

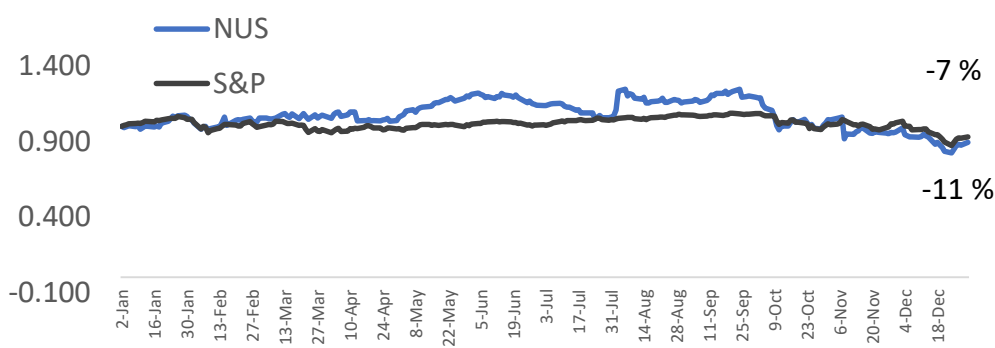


Nu Skin Enterprises (NYSE: NUS) demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company, evidenced in its unique ageLOC science that addresses aging at its sources. A few of Nu Skin's top-selling products include ageLOC TR90 weight management system, AP24 Whitening Toothpaste, ageLOC Spa Systems, LifePak Nano nutritional supplement, ageLOC True Face Essence, ageLOC Youth and the ageLOC LumiSpa.

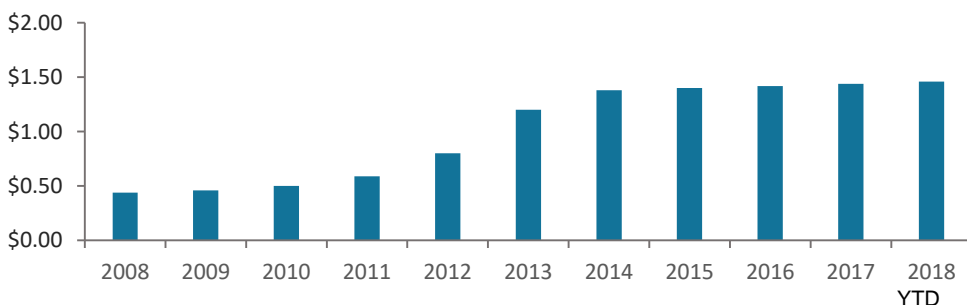
Investment Highlights

- **Track Record of Delivering Shareholder Value**
 - 24% average annual return since 2008
- **Attractive Dividend – 2.3% yield**
 - 18 Years of consecutive dividend increase
- **Visible Growth from Recent Projects**
 - ageLOC LumiSpa Launch 2018
- **Strong Financial Position**
 - Capacity to fund growth projects and increase dividends

NUS vs S&P 2018



Dividends



Our Mission and Vision

Our mission is to be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products, and an enriching, uplifting culture.

Our vision is to become the world's leading business opportunity platform.

Nu Skin at a Glance

- Founded in 1984
- Headquartered in Provo, Utah, USA
- Market Capitalization \$3.33 Billion
- 55.61M Shares Outstanding
- \$2.68 billion in sales (2018)
- Sales presence in ~50 markets
- Approximately 4,700 employees worldwide
- Named one of the best places to work for 2018 by Direct Selling News
- Traded on NYSE since 1996 – symbol NUS



2019 Objectives and Growth Strategy



Platforms

- Develop solutions to leverage social selling
- Strong trial and customer acquisition
- Appeals to broader demographic



Products

- Increasing pace of product innovation
- Innovating throughout portfolio, at all price points
- Emphasis on products optimized for social selling



Programs

- Enhanced sales model-VELOCITY
- Implement in 2018-2019
- Reward sales leaders quickly and effectively
- Strengthen customer loyalty program

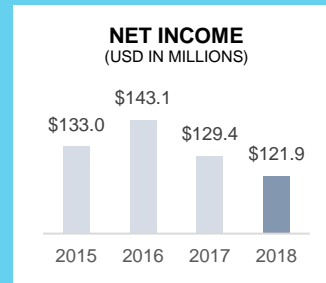
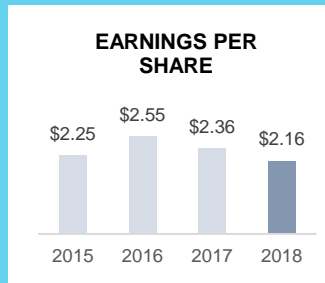
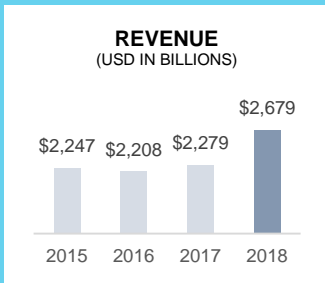
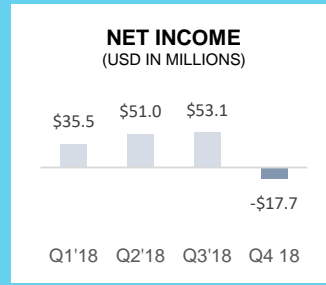
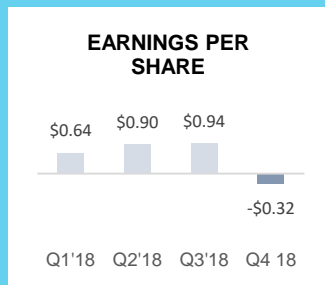
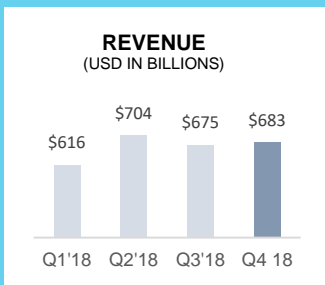
Company Overview

Founded in 1984, Nu Skin Enterprises, Inc., is a direct selling company that distributes more than 200 premium-quality antiaging products in both the personal care and nutritional supplements categories.

Executive Committee

- Ritch Wood**
Chief Executive Officer
- Ryan Napierski**
President
- Joseph Y. Chang, Ph.D.**
CSO, EVP Product Development
- D. Matthew Dorny**
EVP and General Counsel
- Mark Lawrence**
Chief Financial Officer

Q4'18 & FY'18 Financial Highlights



Corporate Headquarters

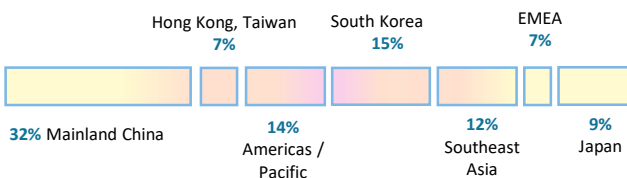
Nu Skin Corporate Headquarters
75 West Center Street
Provo, Ut, 84601
Contact us:
(801)345-5001
investorrelations@nuskin.com
Ticker: NUS : (NYSE MKT)

Shareholder Information

52-Week High: \$84.00
52-Week Low: \$53.50
Market Capitalization: 3.33B
PE Ratio (TTM): 27.86
EPS (TTM): 2.16
YTD: 11.24%



Sales by Region Q4 2018



Sales by Brand

