























FROM A START-UP TO A BILLION-DOLLAR COMPANY!

The year was 1984 and a revolutionary idea was taking shape – an idea simple in scope, yet powerful in its ability to touch lives around the world. Nu Skin Enterprises was founded with the promise of high-quality, scientifically-based personal care products without harsh or harmful fillers that were typical in such products more than 30 years ago. This “all-of-the-good, none-of-the-bad” product philosophy led to the creation of Nu Skin’s original product line.

The initial products were delivered to the founders in 10-gallon containers and the team would carefully hand fill the bottles with their efficacious formulations and apply labels. When packaged product ran out, eager customers would bring their own containers and the founders would fill them using a simple spoon. High product demand quickly made this method obsolete as the company began receiving pre-bottled products, yet the spoon has become a lasting reminder that the power to improve lives often starts with a small, simple first step.



OUR PRIDE. OUR HONOR.

 Pillar World Awards Most Innovative Department of the Year – R&D Nu Skin Enterprises, Inc., 2016	 CONVOY OF HOPE Convoy of Hope Global Impact Award Nourish The Children, 2016	 CONSUMER WORLD AWARDS BEST 2016 GOLD Consumer World Awards Gold Winner ageLOC Me®, 2016	 happi ANTI-AGING PRODUCT OF THE YEAR #READER'S CHOICE 2016 Happi Magazine Readers' Choice Award Anti-Aging Product of the Year ageLOC Me®, 2016
 the techies 2016 2016 Techies Award for the Most Innovative Retail Product ageLOC Me®, 2016	 AT&T AWARDS WINNER 2016 PLATINUM Platinum A' Design Award in the Beauty, Personal Care and Cosmetic Products Design Category ageLOC Me®, 2016	 BIG INNOVATION 2016 2016 Top Innovation ageLOC Me®, 2016	 BEAUTY SHORTLIST AWARDS 2016 WINNER 2016 Beauty Shortlist Award in the Best Beauty Supplement/Device/Skincare Innovation category ageLOC Me®, 2016
 MYFACEMYBODY AWARDS UK 2016 2016 MyFaceMyBody Awards UK ageLOC® Tru Face® Essence Ultra, 2016	 AREAS 2016 Winners of the AREA (Asia Responsible Entrepreneurship Awards) 2016 under the Health Promotion category Southeast Asia Children's Heart Fund by Nu Skin Malaysia, 2016	 BRONZE STEVIE WINNER Innovative Use of Technology in Customer Service Nu Skin Malaysia, 2016	 BRONZE STEVIE WINNER Innovative in Consumer Products & Services Nu Skin Singapore, 2016
 SPARK Finalist in the 2015 Spark Design Awards ageLOC Me®, 2015	 GOOD DESIGN 2015 Good Design Award ageLOC Me®, 2015	 2015 COSMOPOLITAN BEAUTY AWARDS 2015 Cosmopolitan Beauty Awards ageLOC® Tru Face® Essence Ultra, 2015	 BRAND LAUREATE The BrandLaureate Special Edition World Awards 2015 - Brand Excellence in Wellness – Anti-Aging Solutions Nu Skin Malaysia, 2015
 BEST BEAUTY BUYS Women's Weekly 2015 WINNER The Malaysian Women's Weekly Best Beauty Buys Polishing Peel, 2015	 COMMUNITAS AWARD Communitas Award in the category of Corporate Social Responsibility Nu Skin Enterprises, Inc., 2015	 DSAs ETHOS AWARD Vision for Tomorrow Nu Skin Enterprises, Inc., 2015	 TOTALBEAUTY.COM Ranked No. 1 in TotalBeauty.com's 16 Best Anti-Aging Serums ageLOC® Future Serum, 2015

A Member of Direct Selling Association:



DISCOVER THE BEST YOU™

NUSKIN ENTERPRISES SINGAPORE PTE LTD
 8 Esu Tong Sen Street
 #05-01, The Central
 Singapore 059818
 Tel: 65 6827 5561 Fax: 65 6827 5555
 www.nuskin.com.sg

NUSKIN (MALAYSIA) SDN. BHD.
 (4027973) License No. A.E. 95784
 Lot 01-04, Level 1, PUS Duty Free Retail,
 No. 10, Jalan Binjai, 50450 Kuala Lumpur,
 Tel: 603 2170 7888 Fax: 603 2170 7999
 www.nuskin.com.my

NUSKIN PHARMANEX (B) SDN. BHD.
 D2, Blok D3, Lot 16/20, Jalan Gasing,
 Bandar Seri Begawan 95171,
 Brunei Darussalam,
 Tel: 673 2 422 225 Fax: 673 2 422 226
 www.nuskin.com.bn

نو سکین فوایلیکس ای، سنڈیپین پرجنڈ
 2017



Discover The Best You



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**

MISSION

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.

VISION

Our vision is to become the world's leading direct selling company by generating more income for sales leaders than any other company.



PEOPLE

By improving lives around the world and becoming inspirational and aspirational leaders for life.



- Our people have a high level of integrity and commitment to doing good for others.
- Our people have excellent leadership skills. From executives to professionals, people from all levels learn how to grow and work with Nu Skin Enterprises to create a better world.
- In 2014, President and Chief Executive Officer, Truman Hunt was elected chairman of the U.S. Direct Selling Association.
- In 2012, Utah Business recognized Truman Hunt as a CEO of the Year.
- Our people are entrepreneurial. Blake Roney, Founder of Nu Skin Enterprises, was awarded 2011 Lifetime Achievement Award Entrepreneur of the Year by Ernst & Young.
- Nu Skin President for Asia Pacific, Ms. Melisa Tantoco Quijano, was named the Best Asian Executive for 2010 by the prestigious International Stevie Awards.
- Our people are passionate.
- Our employees and distributors are incredibly diverse.



PRODUCT

Innovative Products with proven benefits and wide variety of opportunities that improve lives around the world.



- Our difference is proven by awards and recommendations from different authorities and credible organizations.
- Nu Skin's ageLOC® Future Serum was voted as Best Anti-Wrinkle Serum in the annual New Beauty Choice Awards in 2011.
- Pharmanex® BioPhotonic S3 Scanner won 2015 Top Innovation by Business Intelligence Group.
- Our difference is derived through scientific research to ensure product efficacy.
- Our difference is differentiated with an elite panel of more than 75 world-renowned scientist experts as they work on the forefront of product research and development.
- Our difference is demonstrated as we work with top research institutions around the world, and revolutionary laboratories from US and Shanghai while ensuring product excellence with the 6S Quality Process.
- Our difference stems from providing innovative tools to aid business expansion, and these include Pharmanex® BioPhotonic Scanner which is worth more than US\$1 billion in investments alone. These breakthrough innovations garnered top accolades at The America Business Awards, US Nutrition Business Journal, Consumer Publication and Taiwan Innovative Award.
- Nu Skin has acquired LifeGen Technologies in 2010. This acquisition gives Nu Skin access to more than 30 years of research into the genetic basis of aging. LifeGen's pioneering research combined with Nu Skin's ongoing research allows us to use this knowledge to develop innovative proprietary products far into the future.



CULTURE



We thrive in a fun and productive environment that connects us with a powerful culture from world events to Nu Skin Force For Good Foundation.



- Our difference is demonstrated through our Force for Good culture, with an emphasis on happiness and respect.
- Our difference comes from synergized cooperation and a vision to make the world a better place.
- Our difference stems from our commitment to community initiatives to help children via the Nu Skin Force for Good Foundation, Nourish the Children and Nu Skin Southeast Asia Children's Heart Fund (SEA CHF).
- SEA CHF combines Foundation grants with distributor contributions from Thailand, the Philippines, Singapore, Malaysia, Brunei, Indonesia and Vietnam to fund corrective heart surgery for underprivileged children with congenital heart disease.
- SEA CHF has partnered with Pediatric Cardiac Surgery Foundation (PCSF) in Thailand, Child Health in Life and Development (CHILD) Foundation in the Philippines, Institut Jantung Negara (IJN) Foundation and Gleneagles Kuala Lumpur – A Heart for A Heart Programme in Malaysia, Yayasan Jantung Anak Indonesia (YJAI) in Indonesia, KK Women's and Children's Hospital (KKH) in Singapore and Heartbeat Vietnam in Vietnam.
- SEA CHF won the Asia Responsible Entrepreneurship Award 2013 – Southeast Asia, for the Best CSR practice in the category of Health Promotion.
- SEA CHF won the Gold Stevie Award in the 2012 9th International Business Award. Its "A Life A Day" program was chosen as the Corporate Social Responsibility Program of the Year in Asia, Australia and New Zealand.
- Nu Skin Philippines won the Corporate Social Responsibility Excellence Award from the American Chamber of Commerce Philippines in November 2011. It acknowledged the company's efforts in sponsoring heart operations for children.
- Our difference is distinguished with the achievement of providing millions of grants to help improve children's lives in over 50 countries via the Force for Good Foundation, by serving more than 500 million VitaMeal® meals to children via Nourish the Children, and saving over 8,000 children's lives via SEA CHF.



OPPORTUNITY

Committed to provide best opportunities that make dreams a reality by thriving, inspiring and empowering others.



- Demonstrated ability to positively impact distributors' lives and provide a vehicle to help them make their dreams come true.
- Demonstrated commitment to distributors' success, reflected through a generous sales compensation and incentives structure.
- Demonstrated by providing an unmatched business opportunity.
- Over 30 years, Nu Skin Enterprises has nearly 1 million active distributors and has expanded to more than 50 markets worldwide. Nu Skin has paid out more than US\$12 billion in commissions since its founding.
- Created more than 1,200 Million Dollar Circle members.*



*To qualify for any pin level you must meet all the requirements of the Sales Compensation Plan, including retail sales. Million Dollar Circle Members are independent distributors who have earned over one million US dollars in commissions over the lifetime of their Nu Skin distributorships. Not all distributors succeed or make money. Generating meaningful compensation as a distributor requires considerable time, effort, and commitment. For more information about the Sales Compensation Plan of Nu Skin, please contact Nu Skin office at your home market or go to www.nuskin.com.