



NU SKIN[®]
DISCOVER THE BEST YOU[™]

Q1 2017 FINANCIAL HIGHLIGHTS

MAY 3, 2017

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Important information regarding forward-looking statements: This presentation contains forward-looking statements within the meaning of federal and state securities laws that represent the company's current expectations and beliefs. All statements other than statements of historical fact are "forward-looking statements" and include, but are not limited to, statements of management's expectations regarding the company's performance, sales force and customer base, growth, initiatives and areas of focus, and new product introductions; projections regarding revenue, earnings per share, 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," "outlook," "project," "anticipate," "estimate," "intend," "plan," "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 our sales force and customers and generate sponsoring and selling activities on a sustained basis;
- risk of foreign currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- risk that direct selling laws and regulations in any of our markets, including the United States and Mainland China, may be modified, interpreted or enforced in a manner that results in negative changes to our business model or negatively impacts our revenue, sales force or business, including through the interruption of sales activities, loss of licenses, imposition of fines, or any other adverse actions or events;
- risks related to accurately predicting, delivering or maintaining sufficient quantities of products to support our planned initiatives or launch strategies, and increased risk of inventory write-offs if we over-forecast demand for a product or change our planned initiatives or launch strategies;
- 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 the company's sales force or others;
- unpredictable economic conditions and events globally;
- 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 favorable changes to tax laws in the company's various markets; and
- continued competitive pressures in the company's markets.

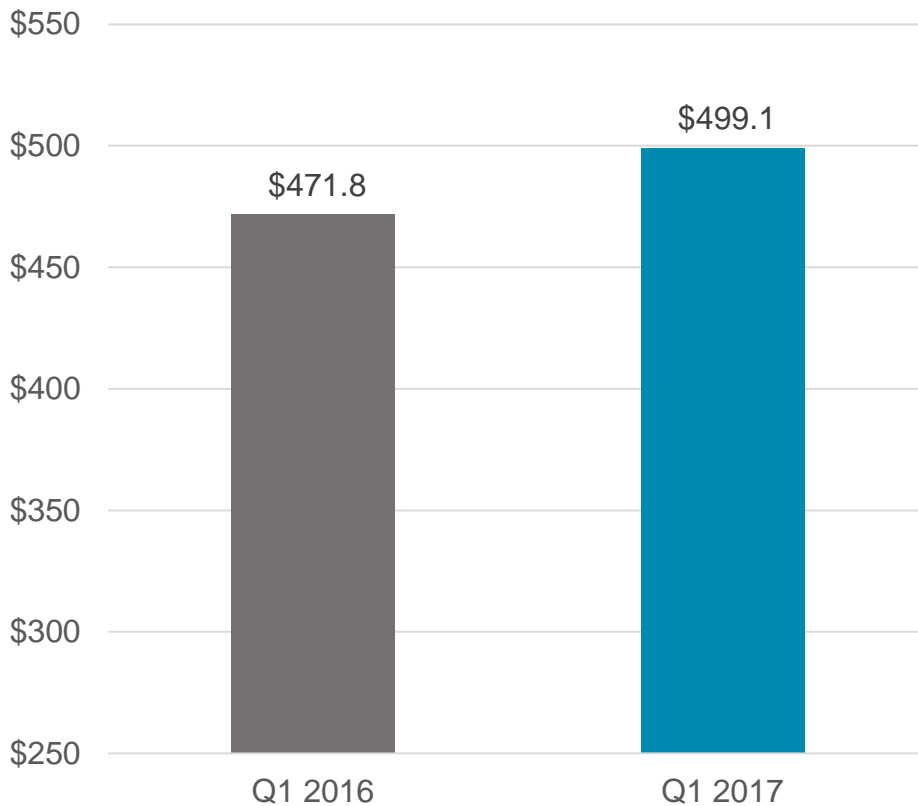
The company's financial performance and the forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission. The forward-looking statements set forth the company's 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 presentation to reflect any change except as required by law.



Ritch Wood
CEO, Nu Skin Enterprises

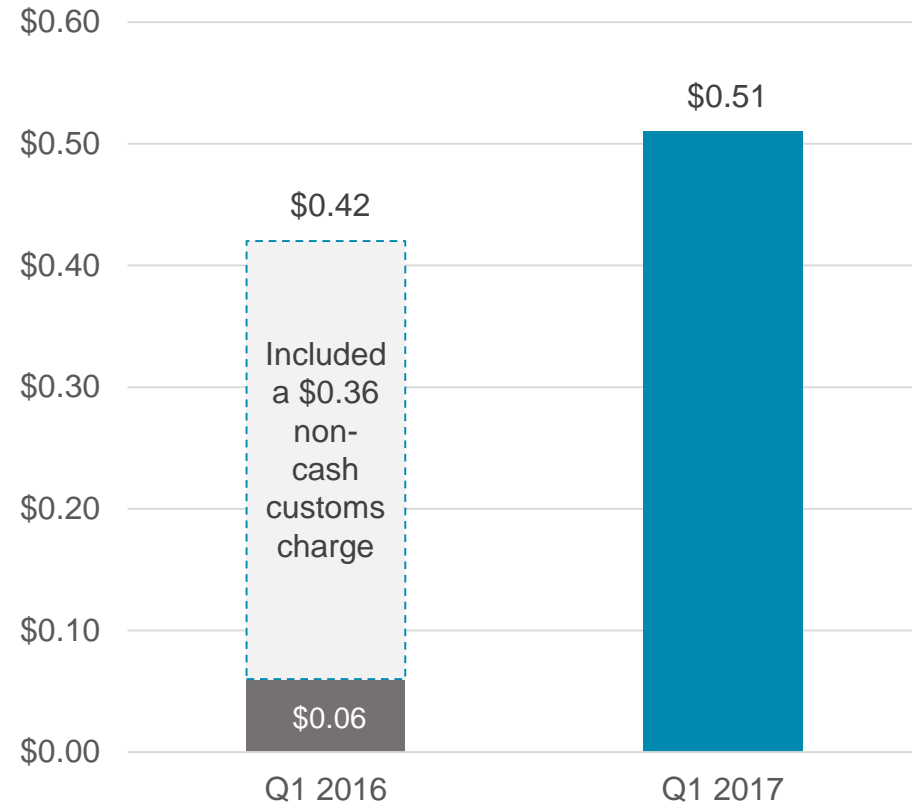
Q1 Results

Revenue (M)



Q1 2017 revenue of nearly \$500M.
Foreign currency had a negative 1% impact.

EPS

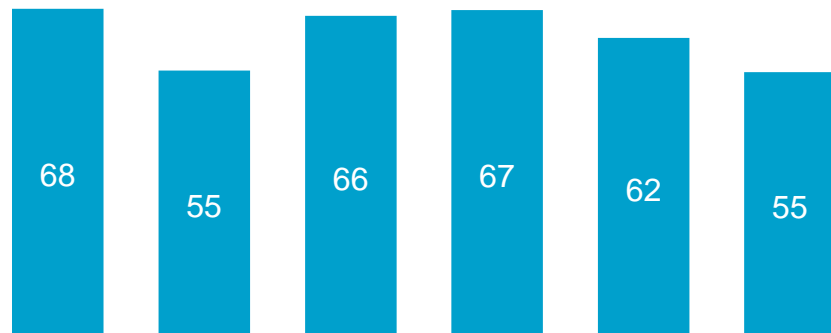


Q1 2017 EPS was \$0.06,
or \$0.42 excluding a Japan customs charge in Q1 2016.

Sales Force Performance

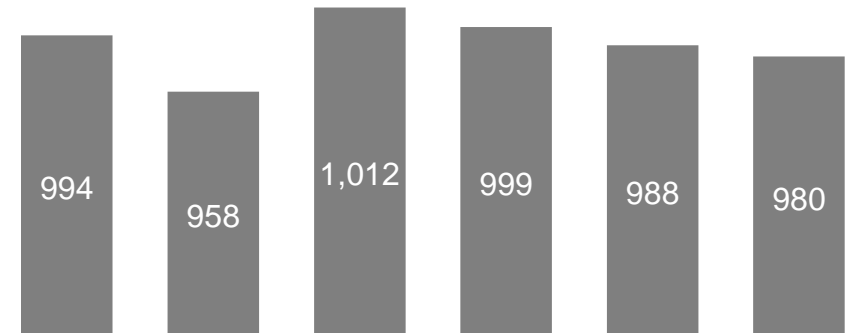
	Q1 2017		Q1 2016		% Change	
	Customers	Sales Leaders	Customers	Sales Leaders	Customers	Sales Leaders
Mainland China	176,000	19,100	142,000	16,900	23.9%	13.0%
South Korea	189,000	8,000	208,000	8,800	(9.1%)	(9.1%)
South Asia/Pacific	116,000	6,900	110,000	6,800	5.5%	1.5%
Americas	172,000	6,200	164,000	6,900	4.9%	(10.1%)
Japan	132,000	6,400	145,000	7,000	(9.0%)	(8.6%)
Hong Kong/Taiwan	70,000	3,900	77,000	4,800	(9.1%)	(18.8%)
EMEA	125,000	4,100	112,000	3,800	11.6%	7.9%
Total	980,000	54,600	958,000	55,000	2.3%	(0.7%)

■ Sales Leaders (000's)



Q4 2015 Q1 2016 Q2 2016 Q3 2016 Q4 2016 Q1 2017

■ Customers (000's)



Q4 2015 Q1 2016 Q2 2016 Q3 2016 Q4 2016 Q1 2017

Ryan Napierski

President, Nu Skin Enterprises

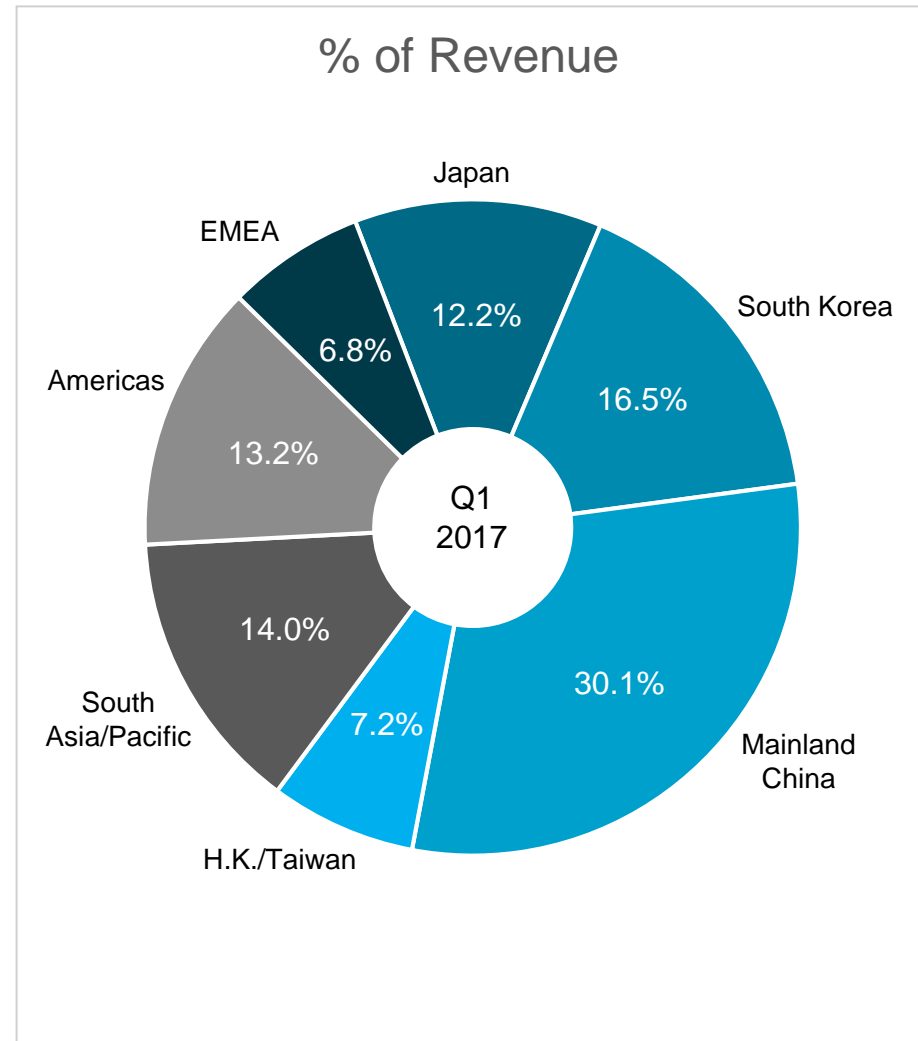


Revenue Performance

Highlights

- Solid growth in Mainland China
- South Asia/Pacific up 10%
- EMEA up 5%
- Improving trends in the Americas
- North Asia continues to be soft

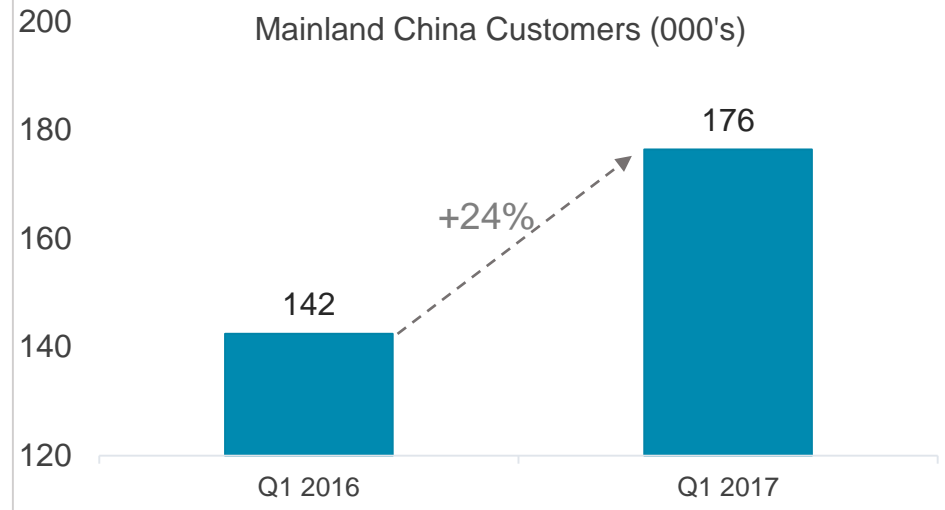
Market	Revenue	YOY Change
Japan	61.2 M	-6.0 %
South Korea	82.5 M	-4.2 %
Mainland China	150.0 M	26.4 %
H.K./Taiwan	35.9 M	-10.3 %
South Asia/Pacific	69.8 M	9.8 %
Americas	65.7 M	-0.1 %
EMEA	34.1 M	4.5 %
Total	499.1 M	5.8%



Mainland China

Highlights

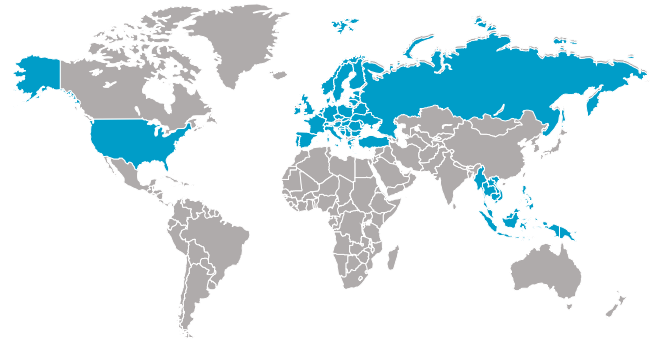
- Executed rollout of ageLOC Me in late Q1
- Healthy growth in both customers and sales leaders
- Leveraging quarterly product expos
- Looking forward to LumiSpa launch in Q4



Social Selling

Highlights

- Actively growing in US, South Asia/Pacific and EMEA
- Facilitates customer trial
- Entry-point products
- Appeals to broader demographic



ageLOC Me & LumiSpa

Highlights

ageLOC Me

- Encouraging repeat purchase rates
- Drives customer engagement
- Now in all markets

LumiSpa

- User friendly at-home device
- Positioned for broader demographic
- Anticipate a \$100 million introduction in Q4 2017

ageLOC Me



LumiSpa

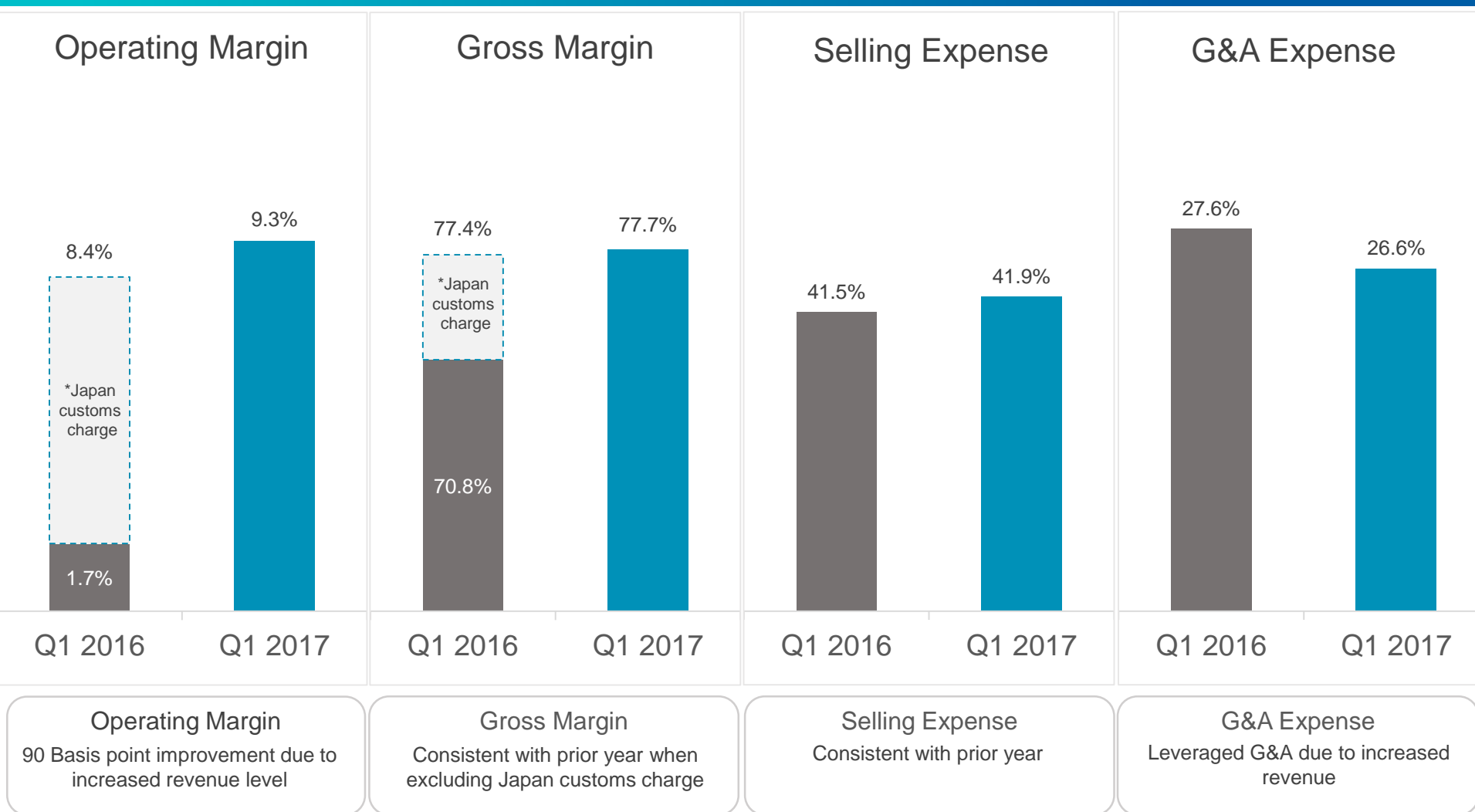




Mark Lawrence

CFO, Nu Skin Enterprises

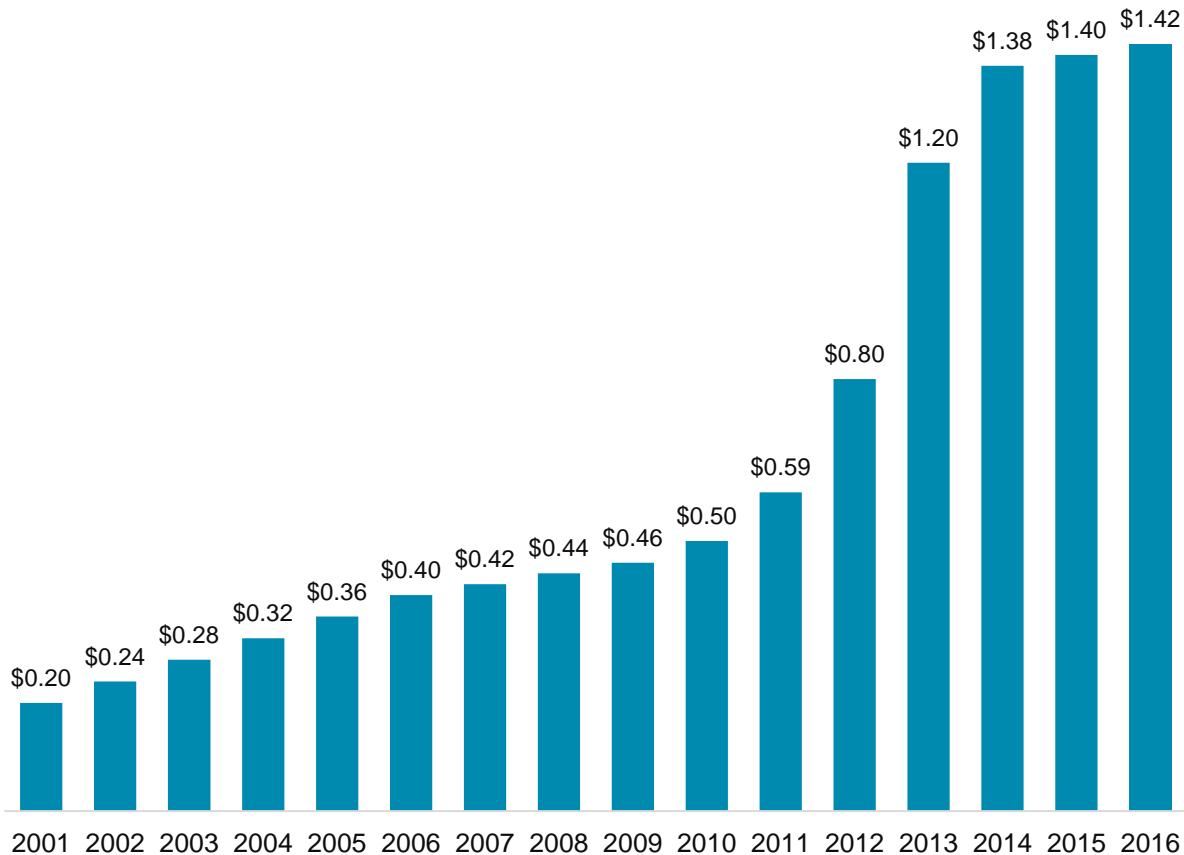
Operational Performance



*Q1 2016 impacted by a non-cash Japan customs charge

Shareholder Value

Annual Dividend



Cash Usage

Dividend Payment

- \$19.0 million

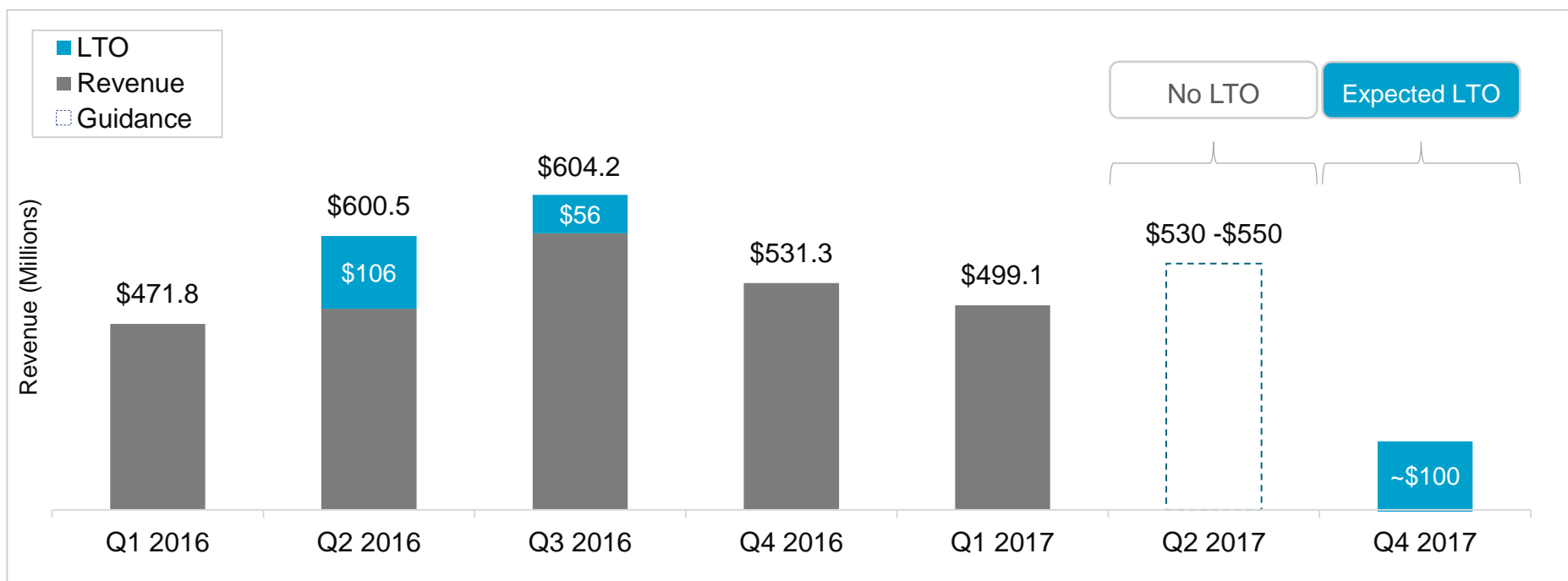
Stock Repurchases

- \$6.8 million
- \$193 million remaining in authorization



2017 Outlook

Q2 Revenue:	\$530 to \$550 million; expected negative foreign currency impact of 1 to 2% (prior year included \$106 million in LTO revenue)
Q2 EPS:	\$0.65 to \$0.70
Full-Year Revenue:	\$2.26 to \$2.30 billion; expected negative foreign currency impact of ~3%
Full-Year EPS	\$3.10 to \$3.25



Q&A

Mark Lawrence
Chief Financial Officer



Ritch Wood
Chief Executive Officer



Ryan Napierski
President



Visit ir.nuskin.com for a replay
of Q1 2017 earnings call

Reconciliations

Non-GAAP Financial Measures: Earnings per share, gross margin and operating margin, each excluding the Japan customs charge, and constant-currency revenue growth are non-GAAP financial measures.

Constant-currency revenue growth is calculated by translating the current period's revenue at the same average exchange rates in effect during the applicable prior-year period and then comparing this amount to the prior-year period's revenue.

NU SKIN ENTERPRISES, INC.
Reconciliation of GAAP Gross Profit to
Gross Profit Excluding Japan Customs Expense
(in thousands)

	Quarter Ended March 31,	
	2017	2016
Revenue as reported	\$ 499,099	\$ 471,831
GAAP gross profit as reported	\$ 387,833	\$ 333,962
Japan customs expense	—	31,355
Gross profit excluding Japan customs expense	\$ 387,833	\$ 365,317
GAAP gross profit as a percent of revenue	77.7%	70.8%
Gross profit as a percent of revenue excluding Japan customs expense	77.7%	77.4%

Reconciliations

NU SKIN ENTERPRISES, INC.
Reconciliation of GAAP Operating Income to
Operating Income Excluding Japan Customs Expense
(in thousands)

	Quarter Ended March 31,	
	2017	2015
Revenue as reported	\$ 499,099	\$ 471,831
GAAP operating income as reported	\$ 46,262	\$ 8,149
Japan customs expense	—	31,355
Operating income excluding Japan customs expense	\$ 46,262	\$ 39,504
GAAP operating income as a percent of revenue	9.3%	1.7%
Operating income as a percent of revenue excluding Japan customs expense	9.3%	8.4%

NU SKIN ENTERPRISES, INC.
Reconciliation of GAAP Diluted Earnings Per Share to
Diluted Earnings Per Share Excluding Japan Customs Expense
(in thousands, except per share amounts)

	Quarter Ended March 31,		% Increase
	2017	2016	
GAAP net income as reported	\$ 27,489	\$ 3,316	
Japan customs expense	—	31,355	
Tax effect of Japan customs expense	—	(11,257)	
Net income excluding Japan customs expense	\$ 27,489	\$ 23,414	
GAAP diluted earnings per share	\$ 0.51	\$ 0.06	750.0%
Diluted earnings per share excluding Japan customs expense	\$ 0.51	\$ 0.42	21.4%
Diluted weighted-average common shares outstanding	54,057	56,411	