NU SKIN®

Q2 2026

Financial Overview

Important Information Regarding 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, growth, initiatives, strategic priorities, cost optimization, shareholder value, initiatives, sales force, initiatives to grow and develop our sales channel, product strategy, Prysm iO launch and its timing, Prysm iO's features and potential benefits to the business, launches of products and technology tools, future uses and benefits of artificial intelligence, emerging-market strategy, timing and benefits of launching our business in India, east-west realignment of our business and its timing and cost savings; projections regarding revenue, expenses, margins, tax rates, profitability, earnings per share, foreign currency fluctuations, financial position, deferred tax assets, uses of cash 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," "vision," "improve," "expand," "increase," "anticipate," "plan," "continue," "introduce," "outlook," "guidance," "project," "forecast," "priority," "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 the company's sales force and customers and generate sponsoring and selling activities on a sustained basis;
- risk that direct selling laws and regulations in any of the company's markets, including the United States and Mainland China, may be modified, interpreted or enforced in a manner that results in negative changes to the company's business model or negatively impacts its revenue, sales force or business, including through the interruption of sales activities, loss of licenses, increased scrutiny of sales force actions, imposition of fines, or any other adverse actions or events;
- economic conditions and events globally;
- the company's future tax-planning initiatives, any prospective or retrospective increases in duties or tariffs on the company's products imported into the company's markets, and any adverse results of tax audits or unfavorable changes to tax laws in the company's various markets;
- competitive pressures in the company's markets;
- risk that epidemics or other crises, as well as any related disruptions, could negatively impact our business;
- adverse publicity related to the company's business, products, industry or any legal actions or complaints by the company's sales force or others;
- political, legal, tax and regulatory uncertainties, including trade policies, associated with operating in Mainland China and other international markets;
- uncertainty regarding meeting restrictions and other government scrutiny in Mainland China, as well as negative media and consumer sentiment in Mainland China on our business operations and results;
- risk of foreign-currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- uncertainties regarding the future financial performance of the businesses the company has acquired;
- risks related to accurately predicting, delivering or maintaining sufficient quantities of products to support planned initiatives or launch strategies, and increased risk of inventory write-offs if the company over-forecasts demand for a product or changes its planned initiatives or launch strategies; and
- regulatory risks associated with the company's products, which could require the company to modify its claims or inhibit its ability to import or continue selling a product in a market if the product is determined to be a medical device or if the company is unable to register the product in a timely manner under applicable regulatory requirements.

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.

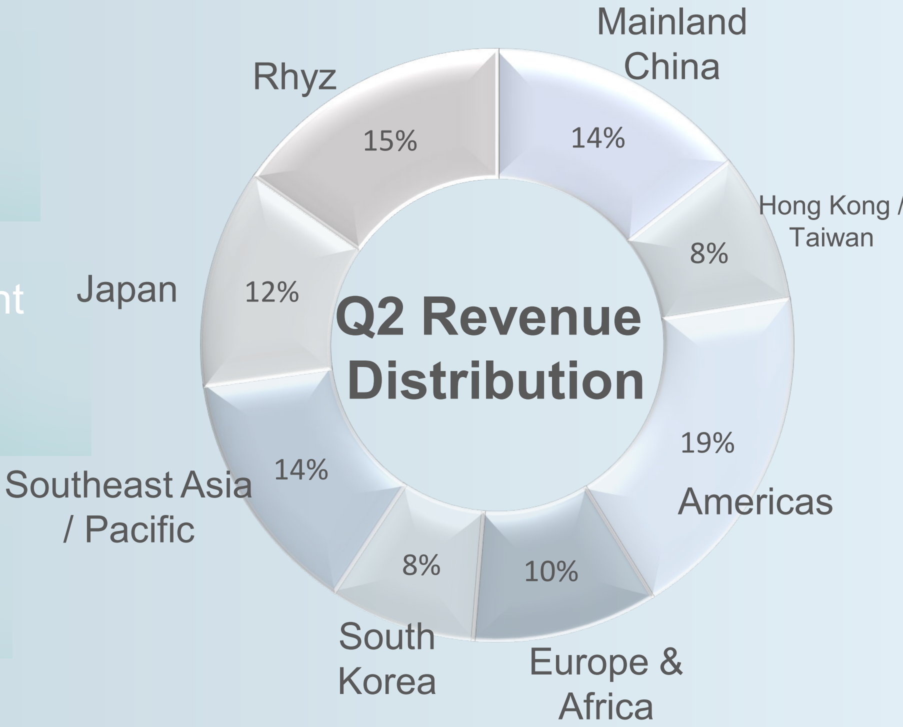
Q2 Overview

Revenue $320.1 million, (17.1%) YOY

(1.0)% FX impact or $4M

EPS $(5.14) or $0.20 excluding non-cash impairment and non-cash tax charges compared to $0.43

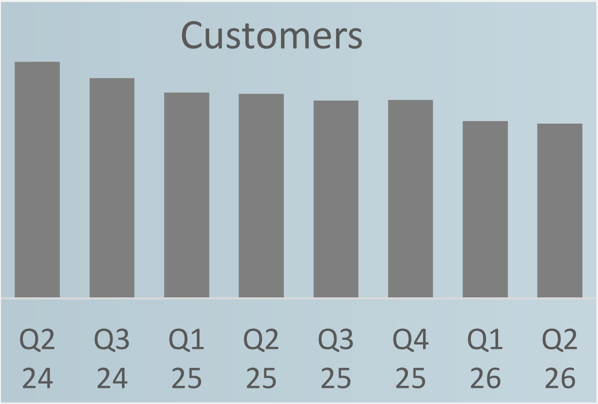
Customers (14)%, Paid Affiliates (8)%, Sales Leaders (9)%, YOY

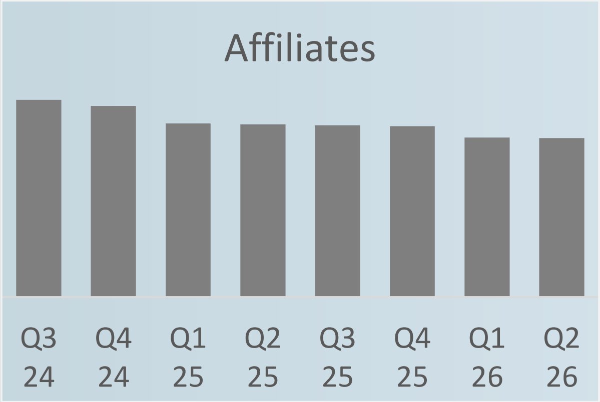


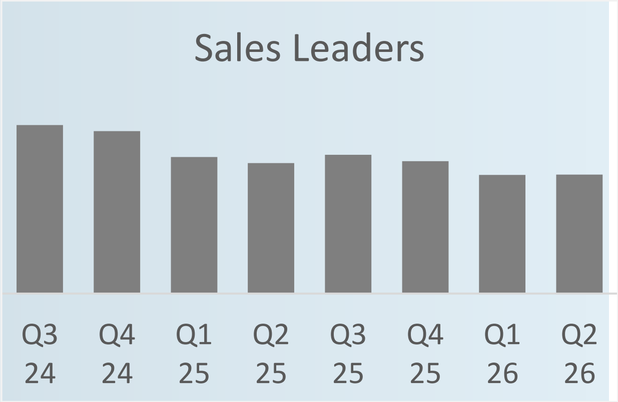
Customer/Paid Affiliates/Sales Leader Performance

Q2 2026 vs Q2 2025

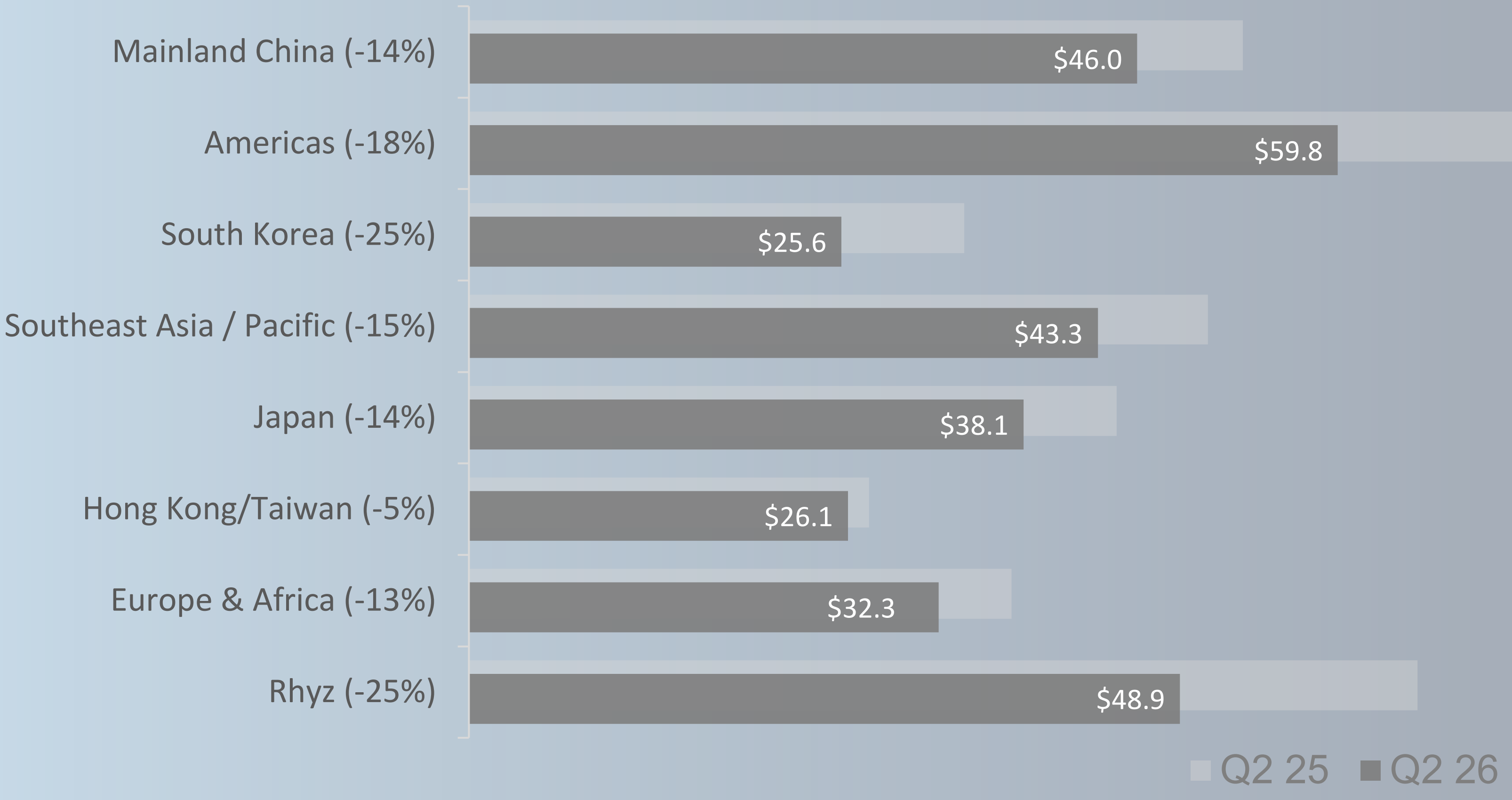
Market	Customers	YOY % Change	Paid Affiliates	YOY % Change	Sales Leaders	YOY % Change
Mainland China	103,891	(11%)	18,736	(3%)	5,899	2%
Americas	183,757	(24%)	27,337	(5%)	5,041	(16%)
Korea	54,305	(19%)	14,826	(13%)	2,571	(16%)
S.E. Asia and Pacific	69,354	(5%)	17,677	(16%)	3,631	(12%)
Japan	100,849	(5%)	19,018	(3%)	5,782	(2%)
Hong Kong/ Taiwan	36,549	(12%)	9,390	(2%)	1,858	(10%)
Europe & Africa	111,332	(12%)	13,307	(13%)	2,216	(18%)
Total	660,037	(14%)	120,291	(8%)	26,998	(9%)



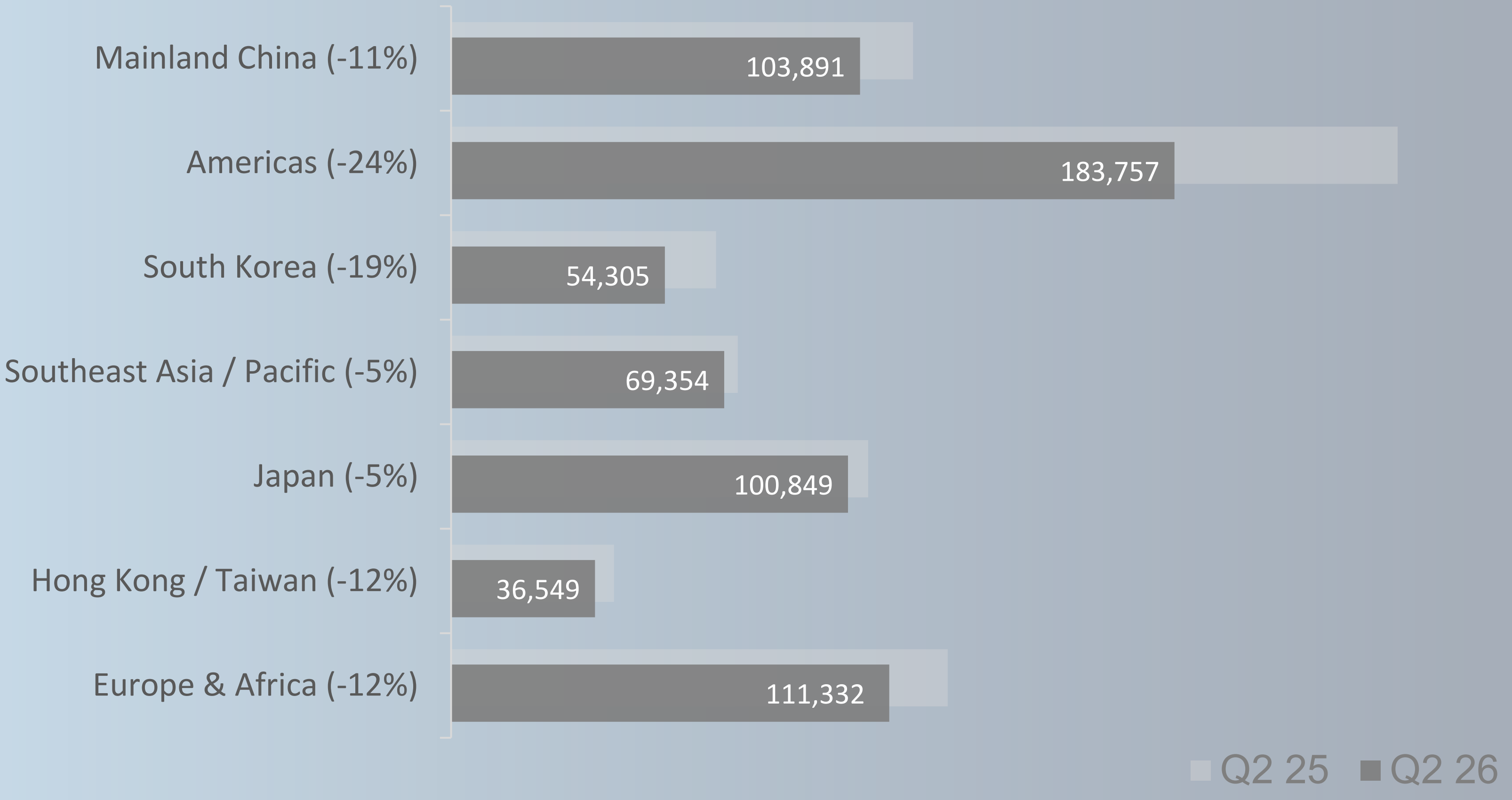




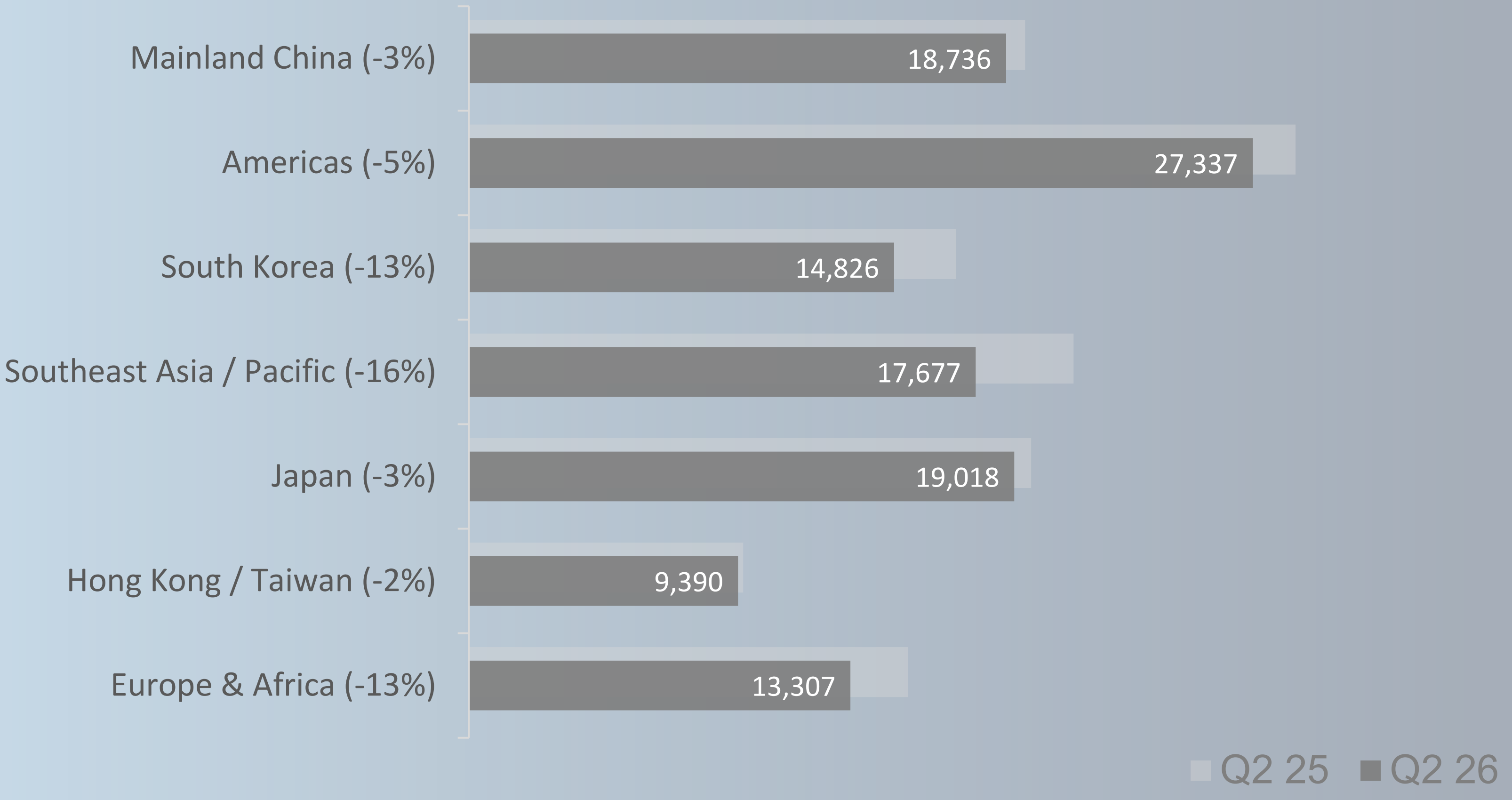
Q2 Revenue by Segment (M)



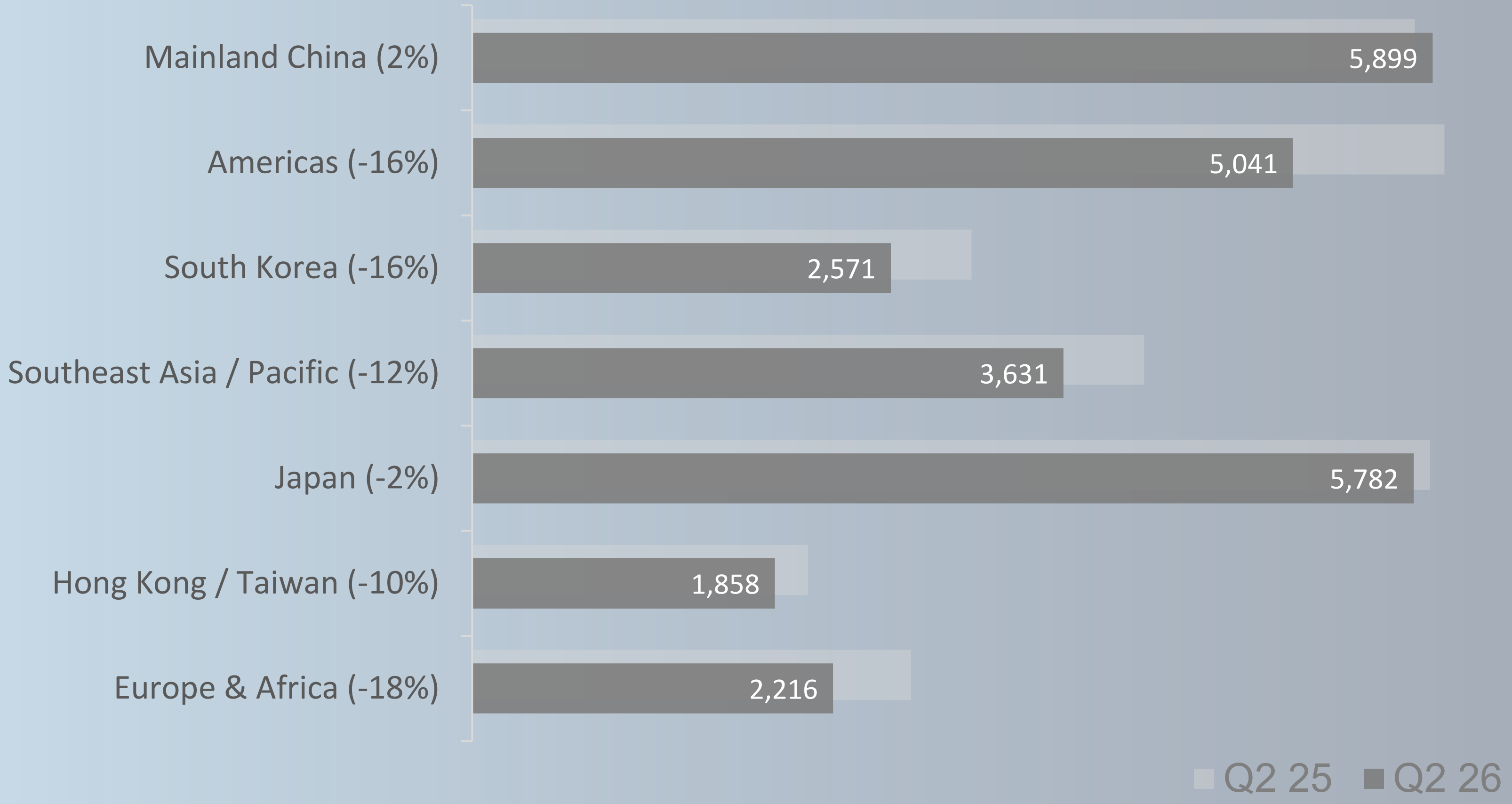
Customers by Segment



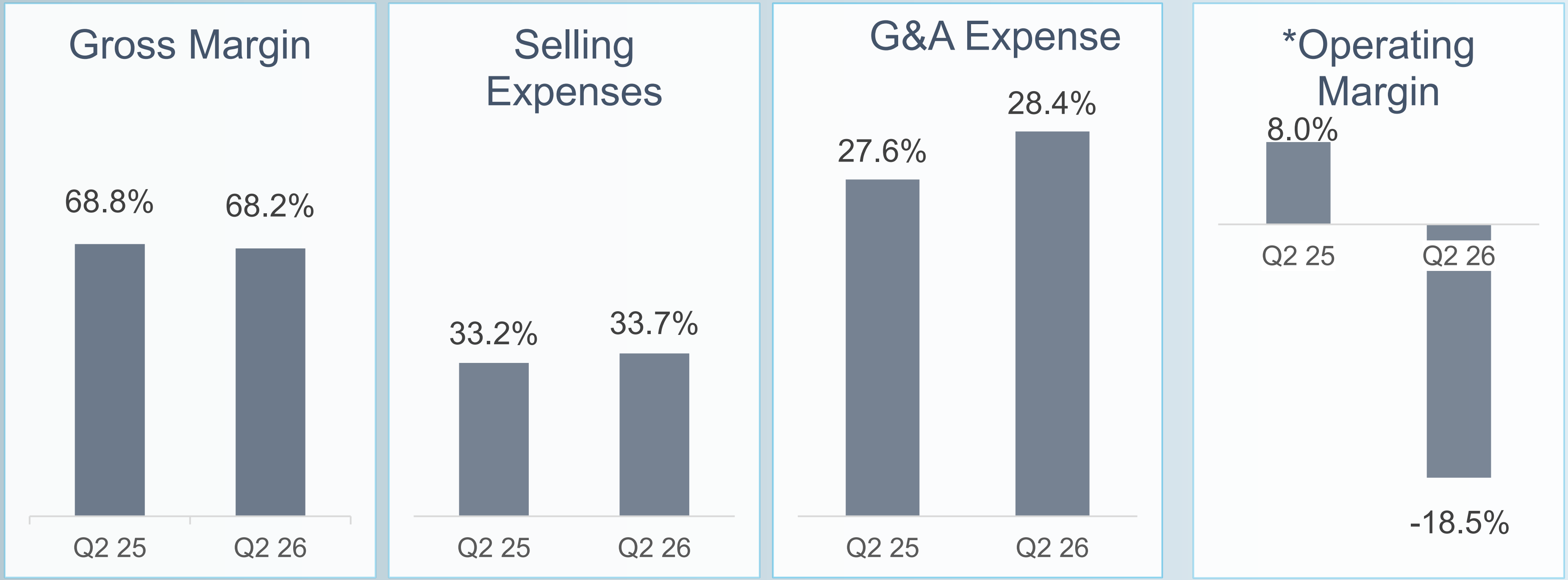
Paid Affiliates by Segment



Sales Leaders by Segment



Q2 2026 Operational Performance

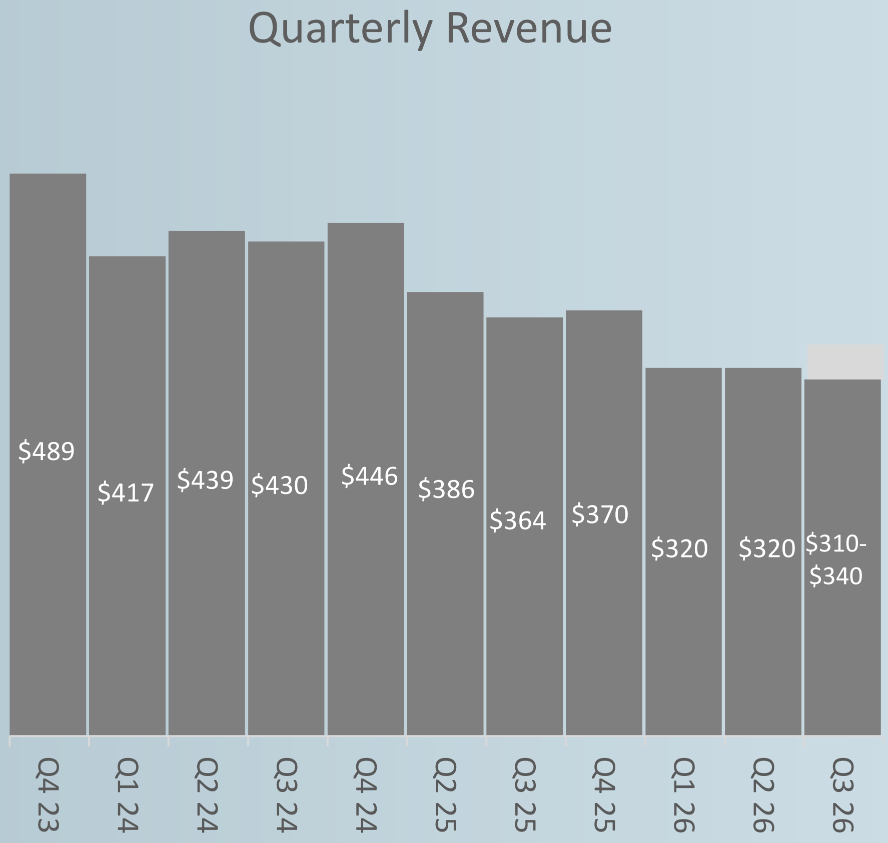


Nu Skin business was 77.5% in 2025 compared to 77.7% in 2026

Nu Skin business was 40.0% in 2025 compared to 39.8% in 2026

* Percentages reflect US GAAP, see reconciliation table for non-GAAP #'s

Q3 & 2026 Outlook



Q3 26 Revenue

- $310 to $340 million; (15)% to (7)%
- Approx. (3)% to (2)%FX impact

Q3 26 EPS

- $0.00 to $0.09 or $0.10 to $0.20 on an adjusted basis

2026 Revenue

- $1.28 to $1.35 B; (14)% to (9)%
- Approx. (1)% FX impact

2026 EPS

- $(4.90) to $(4.73) or $0.70 to $0.90 on an adjusted basis

Reconciliation Tables

NU SKIN ENTERPRISES, INC.
Reconciliation of Operating Margin Excluding Certain Charges to GAAP Operating Margin
(in thousands, except for per share amounts)

	Three months ended June 30,		Six months ended June 30,	
	2026	2025	2026	2025
Operating Income	$ (59,319)	$ 30,780	$ (55,293)	$ 20,877
Impact of inventory write-off	-	-	3,116	-
Impact of other charges(1)	-	-	2,643	7,966
Impact of impairment	78,875	-	80,714	25,114
Adjusted operating income	$ 19,556	$ 30,780	$ 31,180	$ 53,957
Operating margin	(18.5)%	8.0%	(8.6)%	2.8%
Operating margin, excluding certain charges	6.1%	8.0%	4.9%	7.2%
Revenue	$ 320,112	$ 386,138	$ 640,720	$ 750,628

(1) Other charges for the first quarter of 2026 consist of $1.0 million related to the wind down of the separate BeautyBio business and $1.6 million of other employee severance charges. Other charges for the first quarter of 2025 consist of expenses incurred in connection with the Mavely sale, including $2.7 million of transaction bonuses for certain employees and $5.2 million of equity compensation as a result of the vesting of the Mavely profits interest units.

Reconciliation Tables

NU SKIN ENTERPRISES, INC.
Reconciliation of Effective Tax Rate Excluding Impact of Certain Charges to GAAP Effective Tax Rate
(in thousands, except for per share amounts)

	Three months ended June 30,		Six months ended June 30,	
	2026	2025	2026	2025
Provision (benefit) for income taxes	$ 186,623	$ 6,292	$ 187,386	$ 33,378
Impact of inventory write-off on provision for income taxes	-	-	1,065	-
Impact of other charges(1) on provision for income taxes	-	-	903	725
Impact of impairment on provision for income taxes	(13,370)	-	(12,741)	5,433
Impact of gain on Mavely sale on provision for income taxes	-	-	-	(31,104)
Impact of gain on unrealized investment loss on provision for income taxes	-	-	-	6,074
Impact of valuation allowance on deferred tax assets	(167,505)	-	(167,505)	-
Provision for income taxes, excluding impact of certain charges	$ 5,748	$ 6,292	$ 9,108	$ 14,506
Income before provision for income taxes	(63,175)	27,411	(60,576)	162,012
Impact of inventory write-off	-	-	3,116	-
Impact of other charges(1)	-	-	2,643	7,966
Impact of impairment expense:	78,875	-	80,714	25,114
Impact of gain on Mavely sale	-	-	-	(176,162)
Impact of unrealized investment loss	-	-	-	28,077
Income before provision for income taxes, excluding impact certain charges	$ 15,700	$ 27,411	$ 25,897	$ 47,007
Effective tax rate	(295.4)%	23.0%	(309.3)%	20.6%
Effective tax rate, excluding impact of certain charges	36.6%	23.0%	35.2%	30.9%

Reconciliation Tables

NU SKIN ENTERPRISES, INC.
Reconciliation of Earnings Per Share Excluding Impact of Certain Charges to GAAP Earnings Per Share
(in thousands, except for per share amounts)

	Three months ended June 30,		Six months ended June 30,	
	2026	**2025**	**2026**	**2025**
Net income	$ (249,798)	$ 21,119	$ (247,962)	$ 128,634
Impact of Inventory write-off				
Inventory write-off	-	-	3,116	-
Tax impact	-	-	(1,065)	-
Impact of other charges				
Other charges	-	-	2,643	7,966
Tax impact	-	-	(903)	(725)
Impact of impairment				
Impairment charges	78,875	-	80,714	25,114
Tax impact	13,370	-	12,741	(5,433)
Impact of Mavely sale				
Mavely sale	-	-	-	(176,162)
Tax impact	-	-	-	31,104
Impact of unrealized investment loss				
Unrealized investment loss	-	-	-	28,077
Tax impact	-	-	-	(6,074)
Impact of valuation allowance on deferred tax assets	167,505	-	167,505	-
Adjusted net income	$ 9,952	$ 21,119	$ 16,789	$ 32,501
Diluted earnings per share	$ (5.14)	$ 0.43	$ (5.12)	$ 2.59
Diluted earnings per share, excluding impact of certain charges	$ 0.20	$ 0.43	$ 0.35	$ 0.65
Weighted-average common shares outstanding (000)	48,596	49,499	48,400	49,748

Reconciliation Tables

NU SKIN ENTERPRISES, INC.
Reconciliation of Earnings Per Share Excluding Impact of Certain Charges to GAAP Earnings Per Share

	Three months ended September 30, 2026		Year ended December 31, 2026	
	Low end	**High end**	**Low end**	**High end**
Earnings Per Share	$ 0.00	$ 0.09	$ (4.86)	$ (4.69)
Impact of inventory write-off				
Inventory write-off	-	-	0.06	0.06
Tax impact	-	-	(0.02)	(0.02)
Impact of other charges				
Other charges(2)	0.10	0.10	0.15	0.15
Tax impact	(0.02)	(0.02)	(0.04)	(0.04)
Impact of impairment:				
Impairment charges	-	-	1.67	1.67
Tax impact	-	-	0.26	0.26
Impact of valuation allowance on deferred tax assets	0.02	0.03	3.52	3.55
Adjusted EPS	$ 0.10	$ 0.20	$ 0.70	$ 0.90

(2) We are currently anticipating other charges for the third quarter of 2026 of approximately $5 million in cash-based transition cost. Other charges for the first quarter of 2026 consist of $1.0 million related to the wind down of the separate BeautyBio business and $1.6 million of other employee severance charges.