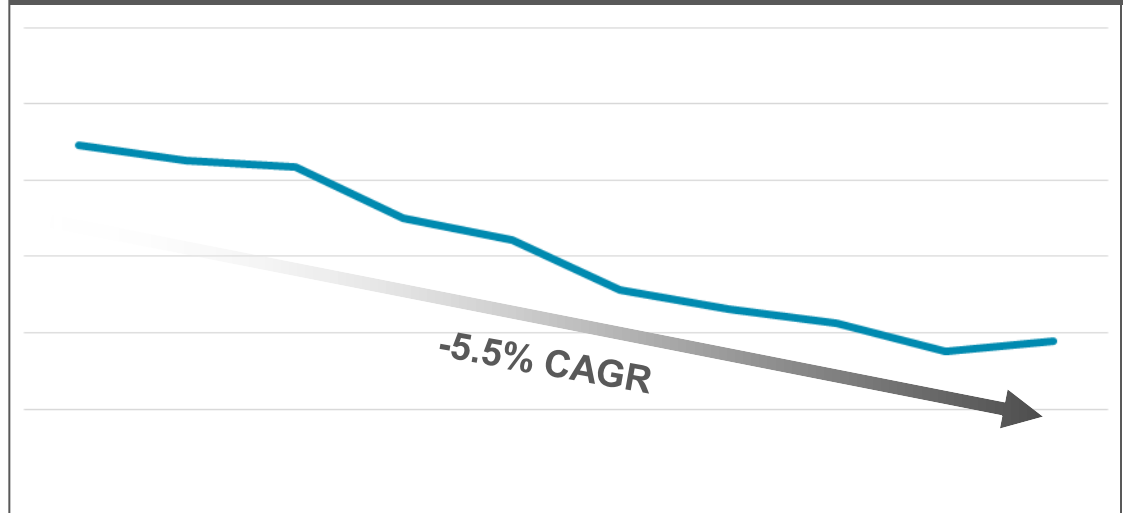
Our **LAUNCH PROCESS** is
DRIVING ACTIVITY and
IMPROVING PRODUCTIVITY

JAPAN

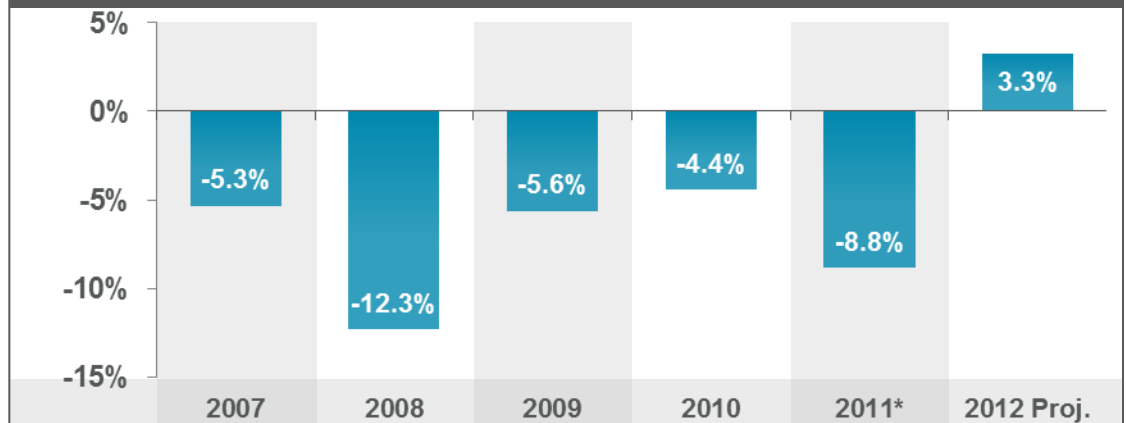


- Projecting 3% growth in 2012
- Increase in sales leader activity
- Body Galvanic Spa LTO - Q4 2012 (revenue +15%)
- Modeling 1-3% revenue growth in 2013

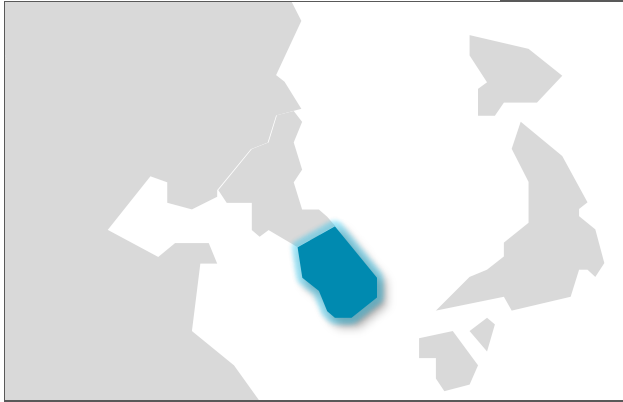
2003 - 2012 LOCAL CURRENCY REVENUE TREND



REVENUE TREND IN JAPAN (YOY)

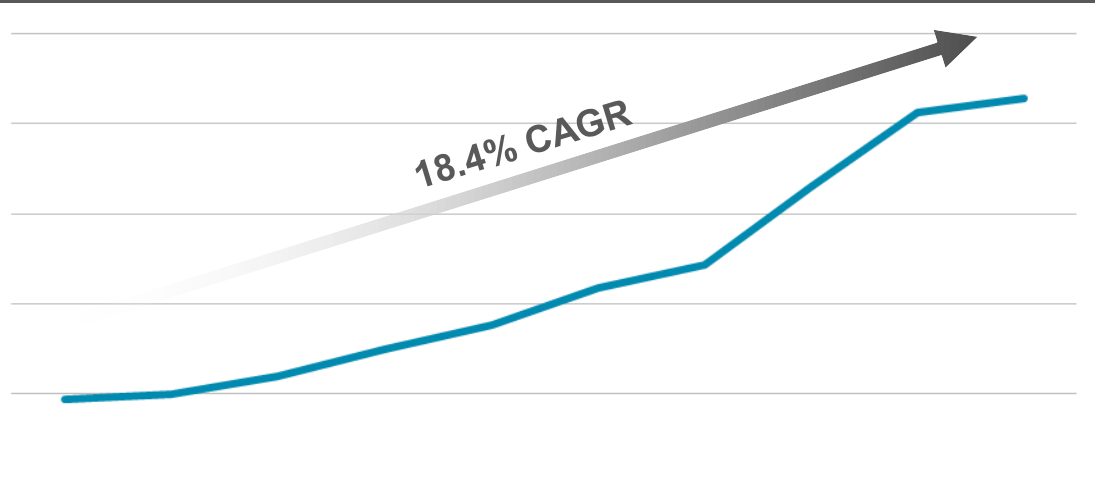


SOUTH KOREA

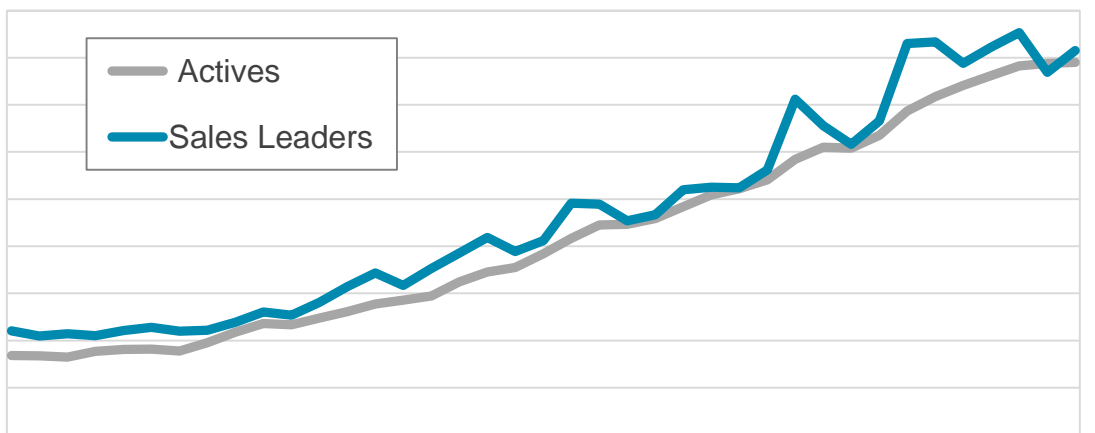


- Body Galvanic Spa LTO – Q4 2012
- Improving revenue trends in H2 2012
- Modeling 10-12% revenue growth in 2013

2003 - 2012 LOCAL CURRENCY REVENUE TREND



ACTIVES/SALES LEADERS GROWTH

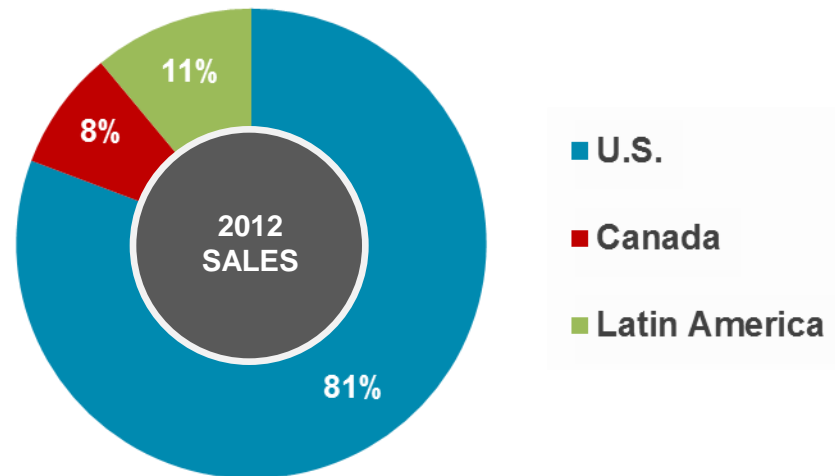
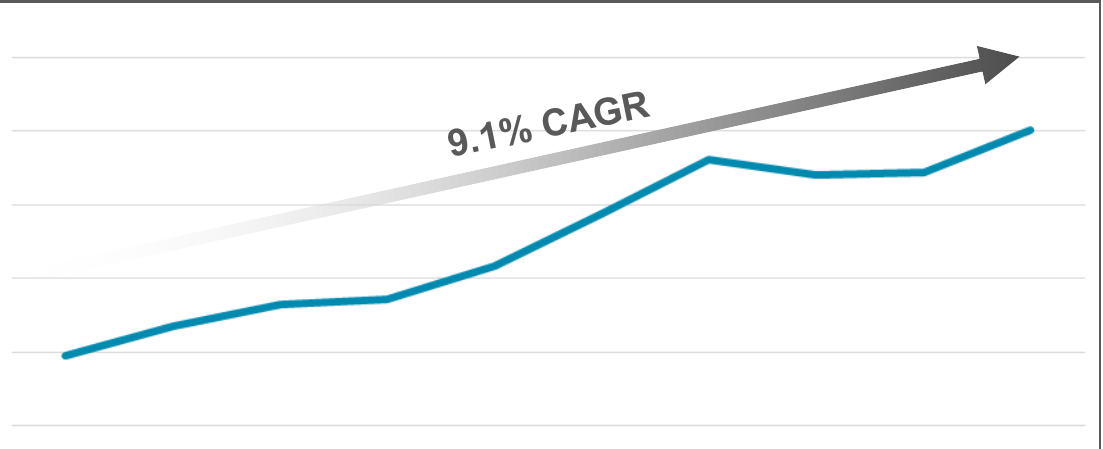


AMERICAS



- ageLOC TFEU LTO – Q4 2012
- Projected 15% U.S. growth in 2012 (excluding convention sales in 2011)
- Latin America projected 60% revenue growth in 2012
- Modeling 12-15% revenue growth in 2013

2003 - 2012 USD REVENUE TREND

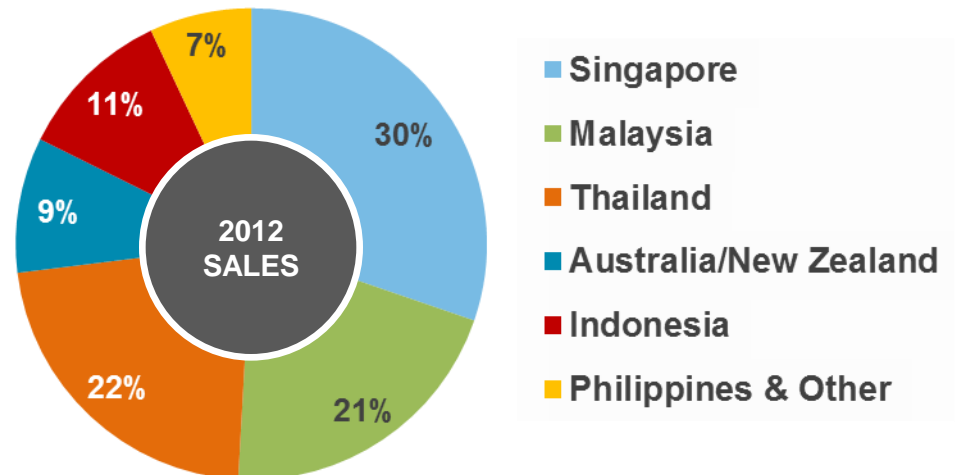
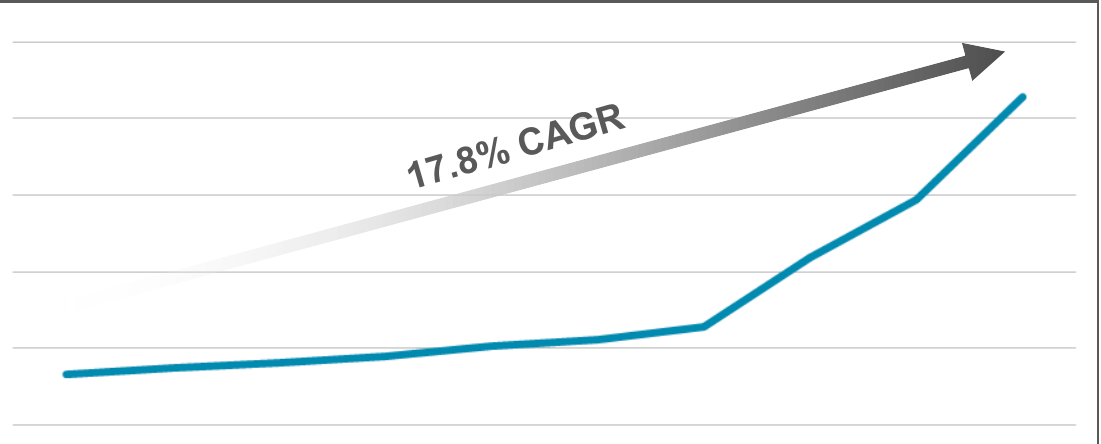


SOUTH ASIA / PACIFIC



- Expansion into Vietnam in 2012
- Projected 2012 revenue = \$330 million
- Modeling 5-10% revenue growth in 2013

2003 - 2012 USD REVENUE TREND

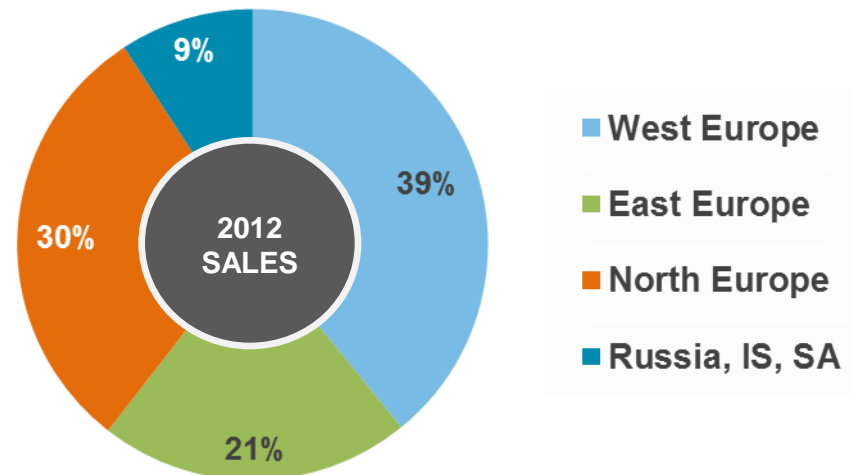
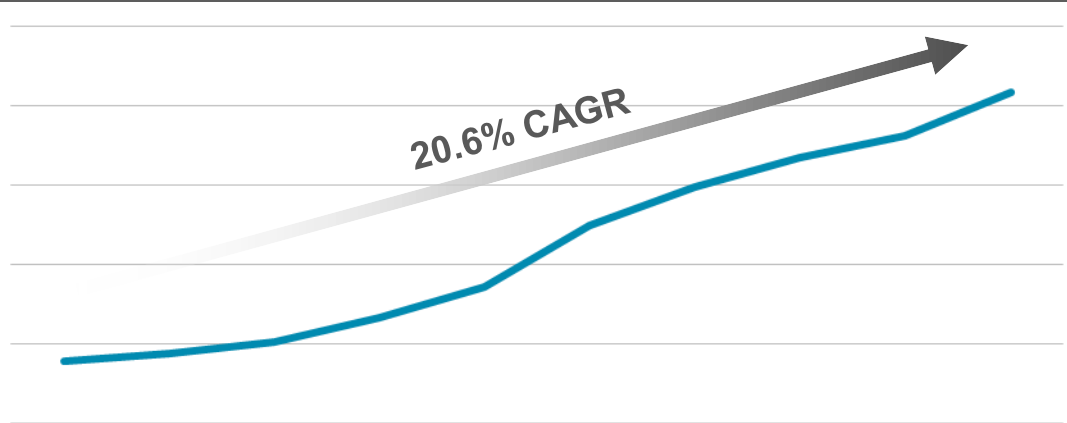


EMEA



- Projected 25% local currency growth in 2012
- Body Galvanic Spa LTO - Q1 2012
- R² LTO - Q4 2012
- Modeling 12-15% revenue growth in 2013

2003 - 2012 USD REVENUE TREND

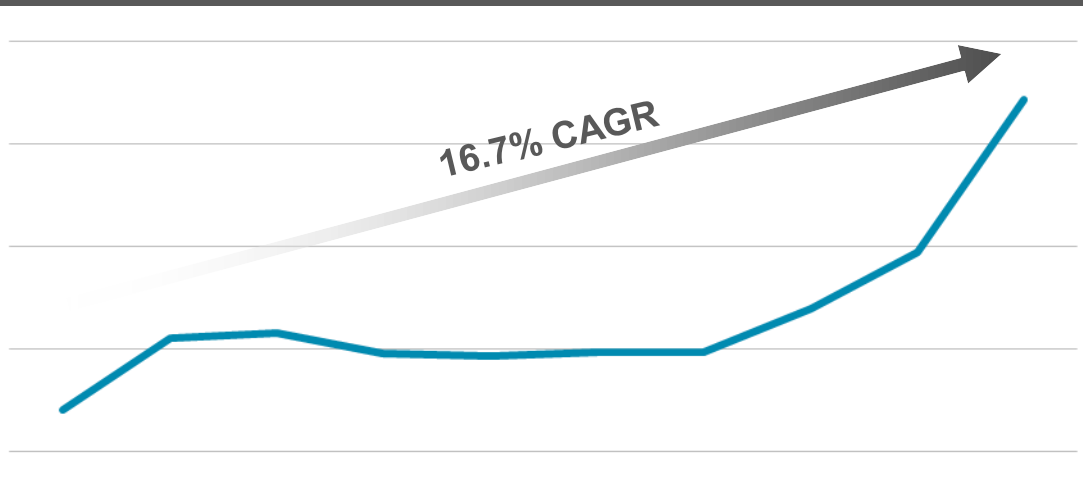


GREATER CHINA

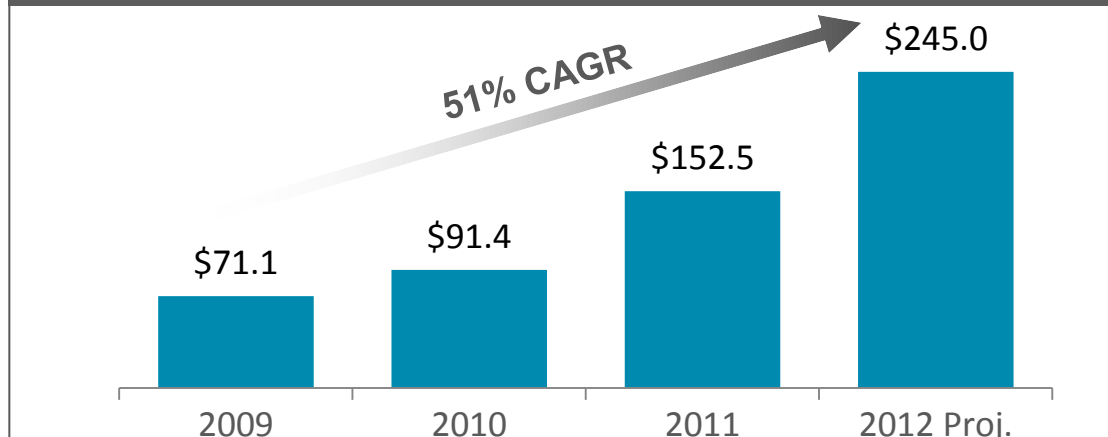


- Mainland China is fastest growing direct selling market
- Greater China HQ expected to be completed in 2013
- Modeling 15-18% revenue growth in 2013

2003 - 2012 USD REVENUE TREND



REVENUE TREND IN MAINLAND CHINA





In Mainland China, we have a
LONG OPERATING HISTORY,
GROWING DISTRIBUTION CHANNELS,
SOLID INFRASTRUCTURE,
and significant market **POTENTIAL**

RAPIDLY GROWING DIRECT SELLING MARKET

SIGNIFICANT MARKET POTENTIAL

\$16

BILLION
per year
(+ 21% YOY)

30

companies have
received direct
selling licenses

3rd

largest direct
selling market

LONG OPERATING HISTORY IN CHINA

Year	Event
1998	Exploration phase, acquired Pharmanex and two small companies
2002	Built Shanghai manufacturing facility and established retail stores
2003	Began selling Nu Skin products through retail stores
2005	New direct selling regulations published
2006	Obtained initial direct selling license
2007- 2008	Transition period, restructuring, new management team
2008-2012	Continued expansion of provincial DS licenses and rapid revenue growth

GREATER CHINA MANAGEMENT TEAM

Andrew Fan	Charlene Chiang	Patrick Yeung	Vincent Cheng	Angela Lau	Owen Messick
					
Regional President, Greater China 20+ yrs with Nu Skin	Regional VP, Opportunities and President, Taiwan ~20 yrs with Nu Skin	Regional VP, Leadership and President, Hong Kong & Macau ~20 yrs with Nu Skin	Regional VP, Alignment and President, W&N Mainland 10+ yrs with Nu Skin	Regional VP, Organizations and President E&S Mainland 20+ yrs with Nu Skin	Regional VP, Operations and President China Operations 20+ yrs with Nu Skin

- Average tenure = ~20 years

REGULATORY COMPLIANCE

- **Experienced management team that:**
 - Understands local regulatory framework
 - Works cooperatively with local regulators
 - Has a track record of regulatory compliance and successful operations

SOLID INFRASTRUCTURE IN CHINA



Manufacturing
Plants



R&D
Labs

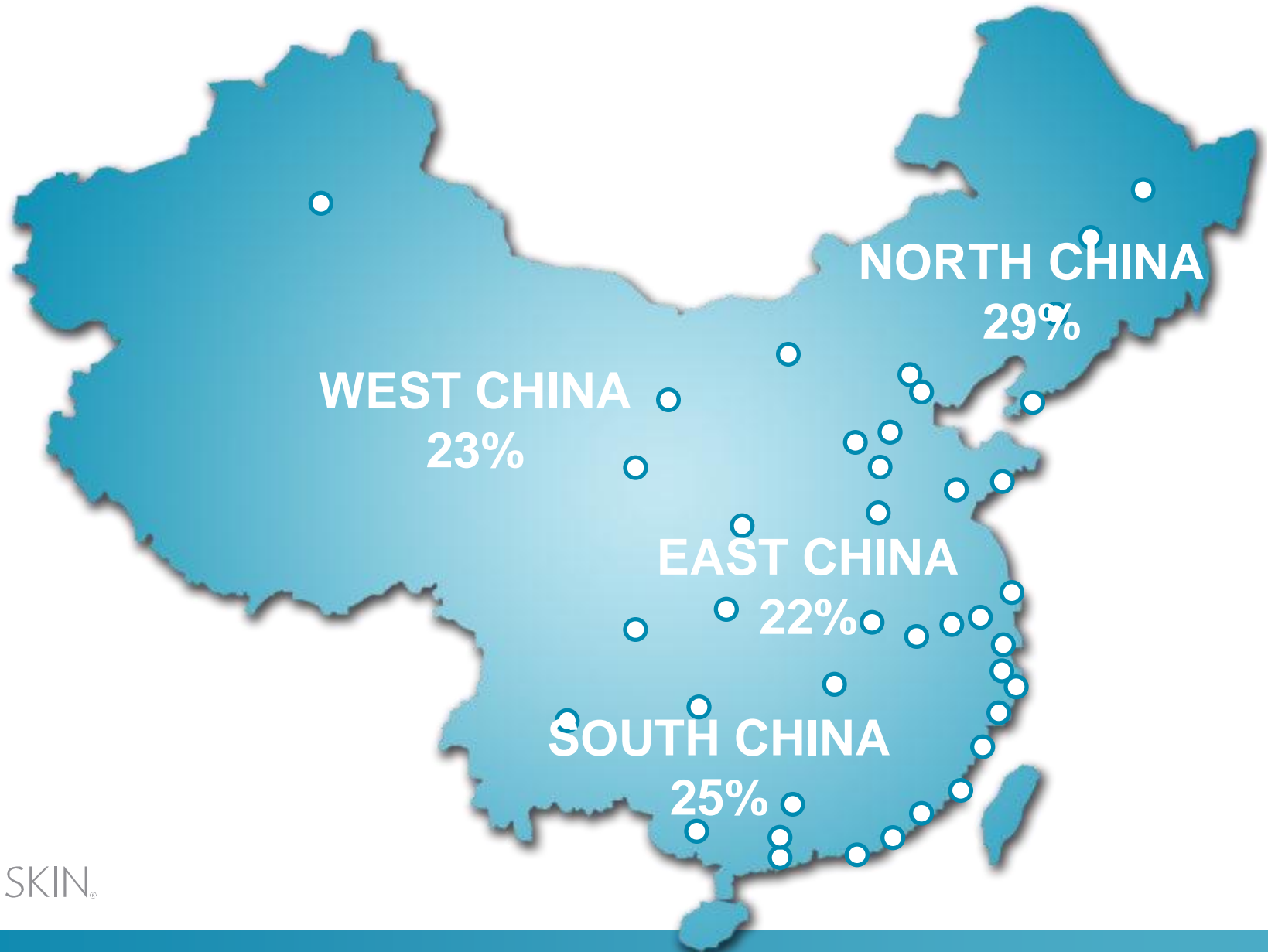


Stores



Provincial &
Municipality
Licenses

CHINA: REGIONAL REVENUE ALLOCATION




SIGNIFICANT MARKET POTENTIAL FOR NU SKIN

Company	2011 Revenue (In US\$ MM)	2011 % Growth
Amway	\$4,200	21.4%
Perfect	\$1,900	18.0%
Infinitus	\$1,300	88.9%
Mary Kay	\$1,000	32.0%
New Era	\$540	37.2%
Tiens	\$500	14.3%
Yofoto	\$400	150.0%
For You	\$283	80.0%
Apollo	\$281	60.0%
Sunhope	\$228	45.0%
Herbalife	\$204	8.3%
Avon	\$188	-20.0%
Nu Skin	\$152	59%
Shaklee	\$70	233%


*Estimates based on company releases and statements in the media

FIVE-YEAR BUSINESS PLAN IN CHINA

- Execute product launch strategy
- Increase number of direct selling licenses
- Expand number of direct sellers
- Triple number of retail stores
- Extend distribution channel by adding independent marketers (consistent with competitors)



We are confident in the **LONG-TERM
GROWTH POTENTIAL** of Mainland China
and believe we have the **KNOWLEDGE**
and **RESOURCES** to capitalize
on the opportunity



Several additional regions of the world have **STRONG GROWTH POTENTIAL** and we plan to **EXPAND OUR MODEL** to compete in each of these areas

STRONG DIRECT SELLING GROWTH IN LATIN AMERICA

	2006 Sales US\$M	2011 Sales US\$M	Sales CAGR '06-'11
Brazil	6,900	11,972	12%
Mexico	3,604	6,311	12%
Venezuela	887	2,887	27%
Columbia	1,000	2,006	15%
Argentina	724	1,628	18%
Peru		1,167	

- 6 of top 20 direct selling markets in Latin America

LATIN AMERICA REVENUE ALLOCATION

	2011 Global Sales in Billion \$	Latin America Sales in Billion \$	% of Total Global Sales
Avon	11.3	5.1	45%
Amway	10.9	0.1	< 1%
Herbalife	3.5	1.0	29%
Natura	3.0	3.0	100%
Jafrá	3.0	0.5	17%
Mary Kay	2.9	0.4	14%
Tupperware	2.6	0.7	27%
Oriflame	2.1	0.1	5%
Nu Skin	1.7	0.02	< 1%
Belcorp	1.6	1.6	100%

POSITIONING OF LATIN AMERICA BUSINESS

- Direct Selling in Latin America is dominated by single-level business models:

AVON



BELCORP

Arabela

YANBAL

TSU

BUT THAT IS CHANGING...

- Single-level resellers have limited income potential
- The single-level model does not create a transferrable business asset. Salesperson versus entrepreneur / business owner.

BUILDING A SUCCESSFUL BUSINESS IN LATIN AMERICA



- Most international companies implement their global model into Latin America
- Nu Skin is building a model specifically for Latin America to leverage:
 - Global sales leaders
 - Nu Skin product expertise
 - Direct selling experience
- Expands opportunity for Nu Skin sales leaders

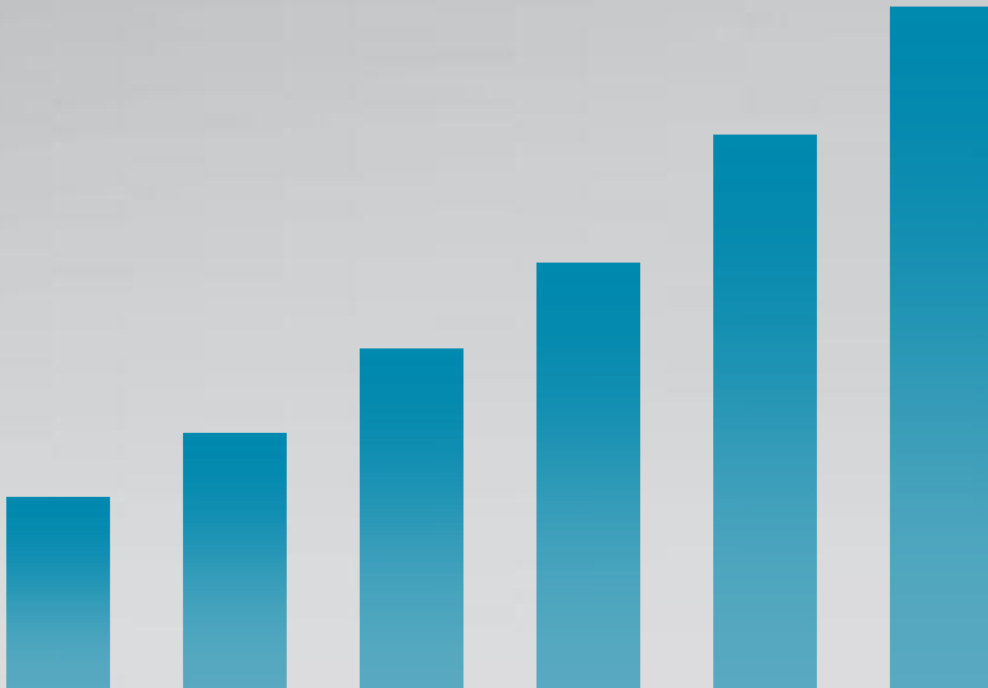
NU SKIN LATIN AMERICA



- Compelling local retail prices
 - Local manufacturing
 - Non-Nu Skin product portfolio
- Tailored business opportunity for local economic environment
 - “Career” income levels
 - Own your own business
 - Sales leader commissions ~25% of revenue vs. ~44% global model
- 2014 launch in a non-Nu Skin Latin America market

WE PLAN TO CREATE SHAREHOLDER VALUE

BY SUSTAINING
LONG-TERM GROWTH



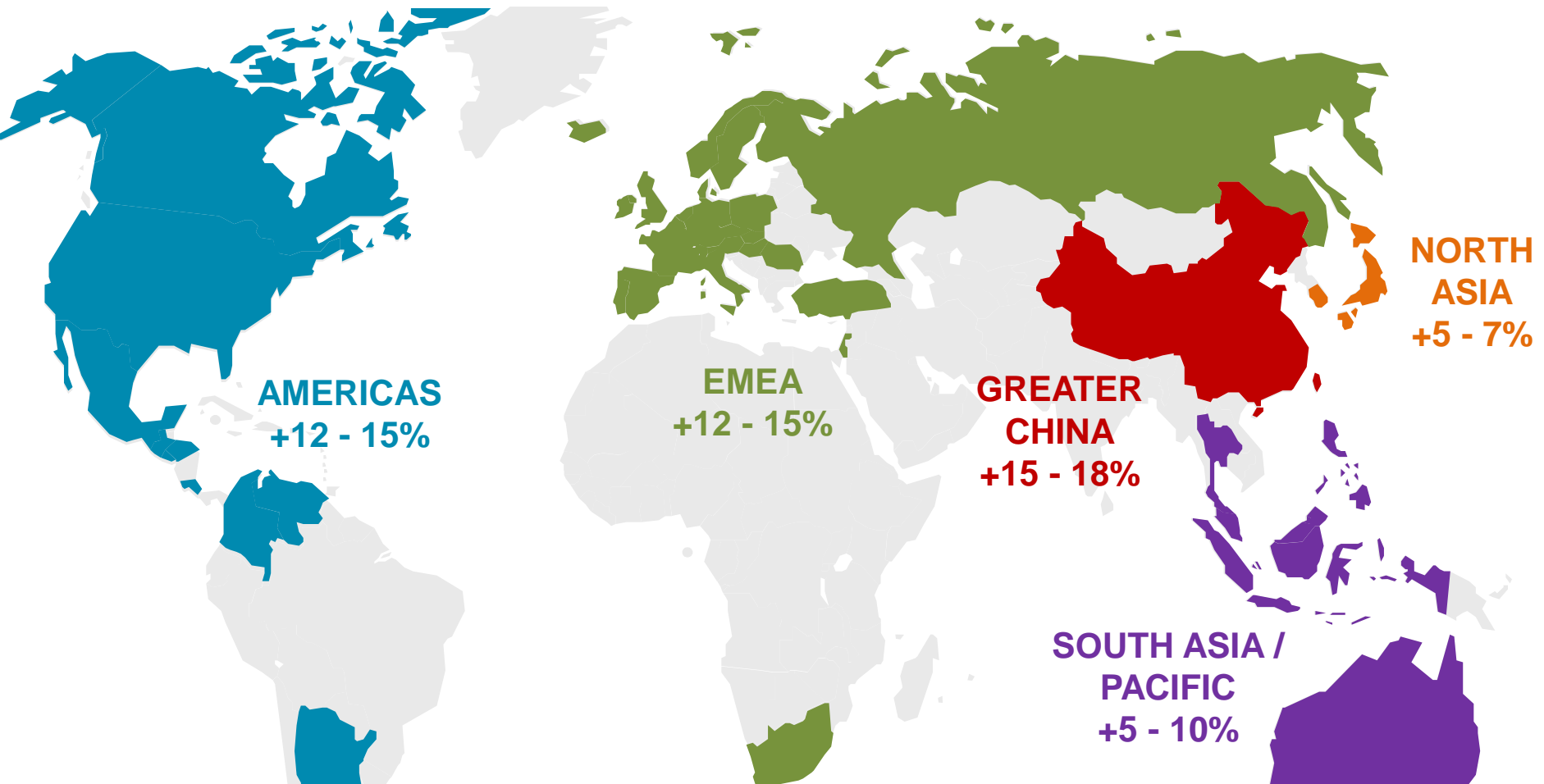


RITCH WOOD
CHIEF FINANCIAL OFFICER

2013 GUIDANCE SUMMARY

	GUIDANCE	GROWTH
Annual Revenue	\$2.25 - \$2.30 B	7 - 9%
Operating Margin	15.8 - 16.1%	10 - 30 bps
EPS	\$3.70 - \$3.85	10 - 15%

2013 PROJECTED LOCAL CURRENCY REVENUE



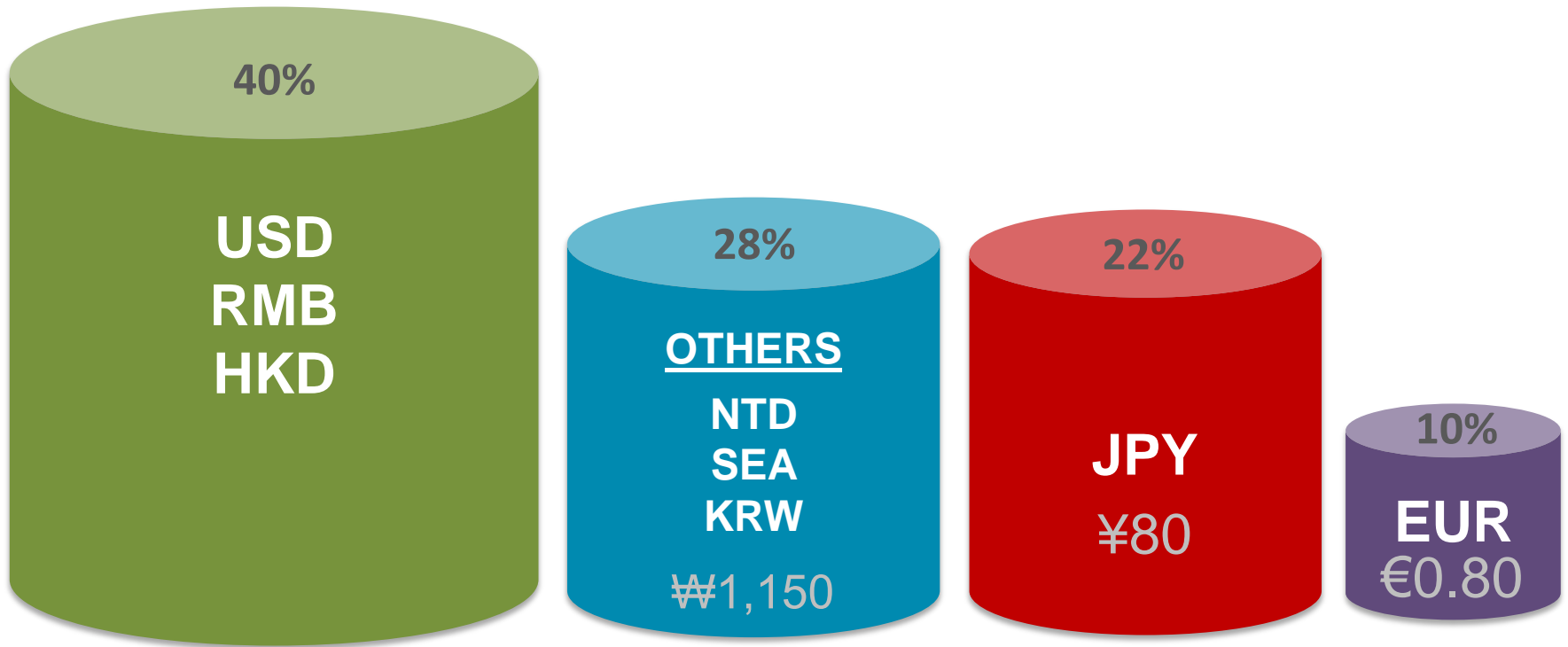
Global Constant Currency Growth

8 to 10%

Expected Currency Impact

-1 to -2%

PROJECTED 2013 CURRENCY IMPACT





We plan to continue to improve our
OPERATING MARGIN while
INVESTING IN FUTURE GROWTH

KEY INVESTMENTS

1

Global sales force incentives

2

Product discovery and development

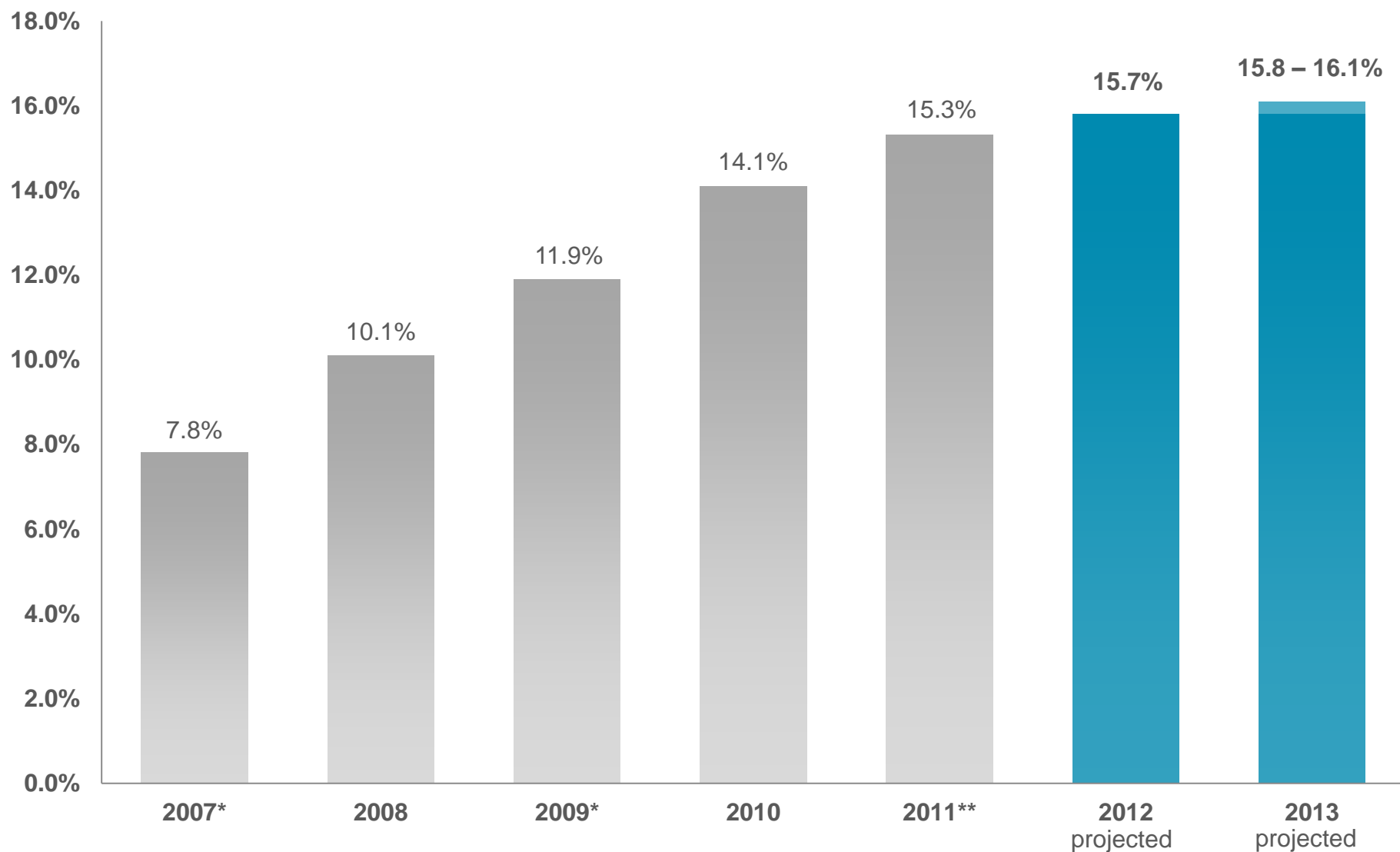
3

Channel innovation and infrastructure

4

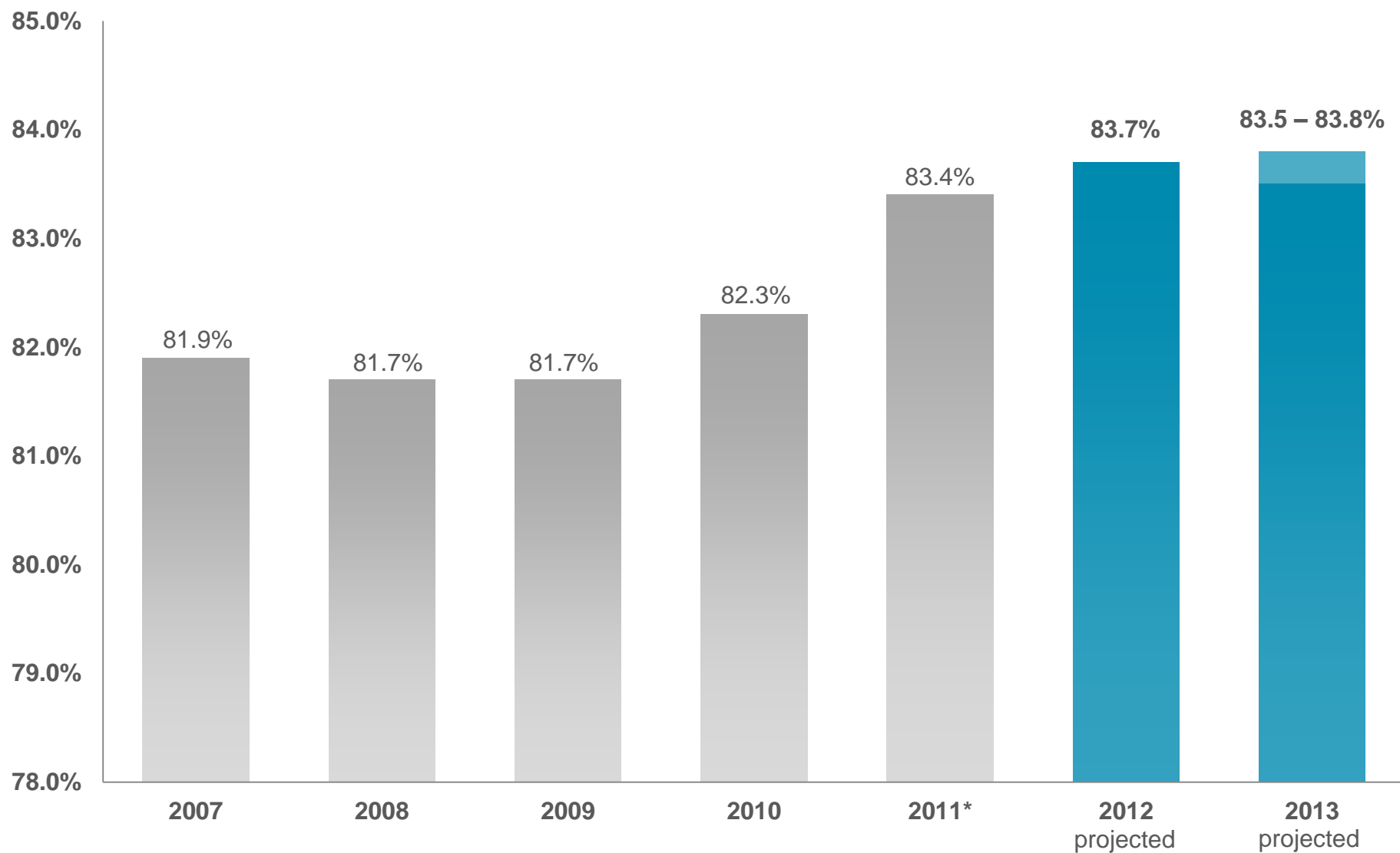
Latin America development

2007 – 2013 OPERATING MARGIN

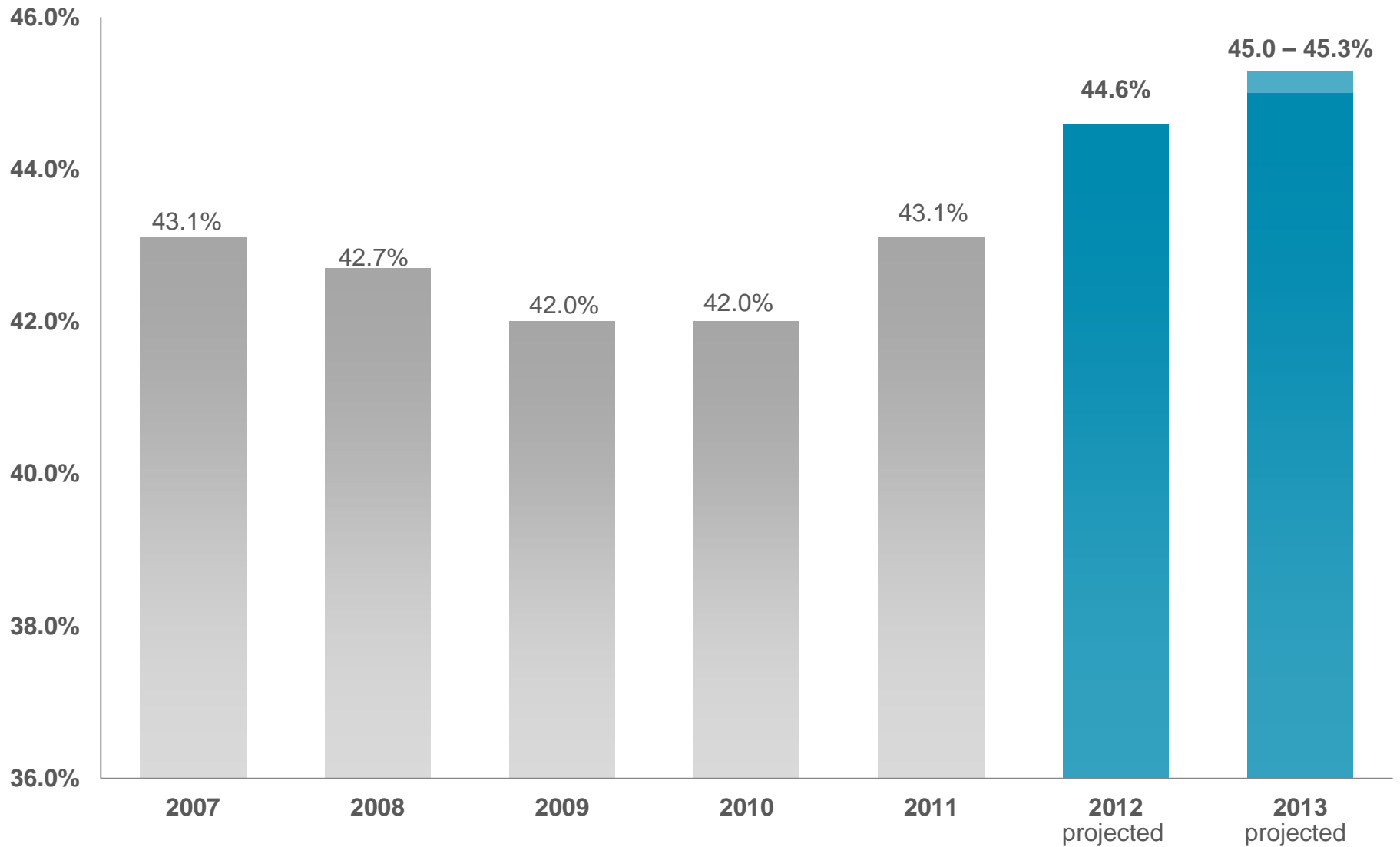


*Excludes restructuring and impairment of assets and other. ** Excludes impact of Japan customs case.

2007 – 2013 GROSS MARGIN



2007 – 2013 SELLING EXPENSE

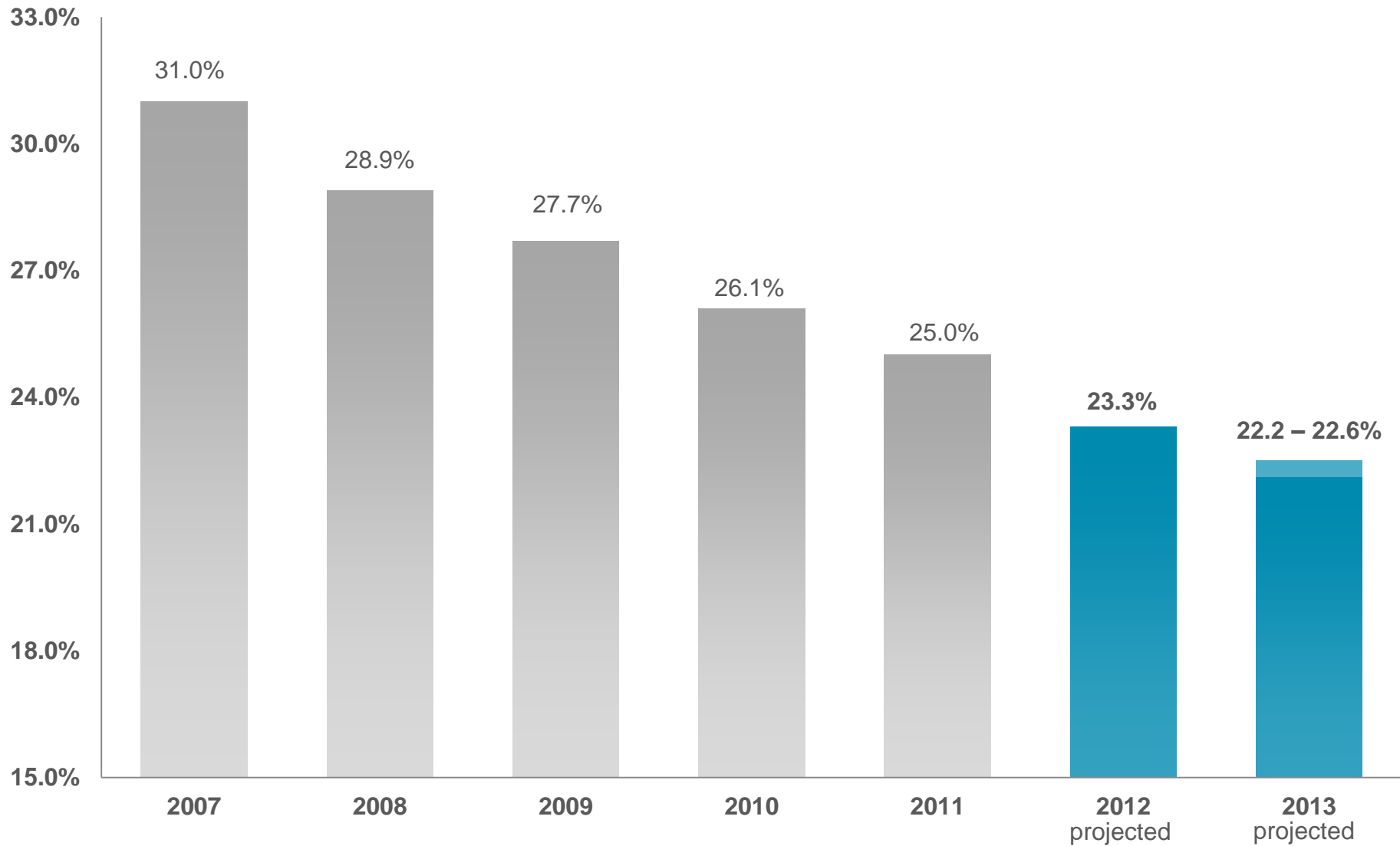


SELLING EXPENSE FACTORS

- 1 Product launch impact
- 2 Promotional incentive trips
- 3 Special achievement incentives

2007 – 2013 G&A EXPENSE

AS A PERCENT OF REVENUE



G&A EXPENSE FACTORS

- 1 Leverage fixed costs
- 2 Invest in high growth markets
- 3 Product discovery and development
- 4 Q4 2013 Global convention

OTHER EXPENSE FACTORS

1

Projected net interest expense - \$4.0 million

- Interest Expense: \$5.0 million
- Interest Income: \$1.0 million

2

Foreign currency impact

- Debt
- Intercompany balances

INCOME TAX RATE

1

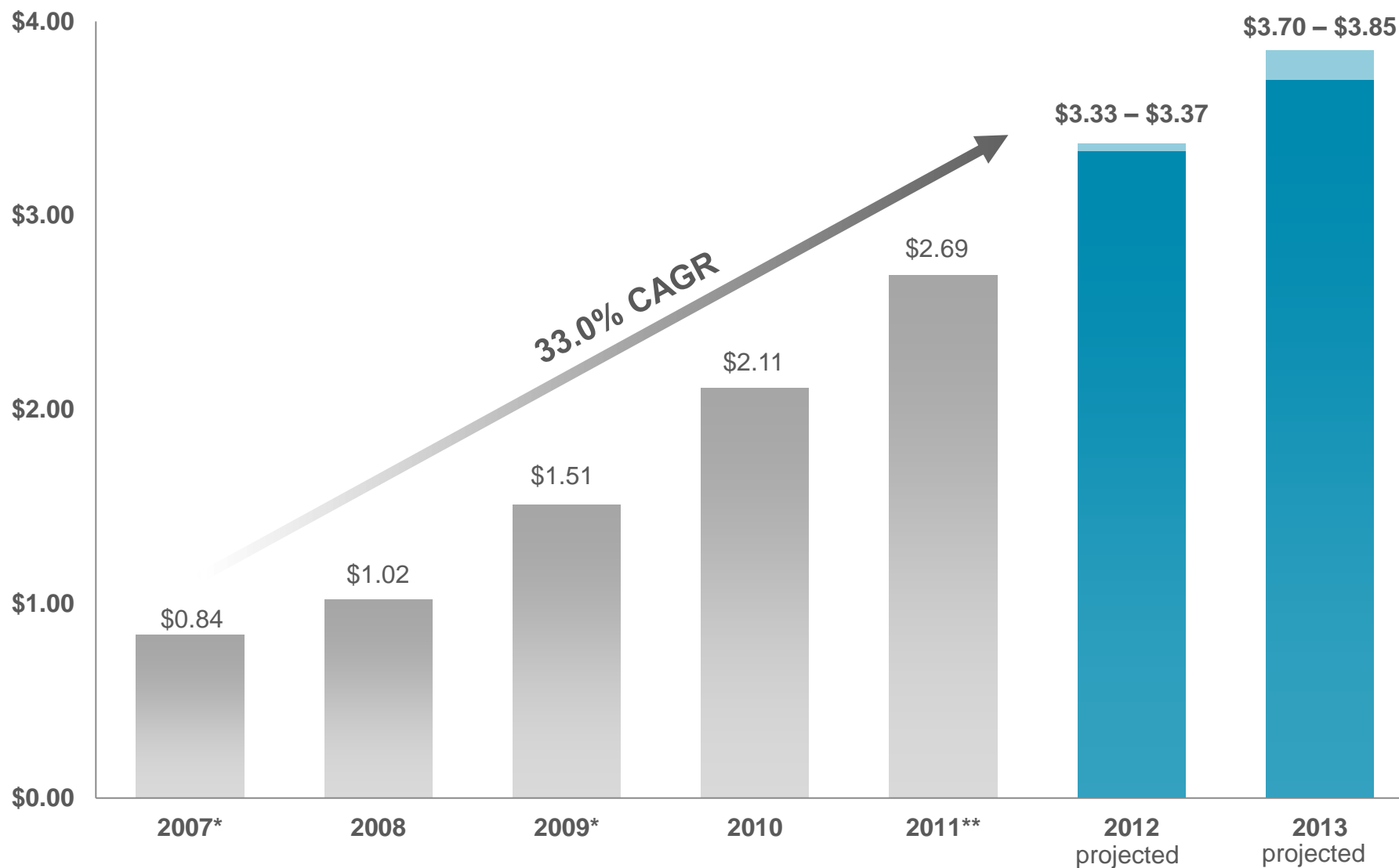
Expected tax rate of 35.5 – 36.0% in 2013

2

Developing structure to reduce tax rate

- Minimal benefit begins in 2013
- By 2015, target tax rate of 34.5%

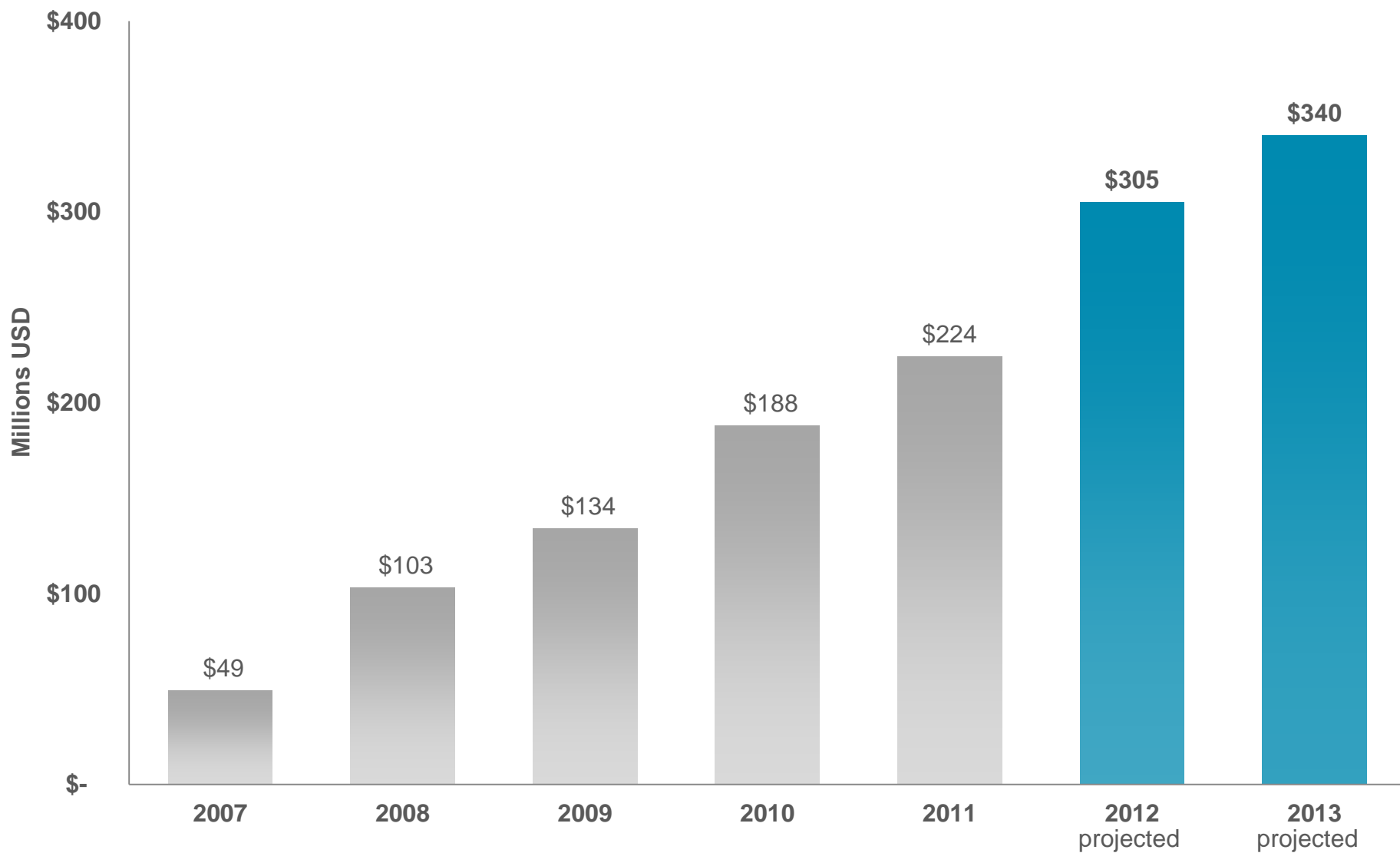
2007 – 2013 EARNINGS PER SHARE



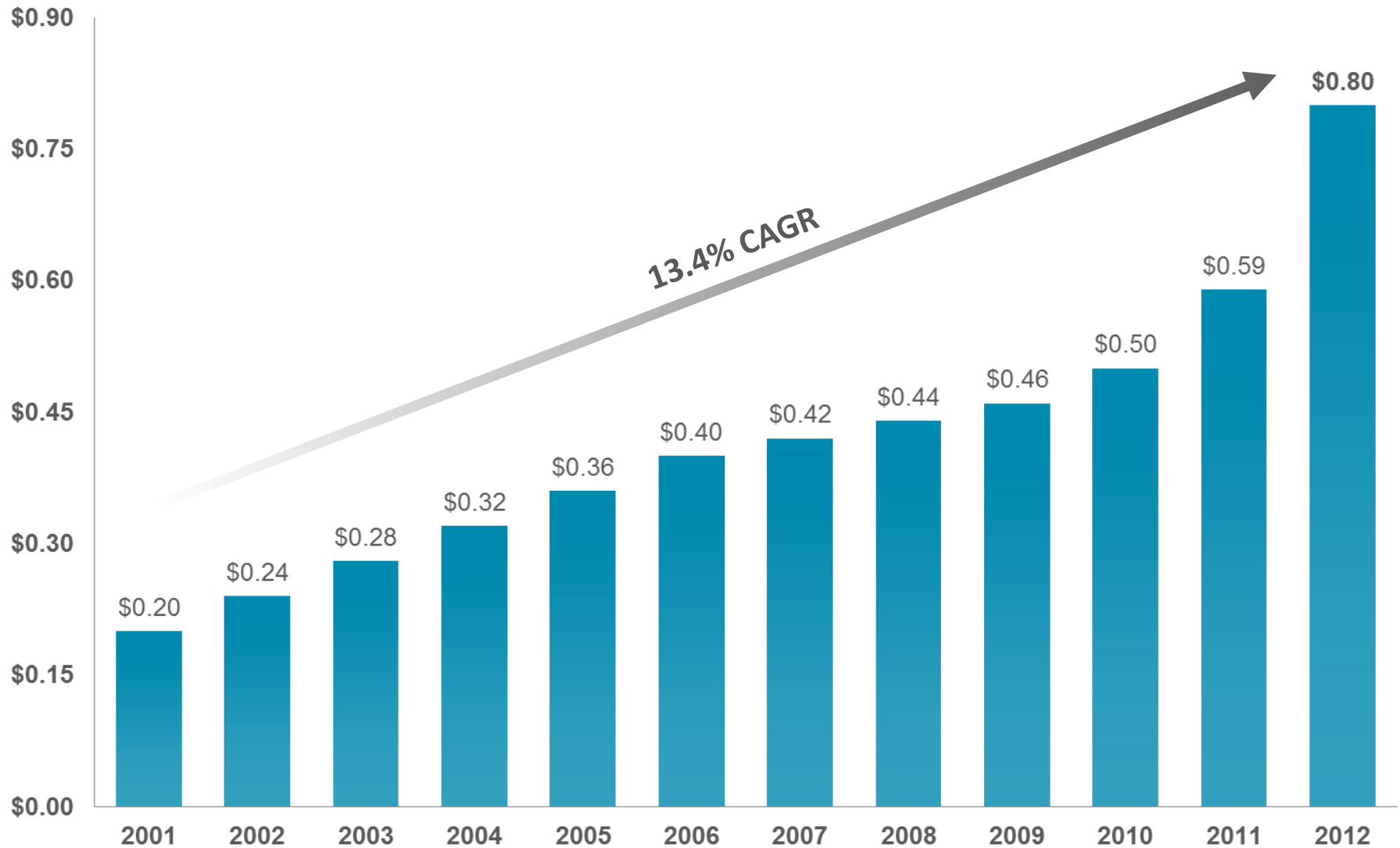
2013 CASH FLOW MODELING

	2012	2013
D&A	\$34 MM	\$38 - \$42 MM
Stock option expense	\$22 MM	\$23 - \$26 MM
Capital expense	\$100 MM	\$130 - \$150 MM
Debt payments	\$26 MM	\$40 MM
Dividend payments	\$50 MM	TBD

2007 – 2013 CASH FROM OPERATIONS



INCREASING DIVIDEND HISTORY



STOCK REPURCHASE ACTIVITY

2004 - 2011

~\$48 MM	Average purchase amount per year
2.3 MM	Average shares purchased per year
\$21.43	Average share purchase price
~2%	Outstanding shares repurchased per year

2012 (Q1-Q3)

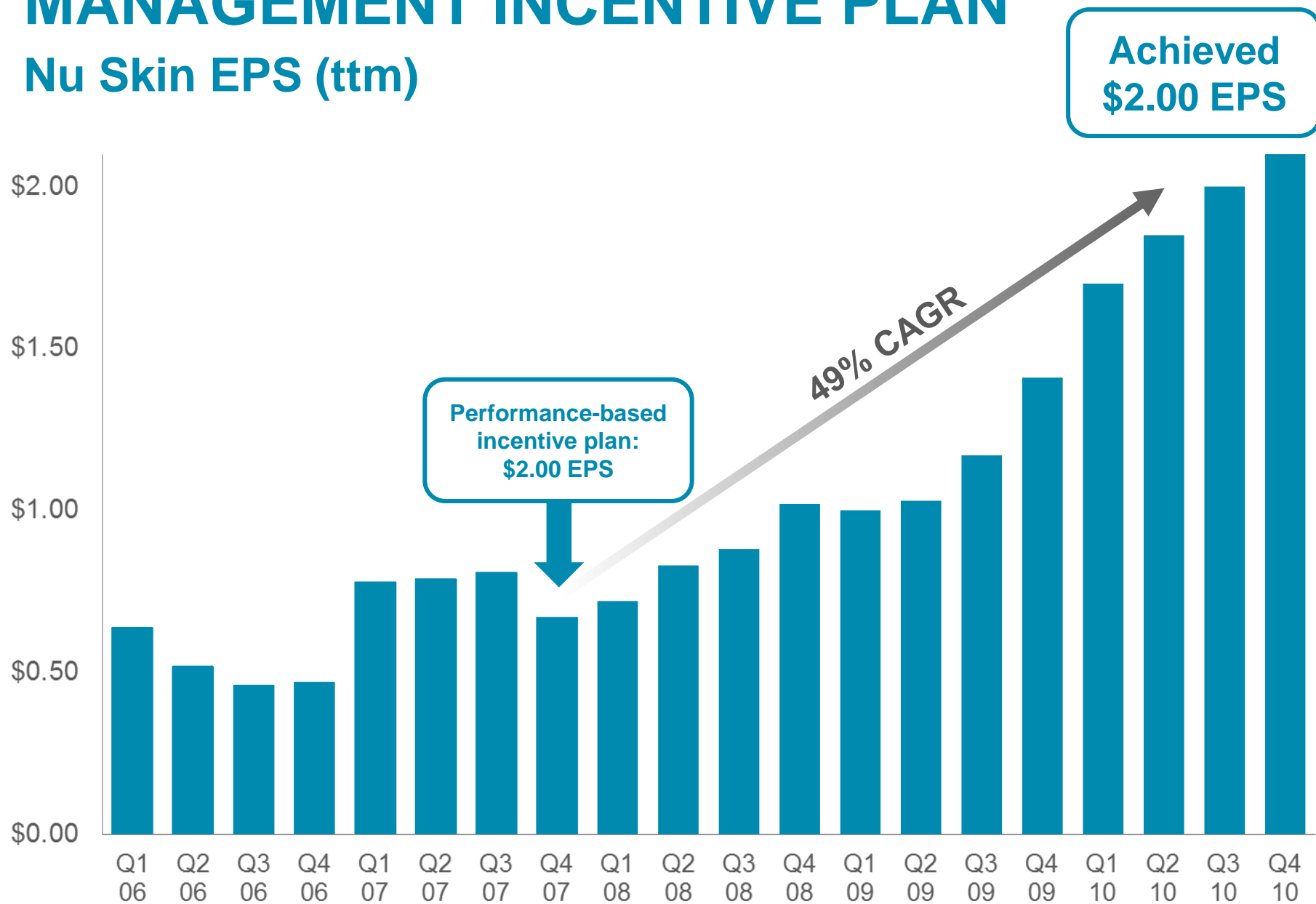
- **\$179 MM** (4.1 MM shares or 7% of outstanding shares)
- Weighted average purchase price of **\$43.95**



Our Board of Directors has aligned
MANAGEMENT INCENTIVES with
SHAREHOLDER INTERESTS

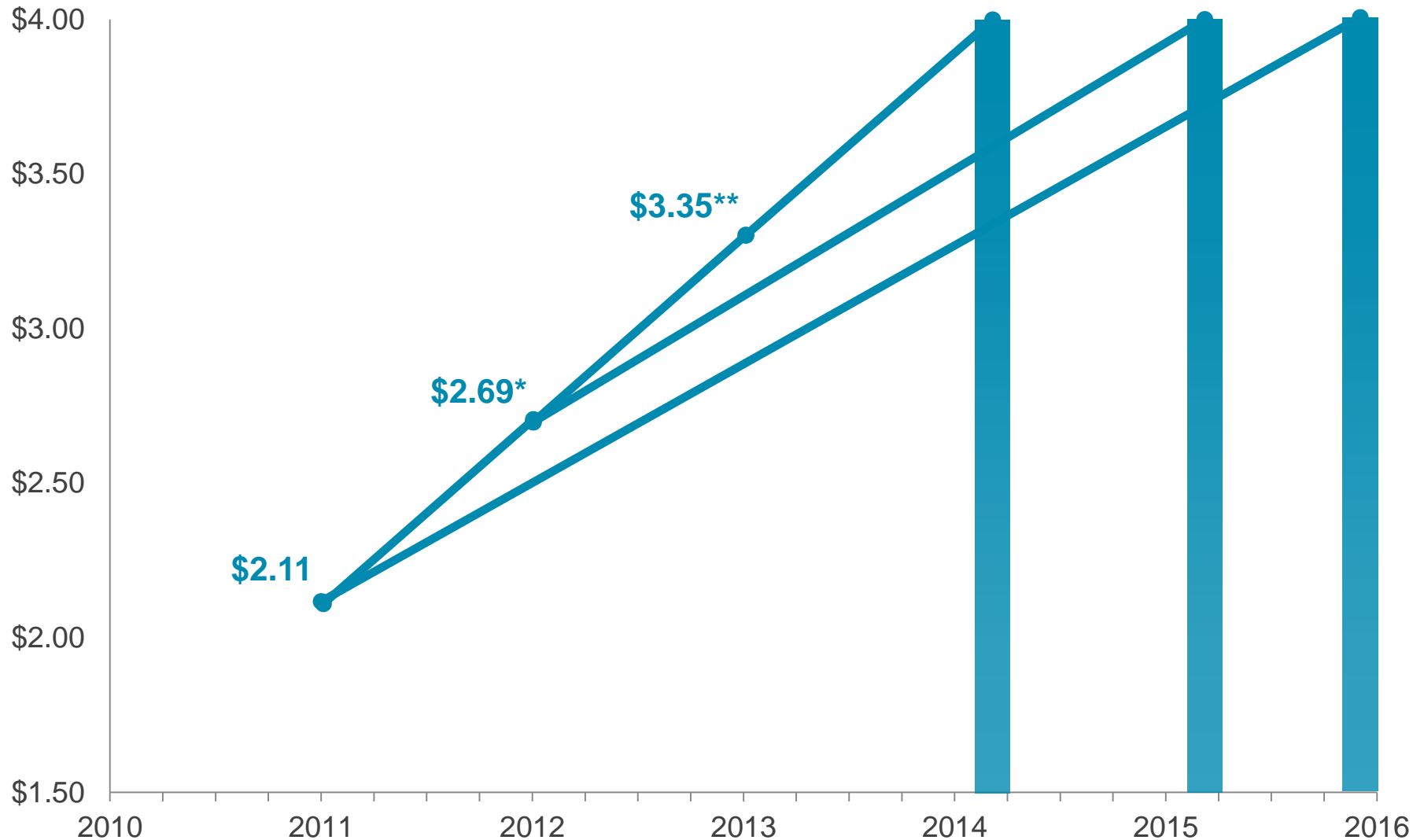
MANAGEMENT INCENTIVE PLAN

Nu Skin EPS (ttm)



MANAGEMENT INCENTIVE PLAN

PROJECTED TIMELINE TO \$4.00 EPS



*Excludes impact of Japan customs case. **Mid-range projected FY 2012 EPS.

SUSTAINING GROWTH

- **AGELOC**: a compelling product platform
- **STRONG PRODUCT PIPELINE**
- **PRODUCT LAUNCH PROCESS** delivering strong results
- **GROWTH** in every geographic region
- Investing in **CHANNEL INNOVATION**
- **STRONG BALANCE SHEET** and **CASH FLOW**
- Experienced **MANAGEMENT** and **SALES LEADERS**

GAAP RECONCILIATION

	2007	2008	2009	2010	2011
Gross Margin	81.9%	81.7%	81.7%	82.3%	81.5%
Percentage impact of Japan customs ruling	0.0%	0.0%	0.0%	0.0%	1.9%
Gross Margin excluding Japan customs ruling	81.9%	81.7%	81.7%	82.3%	83.4%
Operating Margin	6.1%	10.1%	11.1%	14.1%	13.4%
Percentage impact of restructuring	1.7%	0.0%	0.8%	0.0%	0.0%
Percentage impact of Japan customs ruling	0.0%	0.0%	0.0%	0.0%	1.9%
Operating Margin excluding restructuring and Japan customs ruling	7.8%	10.1%	11.9%	14.1%	15.3%
Earnings per share	\$ 0.67	\$ 1.02	\$ 1.40	\$ 2.11	\$ 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	\$ 1.02	\$ 1.51	\$ 2.11	\$ 2.69