



## Nu Skin Expands Its ageLOC Product Line With The Launch Of ageLOC Me And ageLOC Youth

October 8, 2015

**Company's global sales convention highlights new, customized skin care system and advanced nutritional supplement**

PROVO, Utah, Oct. 8, 2015 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced at its global sales convention the expansion of the company's flagship anti-aging brand, ageLOC®, which has generated more than \$5 billion in global sales since its introduction in 2008. The two new products include ageLOC Me, a unique anti-aging skin care system that provides a personalized daily regimen based on individual preferences and skin care needs, and ageLOC Youth, the company's most advanced anti-aging supplement, which helps revitalize the body's aging defense mechanisms to promote healthy aging.



"These two new products represent Nu Skin's unique balance in both skin care and nutrition, capitalizing on our ability to provide consumers with product solutions that address the full spectrum of anti-aging," said Truman Hunt, chief executive officer. "Our research and development team, as well as our product marketing group, have spent years developing, testing and refining these new ageLOC products, and we are happy to be introducing them to our global sales force."

### **ageLOC Me**

ageLOC Me brings together Nu Skin's most advanced anti-aging skin care technology with a smart delivery device for a truly personalized daily skin care regimen. The smart device dispenses a customized regimen of anti-aging product based on a skin care self-assessment. The app-based assessment takes into account skin care needs, environmental factors and personal preferences to determine a customer's specific set of products from almost 2,000 combinations.

Each day and night regimen is precisely dispensed to save time, reduce complexity and track usage for efficient application and effective results. Initial consumer studies indicate more than 90 percent of users found ageLOC Me made their daily skin care regimen more convenient and that it made sticking to a skin care routine easier.

"ageLOC Me represents the convergence of two important trends – the growing consumer demand for personalization and the growth in anti-aging skin care and home beauty devices," said Dr. Joseph Chang, chief scientific officer. "The result is a truly unique product that provides an equally individualized experience. Nu Skin's extensive experience and research in these areas provides customers a personalized skin care regimen from a single, smart device that is easy to use."

### **ageLOC Youth**

ageLOC Youth is a supplement that promotes the body's natural ability to fight aging. Each ingredient, most of which are from foods not typically found in the everyday diet, was carefully selected for its unique health benefits and ability to positively impact gene expression. The result is a broad spectrum of anti-aging benefits that support many structures and functions in the body, such as cellular, brain, heart, metabolic, skin, bone and joint health. Its unique capsules allow both liquids and solids to be delivered together in a hard shell capsule, resulting in better bioavailability, reduced packaging and fewer capsules to consume.

"The development of ageLOC Youth brings together our latest research and understanding of the relationship among gene expression, antioxidants and nutrition," said Dr. Chang. "As we increase our understanding of gene expression in aging, we can select the ingredients that positively impact the body's ability to resist aging to help our customers enjoy life being more active, energetic and healthy."

### **Availability**

ageLOC Me and ageLOC Youth are being highlighted for Nu Skin's global sales force this week at its 2015 Global Convention with subsequent region-specific introductions being staggered for the remainder of this year and throughout 2016. To see if a product is available in a specific market, visit [nuskin.com](http://nuskin.com) and select the desired market website.

### **About Nu Skin Enterprises, Inc.**

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company. The company's anti-aging products feature the ageLOC line of products including ageLOC Tru Face® Essence Ultra firming serum, the ageLOC TR90® weight management and body shaping system, ageLOC R<sup>2</sup> nutritional supplement, and ageLOC Transformation daily skin care system. A global direct selling company, Nu Skin operates in 53 markets worldwide and is traded on the New York Stock Exchange under the symbol 'NUS'. More information is available at <http://www.nuskin.com>.

Logo - <http://photos.prnewswire.com/prnh/20150316/182144/LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nu-skin-expands-its-ageloc-product-line-with-the-launch-of-ageloc-me-and-ageloc-youth-300156575.html>

SOURCE Nu Skin Enterprises, Inc.

Investors -- Scott Pond (801) 345-2657, [spond@nuskin.com](mailto:spond@nuskin.com), or Media -- Kara Schneck (801) 345-2116, [kschneck@nuskin.com](mailto:kschneck@nuskin.com)