



Mission:

To be a global force for good by empowering people to improve lives with innovative products, rewarding opportunities and an enriching culture.

Vision:

To become the world's leading innovative beauty and wellness company, powered by our dynamic affiliate opportunity platform.

Company:

Nu Skin develops and distributes innovative consumer products, offering a comprehensive line of premium quality beauty and wellness solutions. The company sells its product through brand affiliates and sales leaders, who share the products they love to earn supplemental income.

Nu Skin started selling skin care products in 1984 based on the philosophy of "all of the good, none of the bad." The company expanded into nutritional supplements when it acquired Pharmanex. This balanced focus on both beauty and wellness uniquely positions the company to address beauty from both the inside and outside.

CSR/Community Support:

The Nu Skin Force for Good Foundation has granted millions of dollars to support children's causes around the world, such as heart surgeries, eye screenings, libraries and more.

Nu Skin distributors, customers and employees have purchased and donated more than 700 million meals to feed malnourished children around the world through the company's for-profit Nourish the Children initiative.

Products:

Nu Skin has hundreds of products in its portfolio. Innovative product brands include the Nu Skin® personal care brand, the Pharmanex® nutrition brand, and the ageLOC® anti-aging brand. Nu Skin has been named the world's number one at-home beauty device system brand for four consecutive years*.

Fast Facts: (As of end of 2020)



Founded: 1984



Headquarters: Provo, Utah



2020 Revenue: \$2.58 billion



Employees: Approx. 5,000



Sales Leaders: 70,435



Customers: 1.56 million

(Those who purchased directly from company in three-month period; does not include purchases directly from sales force.)



Operations: Nu Skin operates in approximately 50 markets across Asia, the Americas, Europe, Africa and the Pacific.



Commissions: The company pays out approximately 40 percent of its revenue as sales compensation.



Publicly Traded: Nu Skin Enterprises has been listed on the New York Stock Exchange since 1996.



Research: Two research centers with approximately 75 in-house scientists, which has led to 93 scientific posters, 38 oral presentations, 36 ageLOC-related patents or patents-pending and 29 published scientific articles.

* Source Euromonitor International Limited; Retail Value RSP terms; all channels; 2017 to 2020. Beauty Systems are at-home Skin Care Beauty Devices that are exclusively paired or recommended to be used with a topical consumable of the same brand. Claim verification based on Euromonitor custom research and methodology conducted January-March of 2021. Sales of at-home skin care beauty devices includes sales of electric facial cleansers as defined in Passport database. This category does not include hair care/removal appliances, body shavers, and oral care appliances