



**YOUR DREAMS. YOUR DESTINY. YOUR DECISION.**  
THE NU SKIN OPPORTUNITY



**NU SKIN**  
THE DIFFERENCE DEMONSTRATED™

## NU SKIN IS THE DIFFERENCE. DEMONSTRATED.

Welcome to the Nu Skin opportunity. There has never been a better moment to write the music of your own life. With incredible people, products, culture, and opportunity, Nu Skin provides an innovative platform for you to catapult your business to the next level of success.

With ageLOC, the [right story](#), [products](#), and [timing](#) have come together to create the most successful business opportunity in Nu Skin history. With worldwide media attention, cutting-edge science, and record-breaking product sales, ageLOC is stronger than ever—and is revolutionizing the global anti-aging industry.

**THE FUTURE IS PLAYING YOUR TUNE**



# THE RIGHT OPPORTUNITY

Living young. It was the dream. Today it's the reality. A deeply rooted desire that we believe will become a trillion dollar industry.

Breakthrough technology and favorable market trends place ageLOC at the forefront of the anti-aging industry. The strong desire of consumers to look and feel healthy as they age fuels the business potential for both current and future distributors.

- Despite the economic downturn, consumers are spending money on anti-aging products, indicating that they prize the retention of their youthful looks above all other areas of beauty and personal care.<sup>1</sup>
- In fewer than 10 years, people aged 65 years and older will outnumber children under 5 for the first time in history.<sup>2</sup>
- The over-65 population is expected to double by 2050.<sup>2</sup>
- Almost 80% of Baby Boomers are taking steps to feel and remain young.<sup>3</sup>
- More than 90% of consumers are interested in learning how to achieve a healthy lifestyle.<sup>3</sup>

## IN 2011 ALONE

- Nu Skin reached a record **\$1.74 billion in sales**.
- Nu Skin's ageLOC® global product sales were \$506 million.
- The company paid a record **\$751 million in commissions**.\*





The stage has been set. Now is your opportunity. And the key is [ageLOC](#)—unlocking a revolutionary business opportunity that's music to your ears.

## THERE'S A GLOBAL MOVEMENT

All around the world. Across generations and genders. Throughout good economic times and bad, the chorus of calls for anti-aging innovation grows louder every day. And the spotlight is on gene-based technology—the hottest innovation in the industry.

THE GLOBAL COSMETICS AND TOILETRIES INDUSTRY IS A **\$333 BILLION INDUSTRY**, AND ANTI-AGING IS ITS LARGEST GROWING SEGMENT.<sup>4</sup>

THE GLOBAL WELLNESS PRODUCTS INDUSTRY IS A **\$569 BILLION INDUSTRY**, AND ANTI-AGING IS ONE OF ITS FASTEST GROWING CATEGORIES.<sup>5</sup>

THE ANTI-AGING MARKET IS **PROJECTED TO REACH \$274.5 BILLION DOLLARS BY 2013**.<sup>6</sup>

BY 2015, THE ANTI-AGING INDUSTRY WILL GROW BY:

- 76% IN THE UNITED STATES
- 73% IN EUROPE
- 72% IN JAPAN
- 82% IN ASIA PACIFIC<sup>7</sup>

<sup>1</sup> New Value Perceptions in Skin Care, March 2011, Euromonitor

<sup>2</sup> An Aging World: 2008, International Population Reports, July 2009, National Institute on Aging and U.S. Census Bureau

<sup>3</sup> Anti-Aging Market, a Global Perspective, 2008, Datamonitor

<sup>4</sup> Trend Watch: Industry Looks to Frontier Markets and Niche Areas for Growth, May 2009; Global Cosmetics and Toiletries: The Next Beauty Hotspots, June 2009

<sup>5</sup> Euromonitor OTC Healthcare report, July 2009

<sup>6</sup> BCC Research, Market Research Report, "Anti-Aging Products and Services: The Global Market," pp. 4–26, <http://www.bccresearch.com>

<sup>7</sup> Anti-Aging Products—A Global Strategic Business Report, March 2008, Global Industry Analysts, Inc.

\* The average commission paid to U.S. Active Distributors each month

in 2009 was \$125.71, or \$1,508.53 on an annualized basis. In 2009, the average monthly commission paid to U.S. Active Distributors who earned a commission check<sup>1</sup> was \$843.46, or \$10,121.52 on an annualized basis. For additional information about distributor earnings at all levels see [www.nuskin.com](http://www.nuskin.com). On a monthly basis, an average of 14.90% of U.S. Active Distributors earned a commission check.

# THE RIGHT STORY

Welcome to the performance of a lifetime. Introducing ageLOC® science: a worldwide superstar.

Are you ready to look, feel, and live younger? ageLOC science holds the key to retuning your mind and body to youthful harmony. Think of your body as an incredible orchestra of genes. Created by nature, born perfectly tuned. As the years go by, genes lose their beautifully tuned expressions of youth, and you see signs of age. Over time, our song starts to drift and the pitch changes as the key sounds flat or sharp...out of tune. Retuning a single gene can only do so much.

This is where we've asked science to step in. Exclusive access to 30 years of anti-aging genetic research has gone into the art and science of identifying, targeting, and resetting, or retuning, entire clusters of youth genes—what Nu Skin calls Youth Gene Clusters.

## AGELOC SCIENCE IS UNLIKE ANY OTHER IN THE WORLD

- 18 patents
- 14 oral presentations
- 3 prestigious awards
- 8 published articles
- 26 scientific posters



*“Nu Skin is taking the science of anti-aging to a completely new level by studying the genetic origins of how and why we age.”*

**Dr. Joseph Chang**  
Chief Scientific Officer and EVP Product Development







## A REVOLUTIONARY DISCOVERY

While researching the genetic life cycle, our scientists discovered groups of genes we call Youth Gene Clusters (YGCs). While other researchers were focusing on just one gene at a time, ours realized that these groups are the key to aging.

When you're born, genes express themselves in a youthful manner. But aging and years of interacting with the environment cause some genes in YGCs to turn up and some to turn down, compromising youthful expression.

Like any good conductor, ageLOC® science identifies and targets the groups that aren't performing up to par. Then, it's a matter of resetting them toward a more youthful, harmonious state.

- Identify: we identify the clusters of genes (YGCs) that are linked to aging.
- Target: we target the genes that express themselves with aging characteristics and isolate the ingredients that affect these genes.
- Reset: we reset the gene expression to a more youthful state.

## INNOVATIVE RESEARCH

Research findings from our Nu Skin and LifeGen scientists, help us reveal natural compounds that counteract age-related changes in the expression of YGCs. These exclusive findings then enable us to develop proprietary products that support the youthful expression of these YGCs.

## WHAT CHANGES YOUR GENETIC TUNE?

Our formulas feature a secret powerhouse player—our ageLOC products. These specially targeted virtuosos provide unparalleled results you can see on the outside and feel on the inside. Now you can change the way your body ages, and embrace the look and feel of youth.



# CELLULAR ENERGY PRODUCTION YGC



## FIGURE DESCRIPTION

This heatmap illustrates gene expression of three groups from a pre-clinical test in mice with one of the ageLOC ingredients: young (column 1), old (column 2), and old with ageLOC science (column 3). Each row represents one of 52 genes comprising the cellular energy production Youth Gene Cluster (YGC). Columns 1 and 2 show that each of the 52 genes became more or less active during the aging process. In column 3, the YGC activity pattern of the old with ageLOC science group has been reset to a gene expression pattern similar to the young group in column 1.\*

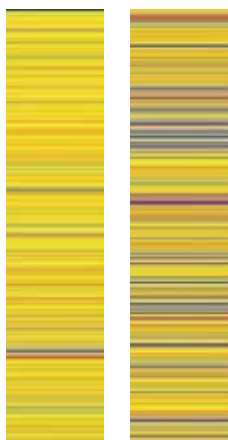
<sup>1</sup> *Transcriptional Biomarkers of Mitochondrial Aging and Modulation by Cordyceps Sinensis Cs-4*. Gordon Research Conference, Biology of Aging, Determinants of Health-Span: From Cells to Humans, August 22-27, 2010. Les Diablerets Conference Center, Les Diablerets, Switzerland.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# RESETTING SKIN RELATED YOUTH GENE CLUSTERS TO A MORE YOUTHFUL BALANCE

## FACE

FIGURE 1

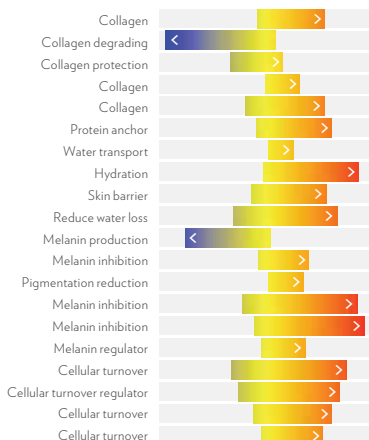


CONTROL

RESET

Heatmap using DNA microarray data illustrating the differences in gene expression activity with each line representing a single gene. Examples of genes identified as **Youth Gene Clusters**.

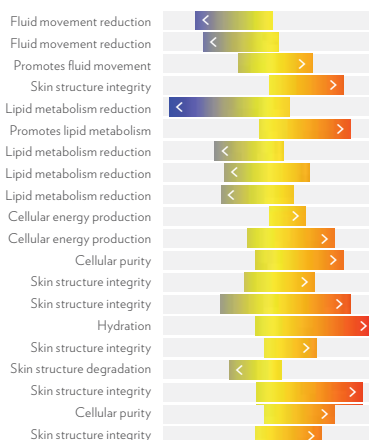
FIGURE 2



Representative diagram (Figure 2) of selected genes from heatmap (Figure 1) illustrating the change in direction in gene expression activity with each line representing a single gene for a given skin aging attribute. Results indicate up regulation and/or down regulation of genes.

## BODY

FIGURE 3



Representative diagram (Figure 3) of **selected genes from Body YGC data** illustrating the change in direction in gene expression activity with each line representing a single gene for a given body skin aging attribute. Results indicate up regulation and/or down regulation of genes.

### LEGEND

#### COLOR RANGE



DOWN REGULATION

UP REGULATION

# THE RIGHT PRODUCTS

With the right products, the right opportunity becomes a reality—and ageLOC boasts an unmatched product portfolio. Skin care for the outside and supplements for the inside bring your mind and body back into balance. Working together they create a perfect formula to help you look and feel younger. And the results speak for themselves. In less than three years, ageLOC products surged past \$700 million in sales worldwide.

## RESULTS YOU CAN SEE ON THE OUTSIDE

We've unlocked the future of skin care with revolutionary ageLOC anti-aging personal care products. These powerful products target the sources of aging to help you unlock the secret to a younger looking you—today and in the future.

### AGELOC® TRANSFORMATION

Nu Skin's most powerful anti-aging skin care regimen reveals younger looking skin 8 ways in 7 days—for a more youthful, healthier looking you, now and in the future.

#### AGELOC® GENTLE CLEANSE & TONE

Gently purifies and primes skin morning and night.

#### AGELOC® FUTURE SERUM

Promotes younger looking skin 8 ways in 7 days.


#### AGELOC® RADIANT DAY SPF 22

Brightens, hydrates, and fortifies for younger, healthier looking skin.

#### AGELOC® TRANSFORMING NIGHT

Dramatically reduces the look of fine lines, wrinkles, and pores for radiant, supple skin.





*“My favorite product is  
ageLOC Transformation.  
My skin tone is awesome  
and I have diminished lines  
on my face. I am 55 and get  
compliments daily.”*

**Steve W.**, Nu Skin Distributor, United States



## AGELOC® EDITION GALVANIC SPA® SYSTEM II

Smooth the appearance of fine lines and wrinkles, rejuvenate your complexion, revitalize your scalp, and renovate your body. Your radiant, youthful face and body will leave people wondering about your age and your secret.

## GALVANIC SPA FACIAL GELS WITH AGELOC

Skin immediately feels refreshed, hydrated, and incredibly soft and smooth. Unlock the secret of a younger looking you each time you experience a rejuvenating in-home spa facial.



## AGELOC® GALVANIC BODY SPA™

You can unlock the secret to a youthful looking body. ageLOC Galvanic Body Spa features a proprietary ageLOC body conductive surface designed to deliver 10 times more ageLOC to your skin when used with ageLOC Body Shaping Gel.

## AGELOC® BODY SHAPING GEL

ageLOC® Body Shaping Gel is formulated to work exclusively with Nu Skin Galvanic Spa instruments to bring ageLOC anti-aging benefits to the body. This intensive spa quality treatment minimizes and helps smooth the appearance of fat and cellulite, improves the appearance of skin's firmness, and helps increase cellular energy to refresh and purify while reducing the visible signs of aging.



## AGELOC® DERMATIC EFFECTS

ageLOC Dermatic Effects body contouring lotion is scientifically formulated to bring ageLOC anti-aging benefits to the body. This daily moisturizing and contouring lotion helps increase cellular turnover, which is necessary for renewing the skin and returning it to its natural radiant texture.





*“With ageLOC Vitality, I don’t feel an energy spike, or an energy crash. I feel a sustained energy all day long. I don’t have a coffee craving. I just feel great.”*

*Eric K., Nu Skin Distributor, United States*

## RESULTS YOU CAN FEEL ON THE INSIDE

We’re committed to enhancing the way you feel as you defy the aging process. ageLOC provides anti-aging nutritional solutions that target the sources of aging—unlocking your youthful potential to help you feel like you did when you were young.

## AGELOC® VITALITY

Nu Skin’s first ageLOC nutrition product improves the three dimensions of vitality—physical vigor, mental acuity, and sexual health—by promoting healthy Youth Gene Cluster activity associated with youthful vitality. Through targeting the sources of age-related vitality loss, ageLOC Vitality helps you feel more like you did when you were young.





FORBES.COM LISTED NU SKIN AS ONE OF THE 100 MOST TRUSTWORTHY COMPANIES

## RIGHT NOW

The opportunity is now, and the future is playing your tune. As a population we are not just living longer, we are demanding more out of our years. We want to look better and feel better and control how quickly we age. Nu Skin has put the power in your hands—the power to forever change your life and the lives of others. There has never been a better moment to write the music of your own life.

When it comes to creating your future, a 1.74 billion dollar company is ready to back you. With honesty. Integrity. A reputation for excellence and a history of success.

What comes next is up to you. You are the conductor of your own genes and your own dreams. It's up to you to unlock the opportunity of a lifetime—right now.

**AGELOC IS YOUR KEY TO LIVING YOUNGER LONGER**

# YOUR FUTURE IS WAITING FOR YOU.

Talk to a Nu Skin distributor today!

For more information on how to become a part of this revolutionary opportunity, please talk to the person who gave you this brochure, visit [nuskinusa.com](http://nuskinusa.com), or call 1-800-487-1000.



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