



## Nu Skin Enterprises Hosts Annual Investor Conference

December 12, 2014

### Company Announces New Direct Selling Licenses in China

PROVO, Utah, Dec. 12, 2014 /PRNewswire/ -- Nu Skin Enterprises (NYSE:NUS) will host its annual investor conference today at the Nu Skin Innovation Center at its global headquarters in Provo, Utah. The company's management team will share more details of its 2015 and longer-term growth plans at the event.

"We are pleased to be hosting our annual investor event at our new Innovation Center and look forward to discussing growth plans," said Truman Hunt, president and chief executive officer. "We have several exciting product and business initiatives that we believe will help generate growth in our business globally. In 2015, we plan to introduce what we consider to be the most ground-breaking anti-aging products in our corporate history. These new anti-aging innovations will bring technology-based customization to our skin care portfolio, as well as advanced nutritional support for the body."

Nu Skin also announced that it has received official approval to commence direct selling activities in five new districts in Shanghai and two new cities in Jiangsu Province. The licensing process included a review of the company's operations and expands Nu Skin's direct selling footprint in the market.

Nu Skin will discuss 2015 financial guidance at its annual investor day conference. The company projects 2015 revenue of \$2.50 to \$2.56 billion, representing growth of 4 to 6 percent in local currency. This revenue level reflects a negative foreign currency impact of 6 percent. Earnings per share are estimated to be \$3.80 to \$4.00.

A webcast of the event will start at noon EST and will be available at <http://ir.nuskin.com>. A replay of the webcast, along with accompanying slides and financial information, will be made available from the same location through Dec. 31, 2014.

### 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 new 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>.

**Please Note:** This press release 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, initiatives, sales force, strategies and new product introductions; statements of projections regarding revenue, earnings per share, foreign currency impact 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:

- risk that continuing media and regulatory scrutiny and investigations in China, and any actions taken by the company or by regulators, could cause unanticipated complications or other difficulties, make it more difficult to forecast results for future periods, and could negatively impact the company's revenue, sales force and business in this market, including the interruption of sales activities, loss of licenses, and the imposition of fines, and any other adverse actions or events;
- risks related to negative publicity regarding recent media allegations and subsequent regulatory investigations and fines;
- risk that direct selling regulations in China may be modified, interpreted or enforced in a manner that results in negative changes to our business model or the imposition of a range of potential penalties;
- 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;
- 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;
- risk of foreign currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- unpredictable economic conditions and events globally;
- 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;
- 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 herein to reflect any change except as required by law.*

#### **GAAP RECONCILIATION**

	<b>Projected 2015 Range</b>
Revenue Growth	-2.0% to 0.0%
FX Impact	-6.0%
Local - Currency Revenue Growth	4.0% to 6.0%

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nu-skin-enterprises-hosts-annual-investor-conference-300008974.html>

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