



M. TRUMAN HUNT

PRESIDENT AND CHIEF EXECUTIVE OFFICER

Truman Hunt's vision has shaped Nu Skin Enterprises' direction and has further established the company as a global direct selling leader. Under his guidance, the company has expanded into new geographic markets including China and Eastern Europe.

DEGREES AND AWARDS:

- B.S. from Brigham Young University
- J.D. from the University of Utah

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Truman Hunt was appointed president of Nu Skin Enterprises in January 2003, and was named chief executive officer in May 2003. Under his leadership, the company operates in 50 markets, with recent expansion into China, Eastern Europe, and Latin America.

Hunt is also active in industry associations, most recently serving as chairman of the World Federation of Direct Selling Associations (WFDSA) from 2005 to 2008. As chairman, he was committed to expanding the influence of local direct selling associations, fostering a positive regulatory environment, further strengthening industry ethics and increasing the stature of direct selling among key constituencies.

He is focused on the company's mission 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. Hunt serves on the executive board for the Nu Skin Force for Good Foundation.

Prior to his current appointment, Hunt served as vice president and general counsel of Nu Skin Enterprises from 1996 to January 2003. He was also named executive vice president of Nu Skin Enterprises in January 2001 and served as vice president of Legal Affairs from September 1996 to May 1998.

Prior to joining Nu Skin Enterprises, he was president and chief executive officer of Better Living Products, Inc., a Nu Skin affiliate involved in the manufacture and distribution of houseware products sold through traditional retail channels. Prior to joining Better Living Products in 1991, he was a securities and business attorney in private practice. Hunt earned a B.S. degree from Brigham Young University and a J.D. degree from the University of Utah.



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