



NU SKIN®

ICR CONFERENCE



Forward Looking Statements

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, risks, initiatives, market size, growth, strategies and priorities, products and product offerings, sales force, consumers and new product development; statements regarding shareholder value and projections for 2016 and future years regarding our sales, expenses, margins, earnings per share, cash flows and sources and uses of cash, foreign currency fluctuations, dividends, other financial items, stock repurchases and shares outstanding; statements of management's expectations, estimates and beliefs regarding our markets; 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," "aspire," "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 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 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 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 presentation to reflect any change except as required by law.

Company Overview



Nu Skin Overview



Direct Seller



~ 50 markets worldwide



~ 1 million customers & sales leaders



200 plus product sku's

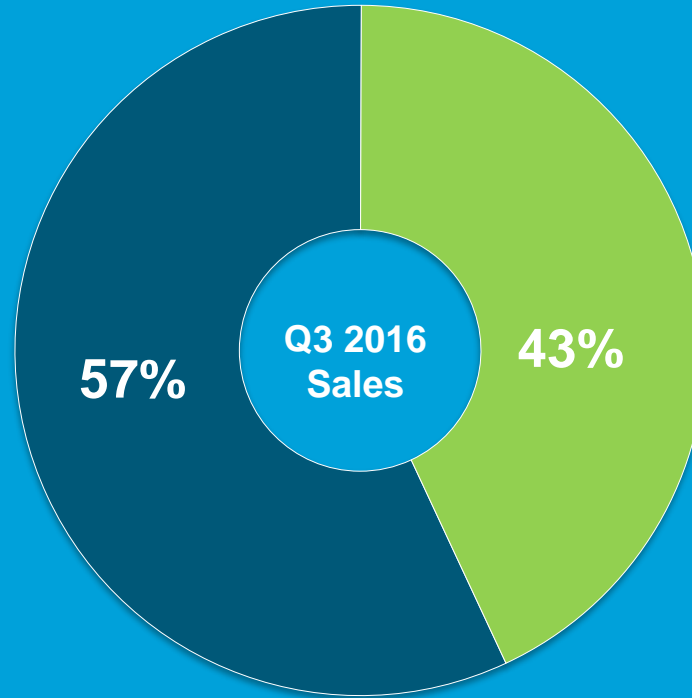


2.2 billion sales in 2015

Revenue by Brand



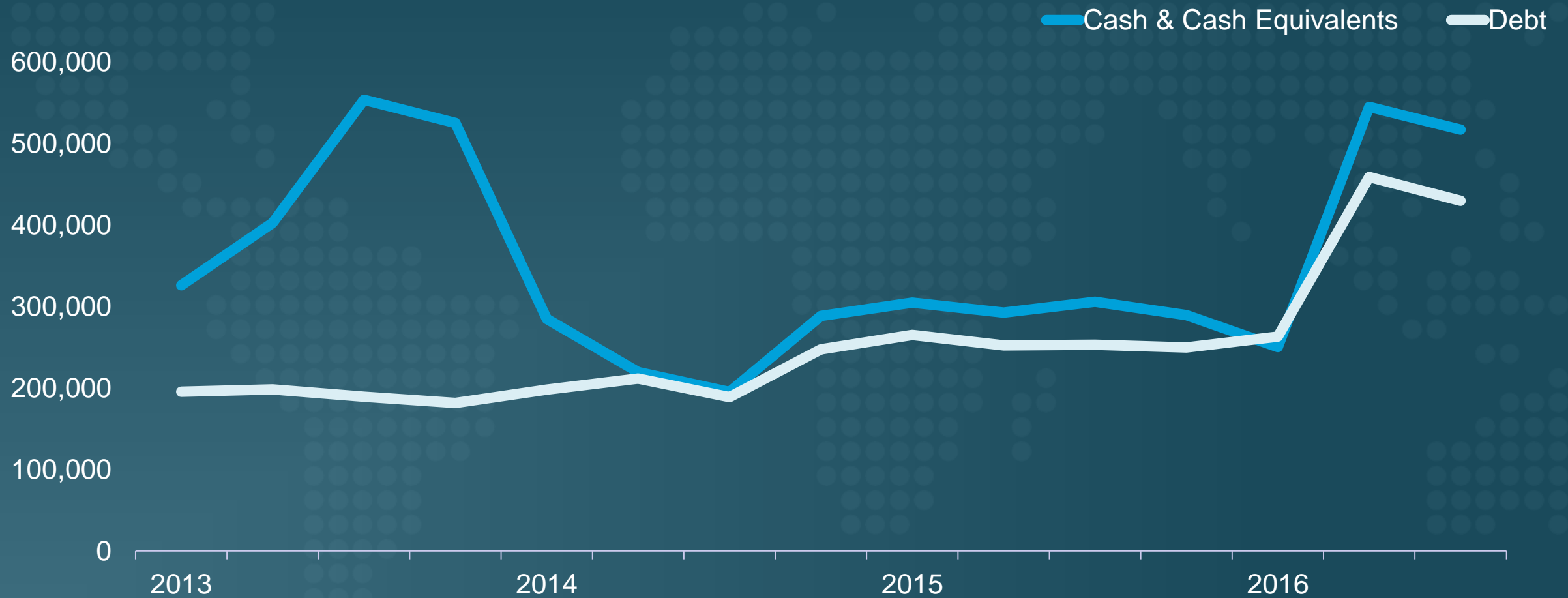
Personal Care
Nu Skin



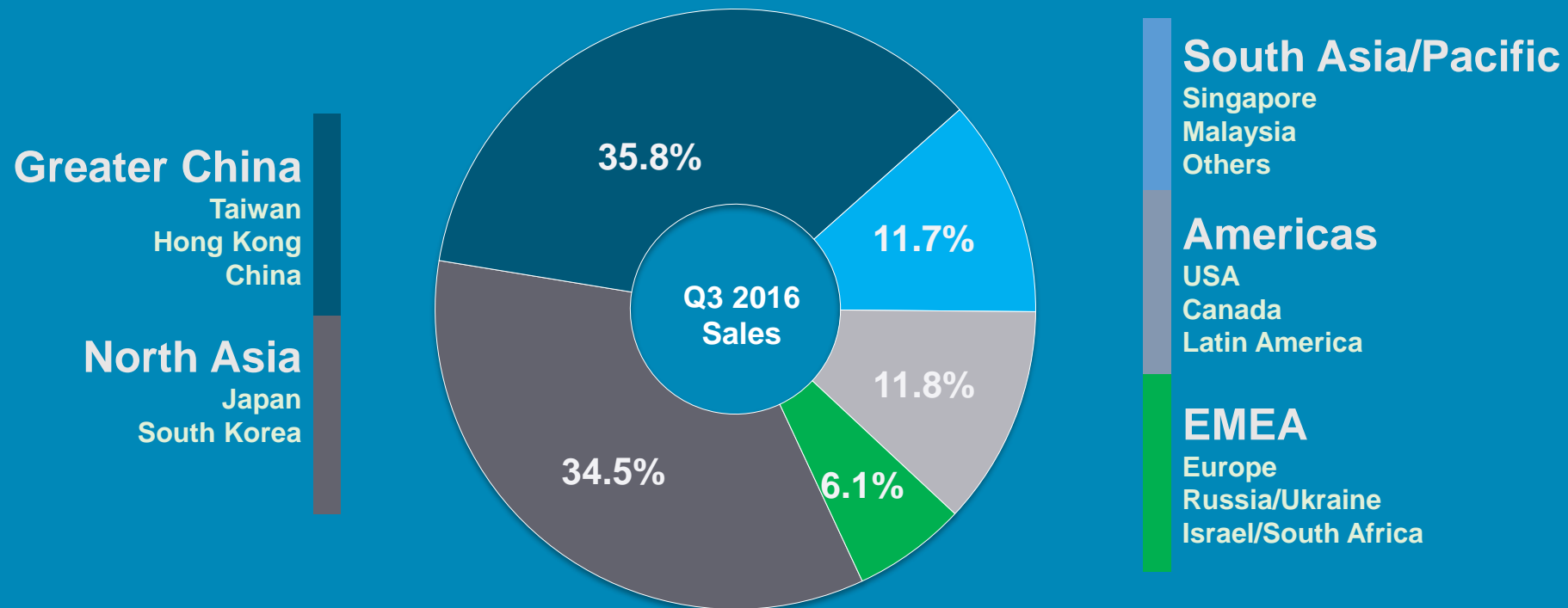
Nutrition
Pharmanex



Cash vs Debt

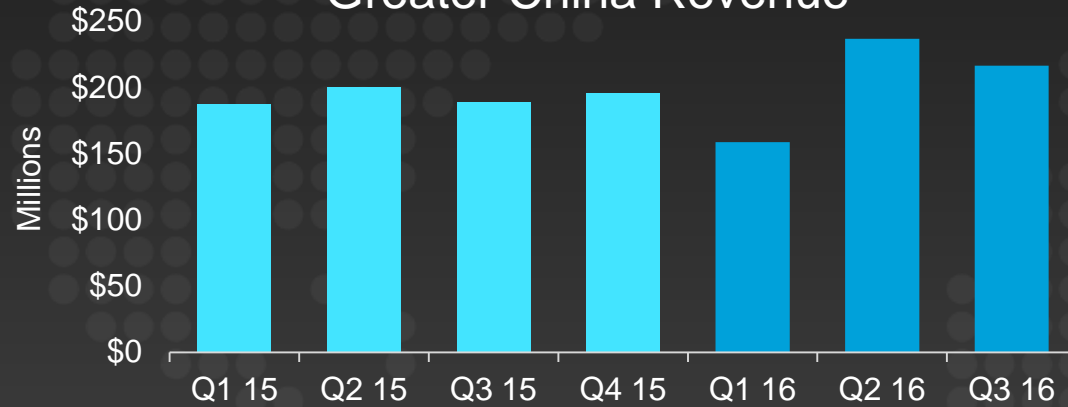


Regional Breakdown



Greater China

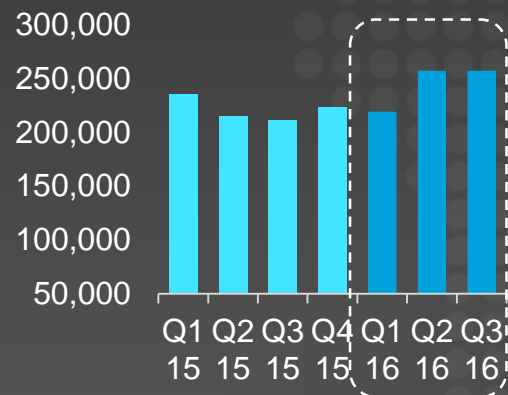
Greater China Revenue



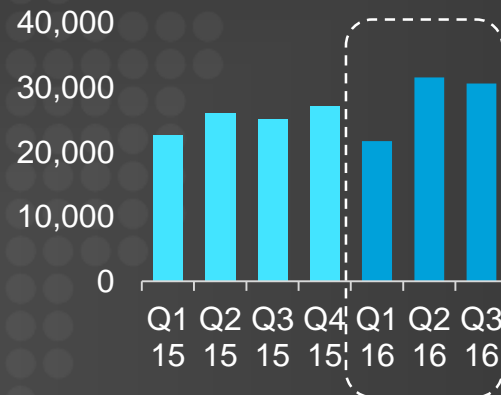
Improvement in core business metrics

Introduced ageLOC Me in Q2 2016 (Launch Q1 2017)

Actives

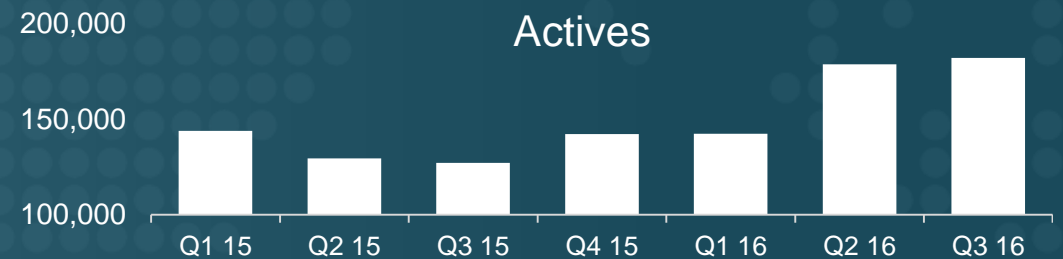


Sales Leaders



Mainland China

Actives

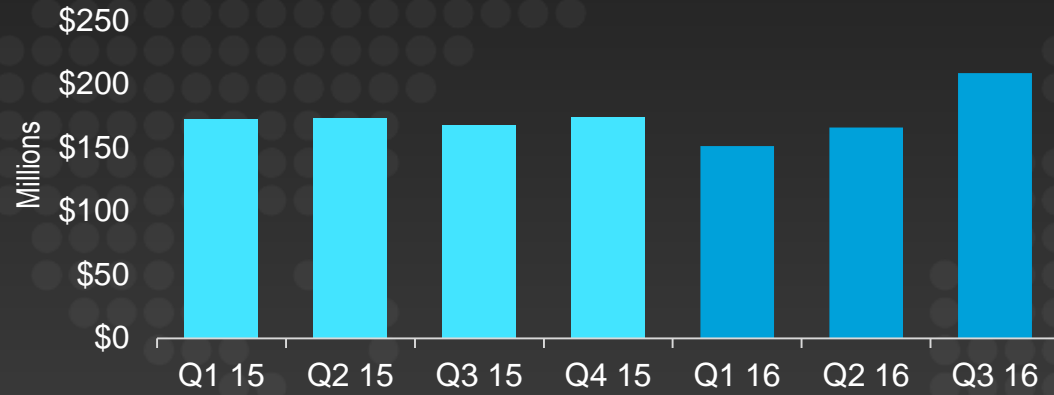


Sales Leaders



North Asia

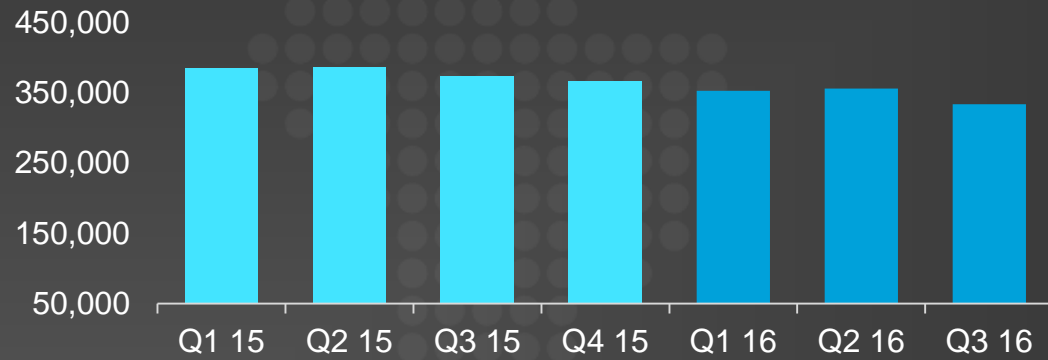
Revenue



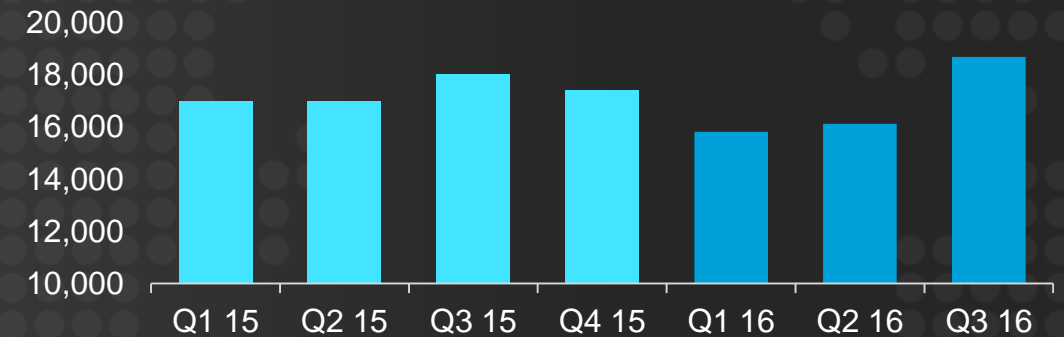
Steady performance in the face of industry pressure

Introductions of ageLOC Youth and ageLOC Me

Actives

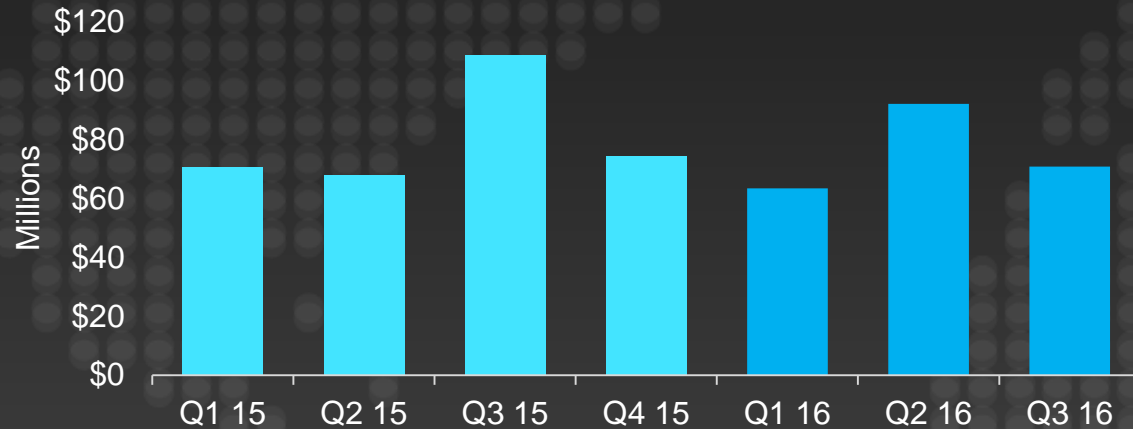


Sales Leaders



South Asia/Pacific

Revenue



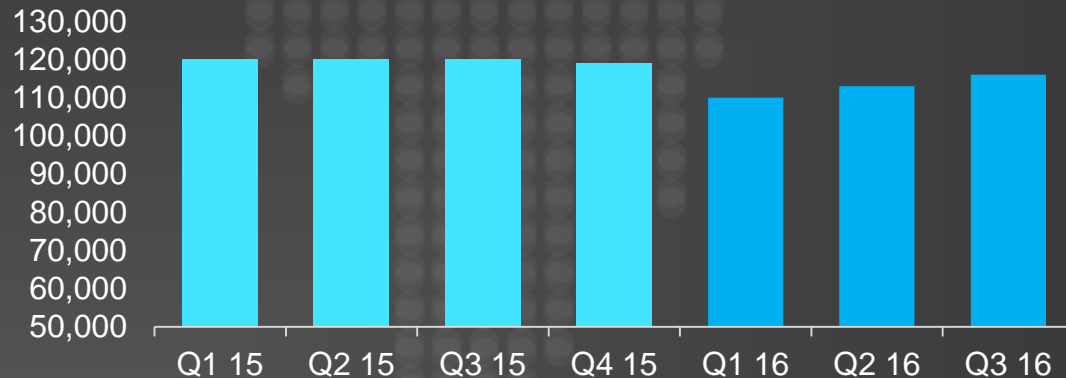
Strong ageLOC Youth LTOs in Q3 2015 and Q2 2016

Strong growth in Australia/New Zealand

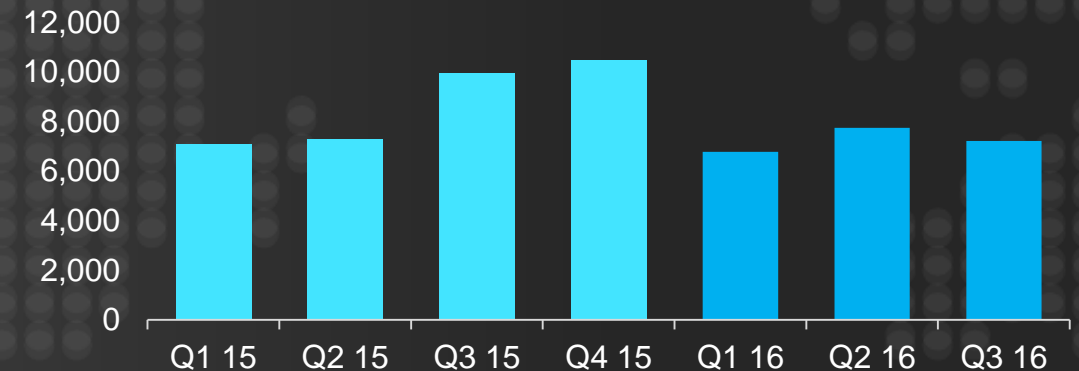
General stabilization with sequential improvement in Actives

Pockets of social selling success throughout the region

Actives

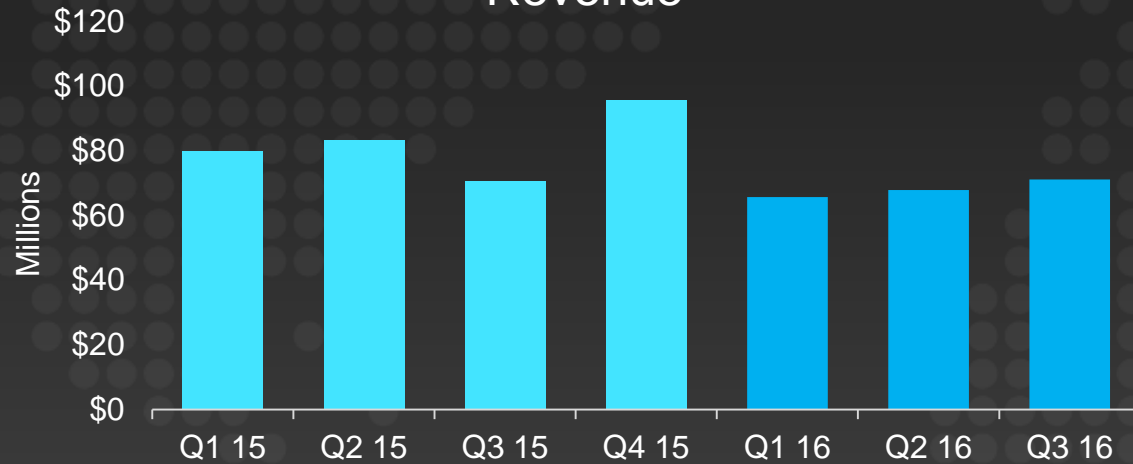


Sales Leaders

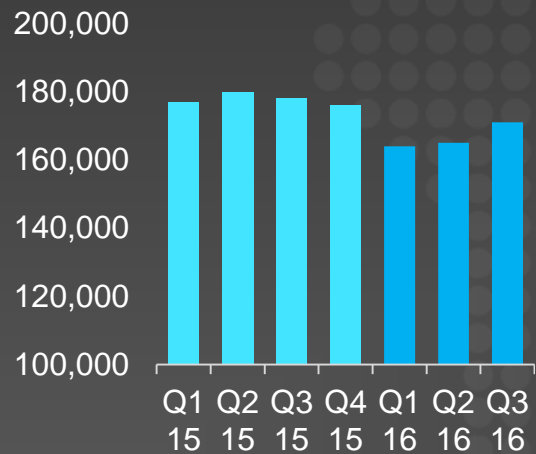


Americas

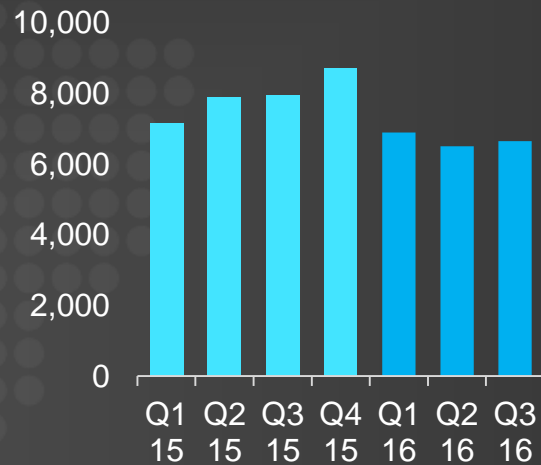
Revenue



Actives



Sales Leaders



Q4 2015 LTO of ageLOC Youth

Sequential improvements throughout 2016

Q4 2016 launch of ageLOC Me (no 2016 LTO)

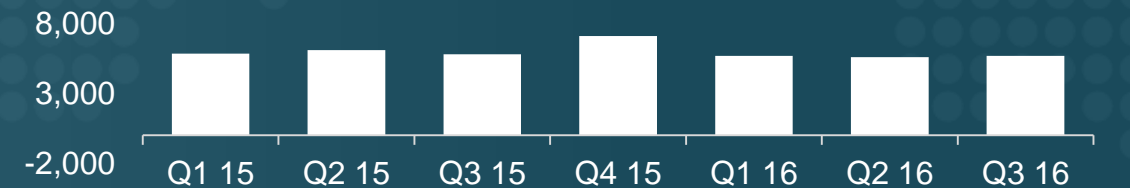
Volatile Latin America operating environment

North America

Actives

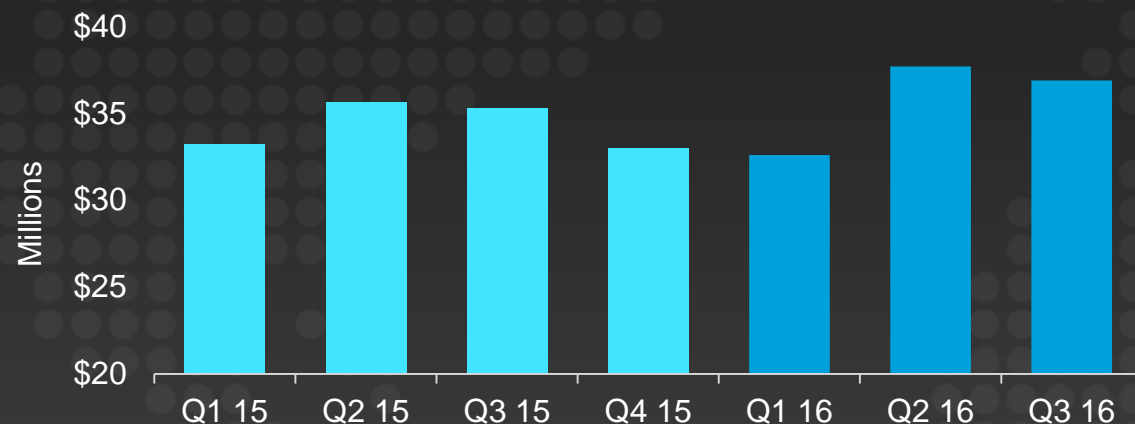


Sales Leaders



EMEA

Revenue



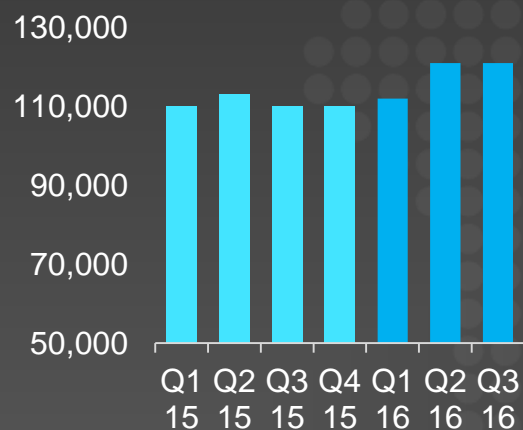
Positive trends in Actives and Sales Leaders

Growth driven by social selling and core products

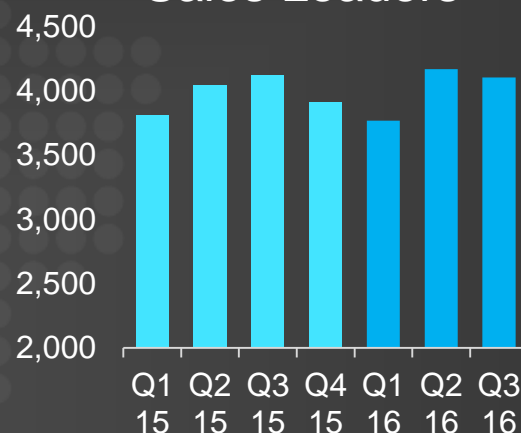
Successful seasonal promotion cycle

Launch of ageLOC Me in H1 2016

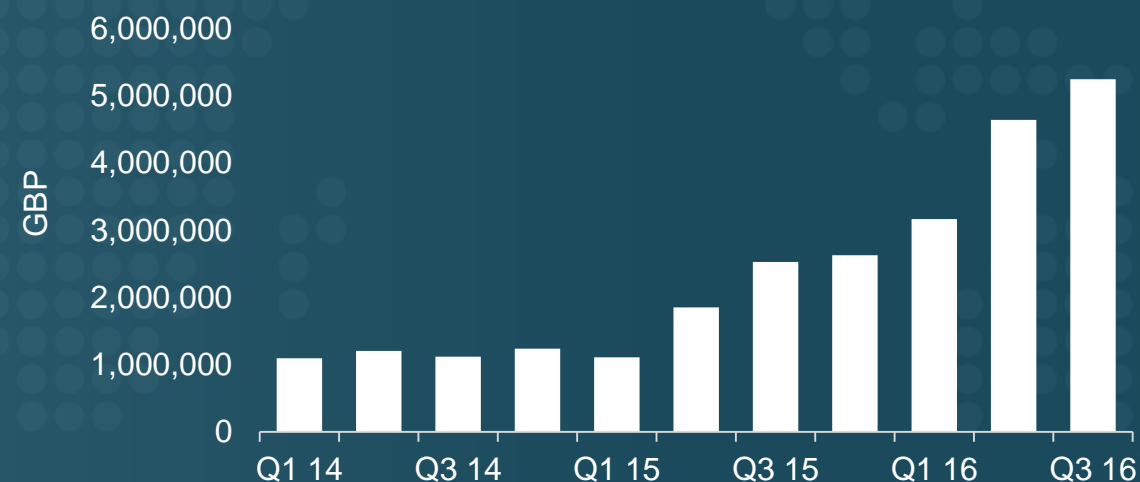
Actives



Sales Leaders



U.K. Revenue



2017 Projected Local-Currency Revenue Growth

Greater China

● 8 to 10%

North Asia

● flat

South Asia/Pacific

● 8 to 10%

Americas

● 4 to 6%

EMEA

● 8 to 10%

Overall

● 4 to 6%

Growth Opportunities



Product Launch History

Transformation
\$1.0B plus



2009-2010

Body Spa
\$700M plus



2011-2012

TFEU restage
\$300M plus



2013-2014

ageLOC Me
\$220M



2015-2016



Facial Spa
\$1.5B plus



R²
\$1.0B plus



TR90
\$1.0B plus



ageLOC Youth
\$240M

Recently Introduced & Product Pipeline

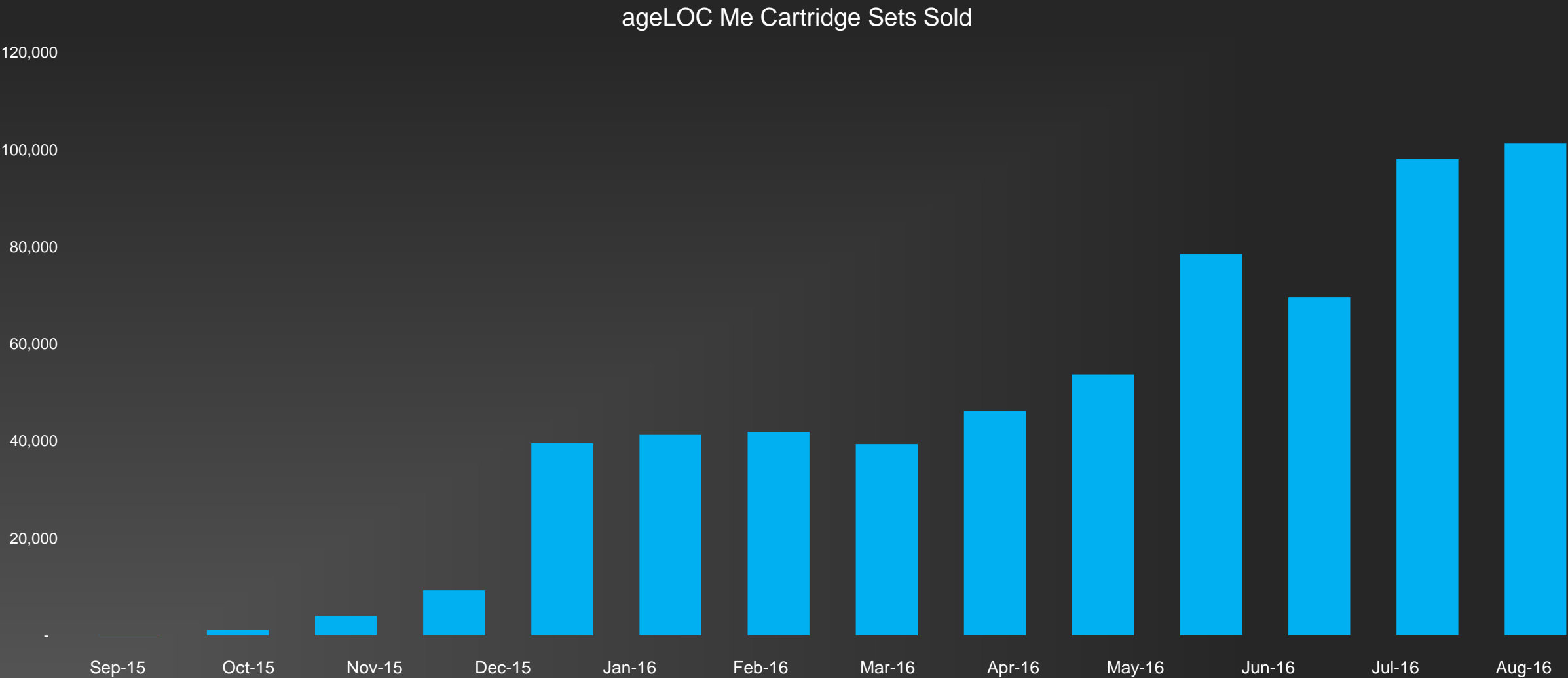


ageLOC Me

- Utilizes proprietary microlayering technology to deliver formulations that can't be put in a jar
- Provides a hygienic, customized skin care regimen
- Incorporates patent-pending technology



Growing Consumer Base—ageLOC Me



* 1 cartridge set = 5 cartridges

ageLOC Youth

- Positive influence on age-related genes
- Systemic anti-aging benefits
- Proprietary blend of ingredients difficult to obtain through diet

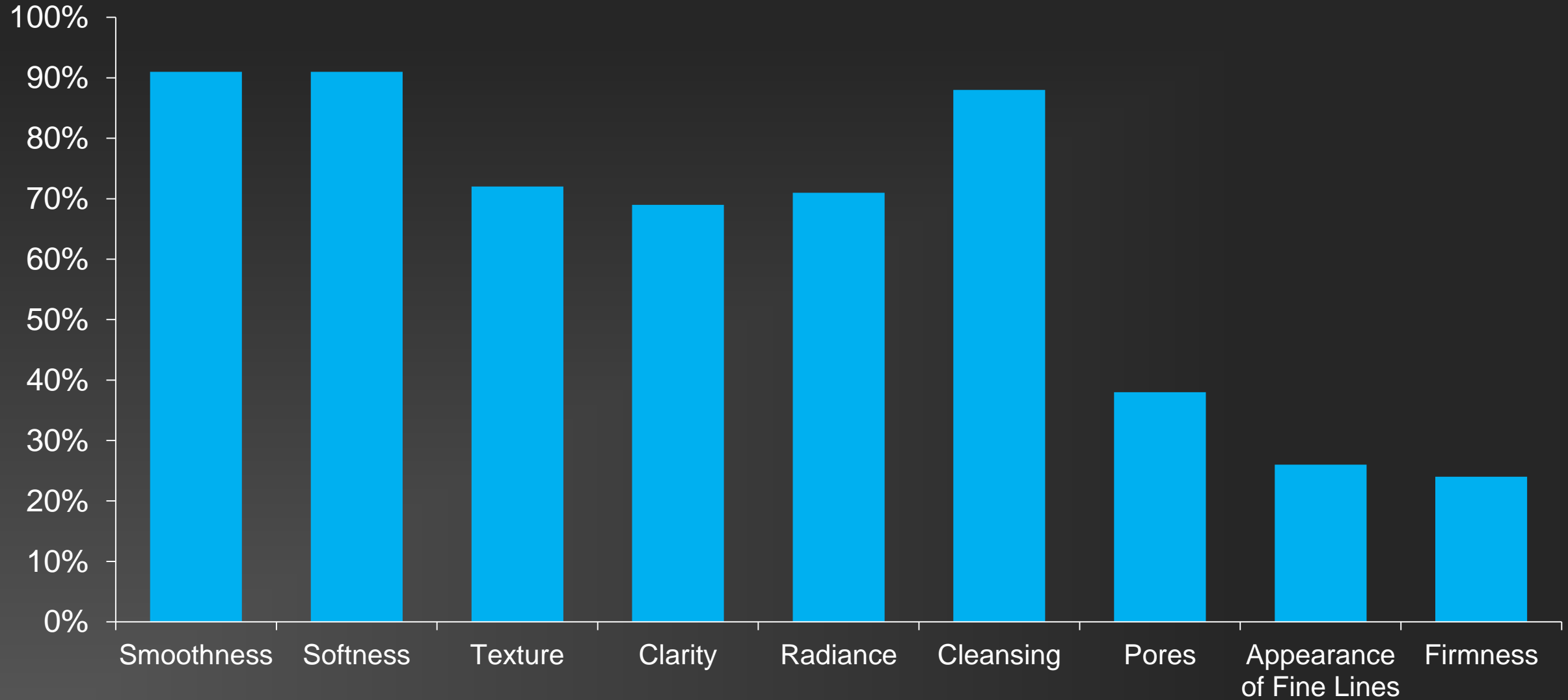


ageLOC LumiSpa

- Instant and long-term benefits: smoothness, softness, exfoliation, pore size, texture, clarity, radiance, the appearance of fine line and wrinkles, and firmness
- Daily regimen
- Extremely well tolerated
- Broad demographic appeal
- Synergy with Nu Skin treatments



Benefits of LumiSpa



Overall Percent Improvement – 8 Weeks, Clinical Grader

LumiSpa Launch Plan

2017

2018



Global
Preview
(H2 2017)

Market rollouts
(H2 2017-2018)

Device = ~\$125 Cleansing Gel = ~\$30

Grow Shareholder Value



Priorities For Cash Use

Grow the Business

Digital, LumiSpa,
supply chain investments

Pay Dividend

15-year history of steady increases

Repurchase Shares

History of using cash to
repurchase shares

Key 2017 Priorities

Maximize Market Penetration of
ageLOC Me & Youth

Launch LumiSpa &
Maintain Robust Product Pipeline

Sustain Growth in Mainland China

Deploy Social Selling Platform
(MeCommerce)

Initiate Brand, Product and
Business Refresh





Q&A